

## Media release

Bern, 23 October 2025

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### World Cheese Awards: record participation at Bern premiere

**For the first time ever, the World Cheese Awards are being held in Switzerland – and the debut comes with a record: 5,244 cheeses from 46 countries are set to compete in Bern. The three-day event will turn the city into the international “Capital of Cheese”, celebrating cheese, culinary excellence and culture.**

On 13 November 2025, a total of 5,244 cheeses from 46 countries will be judged by a 265-person jury at the Festhalle in Bern, representing a 9.13% increase over the World Cheese Awards 2024 held in Portugal.

Particularly pleasing is that of the **5,244 competing cheeses, 948 are from Switzerland**. This is more than ever before, underscoring Switzerland’s leading role as a global Cheese nation.

Entries for cheeses from **46 countries** have been submitted in total. For the first time ever, products from **Afghanistan** and **Panama** will take part in the competition.

An efficient logistics network with more than **20 international collection points** will ensure that cheeses from across the globe arrive safely in Bern. This not only serves to reduce costs, but also provides small producers with the opportunity to present their specialities to the jury.

*“We are proud that Switzerland, as the birthplace of so many world-famous cheeses, is hosting this global competition for the first time. The record number of entries is a powerful testament to the vitality and diversity of the international cheese world – and Bern offers the perfect stage for it”,* says Lorenz Hirt, Chairman of the Board of Directors of Switzerland Cheese Marketing.

The World Cheese Awards bring together cheese experts, producers, traders and cheese lovers from around the globe – putting Bern at the very heart of the international cheese world for three days.

In addition to the international cheese competition, visitors can look forward to the **Swiss Fine Food Market**, featuring Swiss delicacies across roughly 2,000 m<sup>2</sup>, the cheese-festival **cheese market** and a diverse programme of **concerts** and **entertainment** in and around the new Festhalle.

**Further information and visual materials can be found [here](#).**

#### Contact

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**Switzerland Cheese Marketing AG (SCM)** is a neutral, non-profit umbrella organisation for the Swiss cheese industry. SCM combines the strengths of all industry players and promotes the sale of cheese from Switzerland as a popular premium product at home and abroad.

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