

27<sup>th</sup> March 2017

## **PRESS RELEASE: Entry for Britain's Best Young Cheesemonger 2017 Now Open.**



*IMAGE: Contestants from the 2016 competition.*

The British Cheese Awards 2017 announces that the exciting competition to find Britain's best Young Cheesemonger for this year is now open for entries.

Becoming an expert cheesemonger is more than just learning about how to cut cheese. It's about knowing all the cheese varieties, how to care for them and understanding how they are made. The Young Cheesemonger 2017 competition is open to cheesemongers under the age of 30 and is sponsored by Rowcliffe, Britain's leading direct importer and distributor of fine cheeses to the specialist independent trade.

Cheesemongers who are interested in taking part in the competition can download the entry form from this link: <http://www.britishcheeseawards.com/media/YOUNG-CHEESEMONGER-Entry-Form-2017.pdf>.

The entry form consists of a brief history about the entrants' work in cheese and a response to the following question: 'You have £20 to shop for a cheeseboard for 6 people – which British cheeses would you buy?' The closing date for submitting completed entry forms is Wednesday 19 April 2017.

From these entries, judges from the British Cheese Awards committee will select eight finalists to attend the competition on Thursday 1 June 2017 at the Royal Bath & West Show.



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On the day finalists will take part in three rounds: round one – a Cut & Wrap exercise where they will have to cut and wrap different weights of cheese from whole cheeses by sight with no use of weighing scales; round two – Identification, where contestants will have to taste and identify a number of unmarked cheeses; and round three - where each contestant will take part in a Mastermind-style quiz and give responses to questions asked about British cheese. The winner will be announced later the same day.

The competition is part of the British Cheese Awards 2017, the pre-eminent cheese event in the UK and a great celebration of British cheese. The British Cheese Awards take place on Wednesday 31<sup>st</sup> May 2017 at the Royal Bath & West Show, Shepton Mallet, Somerset.

Peter Mitchell, chairman of the British Cheese Awards, says: *“We’re delighted to welcome this competition back for its second year at the British Cheese Awards thanks to the generous support from Rowcliffe. It’s an important competition for the British cheese industry as it promotes the key role of cheesemongers whilst also engaging with younger generations on the wonderful world of cheese. I’m very much looking forward to reading the entry forms, helping to select the finalists and to watching the competition on the day.”*

Tim Rowcliffe, chairman of Rowcliffe, says: *“Two years ago I was judging at the British Cheese Awards and realised that there were many events celebrating the fantastic cheese products, the producers and cheese shops who sell these products. However, there was a clear gap in celebrating the thousands of hard working people who actually cut and wrap these wonderful cheeses in deli counters across the UK.*

*“For that reason the ‘Young Cheesemonger’ award was created with the focus being on the up and coming talent amongst the younger dedicated people. It’s been long overdue and the inaugural event kicked off last year with great results. As Britain’s foremost distributor of award winning cheese from small producers, I feel this craft needs to be kept alive! After all they are the ones who wave the flag for the products, the producers, the stores and the industry.”*

Last year’s winner was Mihaela Mercasi, deli manager of the House of Bruar in Blair Atholl, Perthshire. She says: *“I never thought I would win such an honour, let alone being part of an event as prestigious as the British Cheese Awards. Winning this award was the result of a lot of hard work and equally of the people who believed in me and offered their full support. My achievement has helped me do my job with confidence and build strong relationships with our customers and suppliers.*



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*"I remember having a lot of fun during the competition, I had the chance to meet other cheesemongers, share ideas and information and also learn new things. I would encourage all young cheesemongers to participate in the Young Cheesemonger competition as it will challenge them to improve their knowledge, become determined and be hungry for success.*

*"My participation in the competition was an experience to remember, everyone was very friendly and professional, and I still have the great feeling of being part of an amazing family where one is respected and valued for their work."*

ENDS

**Press:**

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**The British Cheese Awards**

The British Cheese Awards take place on Wednesday 31<sup>st</sup> May 2017 at the Royal Bath and West Show that takes place from 31<sup>st</sup> May - 3 June 2017 at the Bath and West Showground, Shepton Mallet, Somerset.

**About the Royal Bath & West of England Society**

The Society was founded in 1777 in Bath by a group of philanthropists led by Edmund Rack. We are a registered charity organisation (Registered Charity Number 1039397). The Society was formed with the aims of encouraging agriculture, arts, manufacture and commerce.

Our charitable activities provide:

- Agriculture, veterinary, educational and art scholarships
- Technical events and Seminars
- Practical farming advice and conferences
- Countryside Education
- Diversification advice for farmers
- Education for children
- A market place for countryside products

As the Society approaches its 240<sup>th</sup> year it continues to deliver a wonderful mix of established traditional exhibits through to the latest energy technology and contemporary entertainment.

The entertainment and features around the 242-acre site ensure enjoyment for every member of the family and include attractions that are spectacular to watch, educational, inspirational, "hands on" or just plain fun.

**About Rowcliffe Ltd – [www.rowcliffe.co.uk](http://www.rowcliffe.co.uk)**

Rowcliffe was founded in 1967 and its success can be put down to the inspiration and passion of its founder, Anthony Rowcliffe, who pioneered a change in British attitudes to cheese. He began importing speciality cheeses and sourcing from local farmhouse producers and was the first to introduce many the European cheeses into the UK.

Son of the founder and current chairman Tim Rowcliffe, is a leading industry figure. He was a former chairman of the Specialist Cheese Makers Association (SCA), founding corporate member of the Guild of Fine Food Retailers and currently a judge and founding member of the British Cheese Awards.

The company's expertise in selling British and Continental cheese has also secured prestigious



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invitations to be represented on judging panels for the British Cheese Awards (BCA), World Cheese Awards (WCA), Great Yorkshire Show, Global Cheese Awards, along with the annual high profile Concours Général cheese judging competition in France.

The team are strategically involved with SALSA (Safe and Local Supplier Approval), BRC (British Retail Consortium) and Organic certifications, as well as directly influencing Government bodies to promote the interests of small producers and retailers.

Anthony Rowcliffe & Son Ltd are at Provender House, Unit B, Paddock Wood Distribution Centre, Paddock Wood, Tonbridge, Kent, TN12 6UU.