NATURAL IS POSSIBLE
The 13th Cheese will be held in Bra, Italy, from September 20 to 23, 2019. Organized by Slow Food and the City of Bra, it is the biggest international event—over 300,000 visitors in 2017—dedicated to raw-milk cheese and dairy products.

This event offers the ideal stage for herders, cheesemakers, cheesemongers and affineurs to reassert the importance of good, clean and fair production methods, turning a spotlight onto the quality of raw materials, animal welfare and protection of the landscape.

Cheese takes place in Bra’s squares and streets, which will be hosting the best of international cheese production, turning the town into a kaleidoscope of smells, flavors and colors, and at the Agenzia di Pollenzo, five kilometers away.

While maintaining its gastronomic spirit, the event will also be reconfirming its focus on food education for visitors of all ages, and particularly the younger generations. Once again, Bra will serve as a meeting place for the international network of herders, cheesemakers, cheesemongers, affineurs and specialist retailers, constructed over the years and now able to mobilize effectively to share battles, problems and solutions and to exert international pressure over issues relating to market rules and current legislation.
The central theme of Cheese 2019 is “Natural Is Possible.”

This 13th edition is another step along the journey that started with raw milk and has now reached natural cheeses, those made without the assistance of little packets of starter cultures prepared with bacteria selected in laboratories and reproduced industrially by a handful of multinationals. The aim is to show that cheeses without selected starter cultures are richer in biodiversity and a more authentic expression of local terroir.

The question of naturalness is not relevant only for cheese, but represents a wider challenge affecting cured meats, bread and wines as well. At Cheese 2019, we’ll be showcasing cured meats made without the use of nitrites and nitrates, wines without sulfites and selected yeasts and naturally leavened sourdough bread, because we believe that natural food is not only more delicious, but also better for our health and less impactful on the environment and its resources.

As an offshoot of this journey of exploration, Cheese 2019 will also be offering experiences “in the field,” specially designed itineraries to discover Piedmontese cheeses. These excursions will be an opportunity to reaffirm the idea of “slow tourism,” able to embrace the stories, traditions, flavors and artisan practices that lie behind a specific place and constitute its true wealth.
Cheese offers a showcase of the best raw-milk products from **herders, cheesemakers, cheesemongers, affineurs** and **specialist retailers** from Italy and around the world, selected based on rigorous guidelines that ensure every exhibitor is also an ambassador for Slow Food’s philosophy and concept of quality. Over time, this network has fought together (and triumphed) on various issues, and at Cheese its members will have a chance to share their stories and challenges.

As always, a prime role will be played by the Italian and international **Slow Food Presidia**, epitomes of the excellence of a production system based on raw milk, a “natural” philosophy, care for animal welfare and respect for the landscape and environment.

One section of the Market will host the **affineurs**, cheese agers who have longstanding relationships of trust with producers. With their work, they can develop and refine a cheese’s identity, bringing it to a perfect level of maturity thanks to their technical expertise, and **specialist retailers**, whose local knowledge means they can choose the best cheeses from the best producers to bring to the public.

This year, the Cheese Market will also include a selection of **natural cured meat producers**, who do not use nitrites or nitrates, instead employing natural preservatives like salt, pepper, chili, spices and smoke.

That’s not all: At Cheese, you can also find producers of honeys, jams and preserves, street food stalls and food trucks, craft breweries, chefs, ice-cream makers, **pizzaioli** and all the partners that contribute to making this event better and better with each edition.
Every two years, Cheese takes over the entire town of Bra, permeating the entire urban fabric, from the streets to the squares to the historic courtyards.

- Held in Piazza Carlo Alberto, Piazza Roma and the central streets of the historic center, the Market is the place to find all the Italian and international exhibitors. The Presidia Street will be returning for 2019, while a special space will host a number of smaller or recently started dairy farms and businesses.
- The Casa Slow Food will be welcoming Slow Food members and anyone who wants to find out more about the movement.
- An educational trail on Slow Cheese and Slow Meat themes has been designed for visitors of all ages.
- The Great Hall of Cheese and the Enoteca will be serving up tastings of natural and raw-milk cheeses from Italy and around the world, to be paired with biodynamic, organic, Triple A and Slow-Wine-award-winning wines.

- The Biodiversity House is a space for presenting new Presidia and the work being done by the network across the globe. More technical meetings for producers will also be organized here.
- The Taste Workshops will be held in two locations in Bra (for cheese workshops) and in the Wine Bank in Pollenzo (for wine workshops). The Garden restaurant in Pollenzo will also be hosting Dinner Dates.
- The Beer and Street Food Piazza offers Italian craft beers, street food treats and food truck creations.
- The city’s cinemas will be showing the Cheese on the Screen films.

Then there will also be the partner areas, institutional stands, conference venues and other locations still to be decided with focuses on highlands, ice cream and pizza.
Who can exhibit at Cheese

Producers of raw-milk cheeses and dairy products, jam, mostarda, honey, balsamic vinegar and beer are admitted.

The following exhibition spaces are available:
- Market stall (9 m²)
- Beer Piazza stall (9 m²)
- Ministand (16 m²)
- Stand with independent canopy (multiples of 25 m²)
- Institutional areas of various sizes
- Street food stalls and food truck spaces

To participate in the event as an exhibitor and book a space:

espositori@slowfood.it
Tel. +39 0172 419634 - +39 0172 419678

Cheese 2017 figures

Over 300,000 visitors, with a strong international presence
350 exhibitors, including 52 from outside Italy
59 Presidia, including 11 from outside Italy
23 affineurs and specialist retailers
34 craft breweries, 11 Street Food stalls, 11 food trucks

A total of 225 events:
- 36 Taste Workshops
- 16 conferences
- 10 events in the Biodiversity House, including aperitifs, Presidia presentations and spotlights on international products
- 3 Dinner Dates
- 2 Cooking Schools
- 10 Cheese on the Screen films
- 20 pizza activities
- 16 ice cream workshops
An event with a reduced environmental impact

Cheese 2019 will continue the process that Slow Food started back in 2006 at Terra Madre Salone del Gusto, with systemic event planning ensuring a reduced environmental impact.

This means a concrete commitment to redesigning and redefining each individual activity within the overall event in order to reduce emissions and create a replicable organizational model, from the choice of recyclable materials for displays to differentiated waste collection (with a continuation of the “Presidio del Rifiuto” project).

Useful information

Cheese is a free event, and many of its activities will also be free to the public. Others will be ticketed, and must be booked in advance online.

Opening hours:
Market area: Friday to Monday, 10am to 8.30pm
Tasting area: Friday to Sunday from 12 noon to 12 midnight, Monday from 12 noon to 8.30pm

To find out more, visit cheese.slowfood.it/en from early June.