



REGLEMENT ALP'24

Food Contest for regional products from the Alpine region Stans (Switzerland), 8 - 10 November 2024

The KEDA Foundation (Culinary Heritage of the Alps) is organising the first contest for regional products from the Alpine region. This competition is being developed and organised in collaboration with the Fondation Rurale Interjurassienne (FRI) and its international network of competitions (UNIDO).

Personal designations apply equally to women and men

Art. 1 OBJECTIVES

The competition promotes the pursuit of quality and competition for products and specialties from the various regions of origin in the Alpine region.

The competition puts the best regional products from the Alpine region in the spotlight and promotes the image, awareness and appreciation of regional products in the media and among consumers.

The competition is organised under the motto: Preserve tradition - experience pleasure - shape a sustainable future. The competition offers producers in the Alpine regions the opportunity to have their regional products assessed by a jury of tasting specialists, producers, consumers and representatives of the food industry according to the following guidelines:

- The competition honours food from one of the 7 Alpine countries: Germany, France, Italy, Liechtenstein, Austria, Switzerland, Slovenia (Supplement 1)
- Both traditional and newer innovative products are authorised.
- For processed products, at least 80% of the raw materials (mass) must come from the Alpine region.
- Unprocessed agricultural products must originate 100% from the Alpine region.
- 100% of the eponymous ingredients must come from Alpine regions.
- Processing must take place exclusively in the Alpine region.

Categories

- Cat. A: Dairy products
- Cat. B: Bakery, pastry and confectionery products
- Cat. C: Meat and fish products
- Cat. D: Products based on fruit, vegetables and honey, including oils, vinegars and non-alcoholic beverages
- Cat. E: Alcoholic beverages (excluding wine)

Art. 2 ORGANISERS

The competition is organised by **CULINARIUM ALPINUM** or the **KEDA Foundation** and the **Fondation Rurale Interjurassienne (FRI)**. Responsibility lies with the organising committee.

The KEDA appoints an organising committee to ensure the smooth running of the various areas such as tasting, homologation, market and communication.

The Organising Committee appoints an Admission Committee, which decides on the admission or rejection of the products submitted in accordance with these regulations.

Art. 3 PRODUCTS AUTHORISED FOR COMPETITION

3.1 General framework conditions

Processed and reproducible products can take part in the competition.

The registered products must comply with the food law regulations of the respective country, in particular the Food and Consumer Goods Ordinance, the Beverage Ordinance and all food law regulations.

The competition products must be submitted according to categories A-E: Specifying the category, title, designation or whatever else is required for clear identification.

The products are divided into product groups by the competition organising committee and, if necessary, edited. The effort involved must remain within reasonable limits.

3.2 Certified and award-winning products

Regional products that have been awarded the national quality label for regional products from the Alpine region of the respective country are automatically admitted to the competition. This also applies to products that are in the certification process.

3.3 AOP-IGP and organic products

Products labelled with the AOP-IGP seal of quality or the BIO label are automatically approved, provided they meet the requirements for origin from the Alpine region.

3.4 Self-control

All products admitted to the competition must comply with the hygiene and labelling regulations of the respective country.

3.5 Categories and types of authorised products

Products that require simple preparation before tasting (boiling in water, frying) and "ready-to-eat" mixtures of ingredients are permitted. All products that must be processed before tasting will be rejected.

Ready meals must be delivered pre-cooked. The addition of ingredients (onions, butter, etc.) by the preparers for the tasting is not permitted (with the exception of salt for pasta).

The food will be cooked or prepared according to a protocol defined by the competition organisers. If your product requires special preparation, please fill in the appropriate field on the entry form (e.g. cooking time for pasta).

The authorised products must fall into one of the categories listed under point 1.

3.6 Regions

The origin of the raw materials and the place of processing are based on the area definition of the relevant regional organisations. If there is no regional brand, the authorisation commission decides on the area of origin of the raw materials on the basis of common practice and the conformity of the geographical location. In addition, exceptions are possible for certain regions that border on regional brands. These must be approved by the authorisation commission.

3.7 Origin of the raw materials

If the specific name of the product refers to an ingredient, this ingredient must originate from the region. If the ingredient is not available in the region, it must come from the country. Exceptions apply to yoghurt, cheese, sausage or any other product where the ingredient is an off-flavour or makes up no more than 5% of the total raw material.

In addition:

- The sugar must be of national origin.
- the meat must be of national origin;
- Chocolate is permitted if it emphasises one or more regional products. Basic seasonings such as salt, pepper and common herbs (without reference to a foreign country or region) are permitted.

3.8 Production/manufacturing/processing

The production/processing must take place in the product's region of origin or, exceptionally, in an area close to the border. The authorisation committee may grant an exception in special cases.

3.9 Designations in the respective country of manufacture

The designation of the submitted products must be customary in the respective Alpine country and comply with the local regulations.

Art. 4 PRODUCERS / PROCESSORS

The competition is open to all producers of regional products: Farmers, bakers, confectioners, butchers, cheese makers, distillers, beekeepers, etc.

The focus is on manufactories and SMEs.

Art. 5 REGISTRATION PROCEDURE

5.1. Registration

Producers register their products exclusively online by completing the "Products" form on the competition's own website (www.alp24.ch) by **27 August 2024**.

The approval or rejection of the products depends on the accuracy and completeness of the information provided by the manufacturer. The information provided forms the basis for issuing certificates and other printed matter. The producer is responsible for providing information about his product that is as complete as possible, including any affiliation to one or more quality labels.

