



Concours
International
de **LYON**[®]

CHEESE & DAIRY PRODUCTS
COMPETITION

CITÉ INTERNATIONALE
LYON - FRANCE

**Lyon
International
Competition**
28th November 2025

**THE BIGGEST INTERNATIONAL
CHEESE AND DAIRY COMPETITION IN FRANCE**

Registration file
Registration of dairy products on concourslyon.com

For **16 years** now,
the competition has been rewarding
the world's best products!



In 16 years, more than 100,000
products have been tasted, judged
and marked.

A constant increase in the number
of samples presented demonstrates
the confidence participants have in
these distinctions.



PRESENTATION OF THE COMPETITION

Lyon is well known as the capital of the senses and particularly the sense of taste, so the city is a perfect place for the selection of the world's best products. Last year, the Competition has once again opened its doors to cheese and dairy products and received no fewer than 1,981 samples!

The popularity of the event continues to grow: in 2025, 10,386 samples (all categories combined) from 55 countries were tasted, and millions of products brought to consumers' attention with medals.

International tasters from all parts of the world now put the event on their calendars every year.



CHEESE AND DAIRY PRODUCTS AT THE COMPETITION

The competition has nearly 300 categories for tasting cheese, dairy products and frozen milk-based products. Cheese made from cows' goats' and ewes' milk are tasted, along with butters, yogurts, milks, creams, ice creams, etc. The competition follows strict rules concerning its organisation, with optimal storage conditions, classification of dairy products based on numerous criteria (milk, ripening, etc.), blind tasting, verification of the tasters selected, a 100-point marking scale.

This diversity means consumers are offered a very wide range of products that have been tasted and awarded medals by the Concours International de Lyon, to guide them in their selection of cheese and dairy products.



THE TASTING

Each year tasters meet at the Cité Internationale, Lyon's major centre for cultural events, tourism and services.

Jury members, at least three to a table, taste samples and attribute a mark out of 100. Each jury is composed of a professional in the field and experienced amateurs.



«Medals represent recognition which inevitably brings visibility. That's what's so great for our products and producers» – Romain Le Gal, MOF Cheesemonger





Renowned honorary presidents

Each year the selection of an honorary president draws the attention of the press and puts the competition in the limelight.

This year, the presidency of the Cheese & Dairy Products' competition has been attributed to Christian Janier, Meilleur Ouvrier de France Fromager.

In 2025, the presidency of the Wine, Beer & Spirits' competition has been conferred to Frédéric Schaaf, president of l'ASLERA (Association of Sommeliers Lyonnais and Rhône-Alpes).



The Commissioner General makes sure that samples are in conformity and that tasting is carried out properly.

Meilleur Ouvrier de France Fromager in 2007, Didier Lassagne changed job in 1998 to devote himself to cheese. He became a true ambassadeur of French cheese traditions in his cheese factory in Lyon.

13%

average increase in the price of a product with a gold medal



Average age of tasters: 47 years



38% women tasters in 2025

2,300

mentions in one year
(Source : Mention)

10,386

samples tasted in 2025



1 Lyon award-winner product sold per second somewhere in the world



68 countries participating for the past 3 years



46 nationalities represented in the tasters' ranks



L'OB

Le Parisien

LE FIGARO

Le Point

télé 7 JOURS

à table

ARTS & GASTRONOMIE

Cuisine et Vins

TRIBUNE DE LYON

LYON CAPITALE

profession fromager

Le Monde

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Communication on all Fronts

The competition does not end with the tasting. Our communication department makes sure that journalists, national and international decision-makers and buyers all hear about the products that are awarded a medal, and are aware of the competition's major events.

Results are transmitted to:

- **Newspapers and magazines for the general public:** articles in Le Point, Télé 7 jours, Le Nouvel Obs, Le Parisien, Le Figaro, Le Progrès, Tribune de Lyon, Lyon Capitale, Le Monde, France 3.
- **The specialised press:** articles in Profession Fromager, ELLE à table, Cuisine et Vins de France, Arts & Gastronomie.

- **The international press:** 6,700 journalists listed
- **Social media:** promoting the winners to our community of 11,600 followers
- **Buyers:** 6,400 for supermarkets, restaurants, major retailers, and wine bars.
- **Export:** 5,200 agents and importers.
- **Sector:** interprofessional groups, syndicates, groups of producers.
- **Internet:** competition partners and related websites, influential sites, cooking circles and blogs.



Partnership with *Le Progrès* **LE PROGRÈS**

The daily newspaper *Le Progrès* is associated for the publication of a special supplement dedicated to the Lyon International Competition and its award-winning products.

The supplement will go online before the summer with information on the competition, but also on the sector, key market figures, descriptions of award-winners and a complete report on this edition! Born in 1859 in Lyon, *Le Progrès* has 263 journalists, 1,800 local correspondents and 850,000 readers each day!



