

**PRESS RELEASE** Friday 18 June 2010



## Waving the Australian flag, for the 2<sup>nd</sup> time



This week, Alexandrina Cheese Company were again able to wave the Australian flag at the 2<sup>nd</sup> biannual World Jersey Cheese Awards on Jersey Island, United Kingdom.

The McCaul Family are delighted to announce receiving three prizes from the prestigious World's Best Jersey Cheese 2010;

- **Gold Medal for the Alexandrina Vintage Cheddar (Alexandrina Cheese Company, Australia)**
- **Silver Medal for the Mt Magnificent Gouda**
- **Silver Medal for the Encounter Bay Edam**

In 2008 the World Jersey Cattle Bureau launched the world's first produce awards dedicated to a single breed of livestock - The World Jersey Cheese Awards. The concept was simple; demonstrate the quality and diversity of cheeses made from 100% Jersey milk to reinforce in the mind of consumers that when it comes to quality look for 'Jersey' as a mark of the very best.

The 2<sup>nd</sup> World Jersey Cheese Awards, an initiative of the WJCB, were judged in the Island of Jersey on Friday 11th June 2010. 102 entries were received from 10 countries and the cheese awarded the title of the *World's Best Jersey Cheese 2010* was "Jersey Blue" made by Willi Schmid from Switzerland. Congratulations to all winners, and a big 'thank you' to all the entrants, judges and helpers, there would be no competition without you all.

The lead judges had this to say of the competition, June 2010:

John Allison from the United Kingdom: "*The Gold Medal winners were of an extremely high standard and would have ranked as such anywhere in the world. I was amazed by the variety of cheeses made from Jersey milk. The diligence & skill of the panel of judges made it an enjoyable and worthwhile competition.*"

Kathy Guidi from Canada: "*It was wonderful to see such an array of high quality hand crafted cheeses from around the world made*"

End.

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