



Regulations relating to the use of The Artisan Cheese Awards logos, certificates and labels

To avoid misrepresentation and to maintain the integrity of The Artisan Cheese Awards, the Melton Mowbray Food Partnership has issued the following regulations which must apply to the use of all Artisan Cheese Awards branding.

1. Gold, Silver, Bronze or Winner labels for use on packaging may only be purchased from approved suppliers and must only be attached to winning cheeses. The Melton Mowbray Food Partnership has no financial interest in the production of these award labels and has negotiated what it believes to be the best price available. Should any award winner believe they have identified an alternative supplier capable of producing the labels at a better price the label supplier should contact the Melton Mowbray Food Partnership directly.
2. Any producer wishing to print the Awards logo directly onto their packaging must provide the Melton Mowbray Food Partnership with proofs prior to printing. The Partnership reserves the right to refuse permission to use its logo if it believes the terms and conditions of usage are not in accordance with its rules and regulations.
3. The Artisan Cheese Awards logo should never be displayed in any form whatsoever, whether as labels, at exhibitions, on leaflets, letter headings, on websites or in advertisements without stating the award (ie Gold, Silver, Bronze or Winner), the product and the year in which the award was won.
4. Every Artisan Cheese Award is made exclusively to the specific cheese. Any foods presented in packaging and carrying The Artisan Cheese Awards' logo must state the name of the winning cheese on that packaging. Retail or wholesaler packaging must be submitted to the Melton Mowbray Food Partnership for approval prior to use.

The logo and the wording 'Artisan Cheese Awards' are registered to the Melton Mowbray Food Partnership and may only be used in printed or electronic format in the prescribed manner.

The Melton Mowbray Food Partnership reserves the right to refuse permission to use the logo if not deemed to be in keeping with the aims and integrity of the Artisan Cheese Awards.

For further information please call 07894 229499

Award Stickers may be purchased from Inkreadible. www.inkreadible.com