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Concours International de Lyon

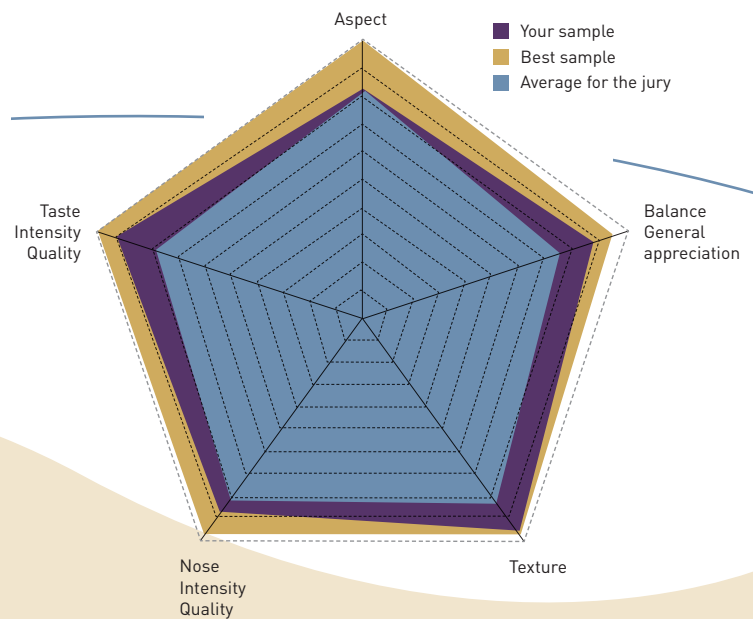


Organoleptic analysis: a valuable working tool

After the results are published, you can access and download from your account an explanatory summary of each product tasted. This organoleptic report based on the tasters' comments allows you to assess the qualities of the product and/or to work on possible areas of improvement.

A DETAILED RATING OF YOUR PRODUCTS

Each criterion is carefully considered by our jury of tasters. Aspect, nose, taste, texture: discover your scores, in detail, for each of these criteria. Thanks to an informative diagram, you can easily compare your scores to other samples in your category. More than a simple note, this summary allows you to highlight the strengths of your products.



The Concours International de Lyon is registered on the DGCCRF list. It solemnly agrees to strictly apply the rules governing dairy products and their tasting.

This certification demonstrates to producers the involvement of the Concours International de Lyon in showcasing their work. Consumers, for their part, will see it as a sign of rigorous selection, high quality and a competition worthy of their trust.



An independent inspector is appointed to guarantee compliance with regulations.



Participants' products are accounted for and controlled in the framework of the Competition's HACCP approach.



Medals at a reasonable price



Two distinctions can be displayed on products: the Gold medal and the Silver medal.

With the notoriety of the competition behind them, award-winning products marked with the famous medal sail around the globe and are highly sought-after by restaurants, buyers and importers. Medals are competitively priced so as not to weigh heavily on the per-product cost.

From €4 per thousand.

Metal plates: make your distinctions known

Metal plates are a wonderful sales tool. They can be used to call consumers' attention to the fact that your products have been awarded medals and are recognised as being some of the best in their categories.

Hang them up at your sales point, display them at your stand at an expo!



Trophy: show your success

The Trophy rewards the best cheese and dairy products of the competition by country, and all categories combined. Along with the medals and the metal plates, the Trophy is identifiable by the consumer and stands as a quality and trust guarantee.

It can be exposed in your point of sales and displayed at your stand at an expo!



Trophy of the World's Best Cheese: the ultimate award

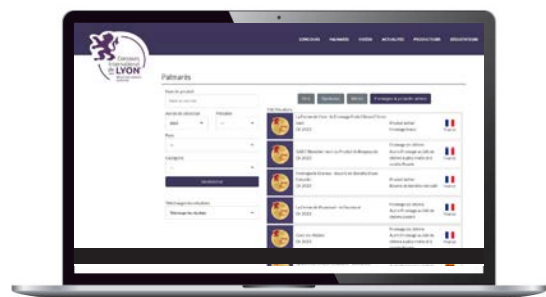
« The trophy has really helped boost our visibility and raise awareness of the cheese among our customers and the media. It showcases how excellent our cheese-making expertise is. »

- Fromageries de Normandie et d'Ile de France

Better online presence

The list of award-winners is displayed on the competition's website for all to see.

Throughout the year a web team uses SEO (Search Engine Optimization) to make sure web pages on the award-winning products are well-placed. The goal is to improve their rank in results returned by search engines such as Google, Yahoo and Bing. A product that is well-referenced in search engines helps make producers better known and can rapidly bring new contacts.



Strong, involved partners

After the tasting, competition partners take charge of relaying results.



Toques Blanches: great chefs from Lyon who are members of this association are part of the competition's juries. Members of the association are the trustees of a culinary heritage, repositories of the history of Lyon gastronomy: the mâchon, the Mères, the tiny restaurants called 'bouchons', the 'Halles de Lyon' marketplace, the great Michelin-starred chefs... All share and defend the same values of gastronomy, promotion of Lyon's cuisine and regional products.



ONLYLYON & Ville de Lyon: tourism and gastronomy are part and parcel of Lyon. So, the Lyon International Competition is naturally in the limelight in Lyon and surrounding areas, as are the competition's award-winning products.



L'Association des Sommeliers Lyonnais Et Rhône-Alpes: this association actively supports the competition. Many sommeliers are present on the day of the tasting.



STEF: its reputation as the food transport leader in Europe helps producers to send their samples to the competition premises easily, quickly and in compliance with health regulations

3 STEPS TO REGISTER



1 Create your account



2 Register your products



3 Send them stress-free by following our sending instructions

REGISTRATION OF SAMPLES

REGISTRATION

Until 31st October 2025 > Registration on the internet or by post

Connect to www.concourslyon.com to register directly or download the form.

Advantages of online registration:

- Payment possible by credit card or wire transfer
- Quick registration
- You are informed by email when we receive samples

TASTER REGISTRATION

The Lyon International Competition pays close attention to the choice of tasters. All newly registered tasters are contacted to verify their tasting aptitudes. Do you want to see how the selection takes place?

Register as a juror on concourslyon.com

Registration fees: €43,85 per product

RECEPTION OF SAMPLES

Until 25th November 2025 > Reception of samples

Do not hesitate to send in samples in advance of the deadline. If there is a problem during the delivery (damage, loss, held at customs, sample error...), we have time to find a solution.

