



Switzerland
Cheese
Marketing AG

Program for Media Representatives

Wednesday, November 12, 2025

16:25 Meeting in front of the Festhalle Bern - Home

If possible, please check in at [Hotel: Holiday Inn Bern - Westside](#) before we meet

16:30-17:00 Behind-the-scenes-experience with John Farrand (GFF)

17:45 Bern tour with [Bern welcome](#)

We will split into three groups depending on interests and fitness levels.

19:00 Official Start of the Judges Welcome Drink with buffet at [Kornhauskeller](#)

It is possible to join the group here, if you do not arrive early enough for the behind-the-scenes part.

We will enjoy some drinks and food together with the Judges.

After the event, you can use public transport to return to the hotel.

Thursday, November 13, 2025

07:15 pick up in front of the Holiday Inn BERN-WESTSIDE

07:30 Bus departs

08:15 to 10:15 Käsehaus K3, Burgdorf

Learn more about the history of Emmentaler AOP and find out to what extent music influences the taste of cheese.

Cheese tasting

10:20 Bus departs

11:00 to 12:30 pre-judging at the Festhalle, Bern

Capture photos and videos of the judges at work in the Arena

To enter the arena, you need to be pre-booked

12:30 to 16:45 Lunch, Interviews and “free time” at the Neue Festhalle, Bern

We will provide meal vouchers for all participants. Time for pre-booked interviews, explore the event, relax or use the media room to work.



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16:45 Meet for the big finale in front of the Cube (Neue Festhalle)

17:00 to 18:00 Live Finale in the Cube

19:00 Dinner at the [altes Tramdepot](#)

We will enjoy some drinks and food together.

After the event, you can use public transport to return to the hotel.

Friday, November 14, 2025

06:45 pick up in front of the Holiday Inn BERN-WESTSIDE

06:55 Bus departs

08:00 to 11:00 Cheese Dairy Le Gruyère AOP / Vacherin Fribourgeois AOP

We will split into groups.

12:00 to 13:30 Lunch Restaurant Panorama, Aeschiried

14:00 to 16:00 Gourmino AG-Affinage in the Mountain, Reichenbach

17:00 to 19:00 Neue Festhalle Bern, Apéro riche

After the event you can use public transport to go back to the hotel

Saturday, November 15, 2025

Pick up at the hotel for the Mondial de Fondue in Tartegnin



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Public Transport

[Here](#) you find the SBB online portal for timetable, trains and public transport.

The fastest and easiest way to get from **the Hotel (station Bern Brünner Westside) to the Festhalle (Bern Wankdorf)** is to take the **train** and change at the main station (22 min). From there is a quick walk or take the tram 9 for 2 stops.

To get back from the **Kornhauskeller (station Zytglogge)** to your **hotel (Bern Brünner Westside)** can take the **tram 8** (29min).

To get back from the **altes Tramdepot (station Bärenpark)** to your **hotel (Bern Brünner Westside)** can take the **BUS 12** to the main station and change there to the **train** (25min).

Pictures

Pictures from the **World Cheese Awards** you can download directly from [here](#).

Pictures from the **press trip** you find [here](#).

*The source is indicated in each picture filename.