



Pocket Guide

PRODUCER,

Show the world the flavor
and tradition of your
artisanal cheese.





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ARAXÁ INTERNATIONAL CHEESE AWARDS 2025

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June
26th to 29th



GRANDE HOTEL
E TERMAS DE ARAXÁ



What is the contest?

The **Araxá International Cheese Awards** is a competition that aims to value artisanal cheese producers from Brazil and other countries who comply with local sanitary regulations.



When and where will it take place?

The contest will be held during **ExpoQueijo Brasil 2025 – Araxá International Cheese Awards**, from June **26** to **29** in Araxá, MG – Brazil, at the Grande Hotel Termas Araxá.



What is the purpose of the contest?

The goal is to encourage and reward the production of high-quality cheeses, promote best practices, highlight producing regions, increase product value, and showcase flavor diversity to consumers, benefiting the entire supply chain.

How many and who will be the competitors?

In 2025, up to **1,000** cheeses from across Brazil and all five continents will compete.

They will be evaluated in seven attributes by judges trained by the Cândido Tostes Dairy Institute..

What is the registration fee?

- Until May 20: **R\$150.00** for up to 3 cheeses (1 category each). Extra cheese: **R\$60.00**.
- From May 21: **R\$170.00** for 3 cheeses. Extra cheese: **R\$75.00**.



How do I pay the registration fee?

Payment is processed through the registration system. Choose your preferred method.

Where and how do I send my cheese?

Cheeses can be sent by mail, courier, or delivered in person. Must be well-packaged and protected.

Main collection points (details on the event website):

- Araxá/MG – Brazil (until June 25)
- São Paulo/SP – Brazil (until June 21)
- Zogno – Lombardy, Italy (until June 21)
- Lisbon – Portugal (until June 16)
- Grande Hotel in Araxá (June 25–26, in person)

IMPORTANT: Foreign cheeses must be shipped as “non-commercial samples” and will receive VIGIAGRO authorization after registration.

How do I get the cheese registration form?

After registering and paying, log into the system, go to "Registered Products," select your cheese, and print its individual registration form.

Who can participate?

Any artisanal cheese producer with official health certification in their country of origin.

How do I register?

Visit: www.expoqueijobrasil.com.br

Keep your login info! You'll access all your cheese data and score after the contest.

In which category will my cheese compete?

Categories are based on milk origin (cow, buffalo, sheep, goat, or mixed) and other features like maturation time and rind treatment. The system will help categorize during registration.

Contest Curation



Curated by the Cândido Tostes Dairy Institute and overseen by a committee with institutional representatives. All judges are trained by ILCT.

We look forward to your participation.

Good luck!