5.2 Rejection

If one or more of the registered products are rejected, the organiser will inform the manufacturer by e-mail.

5.3 Authorisations and confirmations

The manufacturer receives confirmation of the authorised products by e-mail. This e-mail contains all the necessary information for the dispatch of the authorised products.

Art. 6 REGISTRATION FEE

The producer pays the registration fee online as soon as the registration of the registered products has been completed on the organiser's website. Confirmation of payment and registration will be sent to the producer by e-mail. The tasting of the products will only take place if the registration fee has been paid on time.

Registration + 1st sample = EURO/CHF 50.-
2. and further samples = EURO/CHF 50.-

Note:

If a producer does not present the registered products (without cancellation up to 15 days before the tasting), a lump sum of CHF 100 will be charged.

The following services are included in the registration fee:

- The tasting by the juries
- A sensory evaluation for each product
- A diploma for the award-winning products
- Publication of the results on the Internet (only award-winning products)
- Presentation of the results to the press (only award-winning products)
- The opportunity to use the competition's brand (only award-winning products)

Art. 7 SHIPPING OF AUTHORISED PRODUCTS AND DEADLINES

7.1 Delivery deadlines and addresses

The authorised products, together with the documents requested in the confirmation letter, must be sent to the following address:

CONCOURS ALP'24
Fondation Rurale Interjurassienne
CP 65, Courtemelon
2852 Courtételle

Deadlines for deliveries:

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|--|
| A - Dairy products |
| Deliveries on Tuesday, 22 October 2024, by 12.00 noon at the latest. |
| B - Bakery, patisserie and confectionery products |
| Deliveries on Wednesday, 23 October 2024, by 08.30 a.m. at the latest. |
| For fresh products with a short shelf life (e.g. breads, cakes, etc.), delivery to the Fondation Rurale Interjurassienne, Courtemelon site, <u>on Wednesday, 23 October 2024 by 8.30 a.m. at the latest.</u> |
| C - Meat and fish products |
| Deliveries on Tuesday, 22 October 2024, by 12.00 noon at the latest. |
| For meat or fish products that need to be tasted very fresh (tartare, pâté, etc.), the producer can contact the organising committee to arrange a delivery time on the day of the tasting. |
| D - Products based on fruit, vegetables, honey, oil and vinegar, as well as non-alcoholic drinks and plant-based foods and drinks |
| Deliveries on Tuesday, 22 October 2024, by 12.00 noon at the latest. |
| E - Alcoholic beverages (excl. wines) |
| Deliveries on Tuesday, 22 October 2024, by 12.00 noon at the latest. |

7.1. Quality and freshness

The producer is responsible for ensuring the quality of the delivered products, in particular the cold chain must never be interrupted. The dispatch of perishable products before a weekend must be avoided

Samples that show quality defects or impairments on receipt that could affect the result of the tasting will be declared non-compliant and rejected. The producer will be notified.

The products submitted for tasting must fulfil the legal requirements. The samples must be ready to eat and authorised for sale.

Rejected or non-compliant samples, as well as samples that have not been tasted, will not be returned to the producer. All samples in the competition remain the property of the organiser.

7.2. Scope of the samples

The samples must be delivered in their original bottle or original packaging, uncut.

The required weight/volume must allow for a second tasting and possible removal for quality control. The minimum quantity should correspond to approximately **12 portions**.

For example, some product quantities:

| Category | Type | Quantity |
|--|---|--|
| Category A Dairy products | Cheese | |
| | With a loaf weight of more than 8 kg, e.g. large loaf | A whole loaf or a whole piece of at least 3 kg or strips of cheese (at least 8 cm wide) with rind, without holes caused by sampling) |
| | Loaf weight between 3 and 8 kg | A whole piece of at least 3 kg. |
| | Loaf weight between 500 g and 3 kg** | Whole loaf but at least 2 kg in original packaging |
| | Loaf weight under 500 g | Whole loaf but at least 1 kg in original packaging |
| | Cream cheese or Tommes with less than 200 g per piece | 4 pieces |
| | Small cream cheese (e.g. Crottin) | 4 pieces |
| | Vacherin Mont d'Or AOP | 3 pieces |
| | Other dairy products | |
| | Fondue | 3 packs with at least 200 g |
| | Butter | min. 500 g |
| | Milk drinks | 2 bottles of 250 ml each |
| | Yoghurt | at least 4 pieces |
| | Category B Bakery products | Bread |
| Cake / Cake | | 2-3 pieces |
| Caramels / biscuits | | 3 bags |
| Mini croissants | | 12-15 pieces |
| Category C Meat products | Dried sausage / sausage | 3 pieces |
| | Pâté | 1 whole pâté |
| | Rillettes / terrines in jars | 2 glasses |
| | Cervelat / veal sausage | 6 pieces |
| | Dried meat | 1 whole piece* |
| Category D Products based on fruit, vegetables, honey, oil and vinegar, as well as non-alcoholic drinks and plant-based foods and drinks | Vinegar vegetables | 3 glasses |
| | Tomato sauce | 3 glasses |
| | Oil / Vinegar | 2 bottles of 250 ml each |
| | Fruit juice | 2 bottles of 1000 ml each |
| | Honey / jam | 2 glasses |
| Category E Alcoholic beverages (excl. wine) | Eaux-de-vie / liqueurs | 2 bottles of 250 ml each |
| | Cider / Beer | 6 bottles of 330 ml each |
| | Other | 2 bottles of 250 ml each |

* The whole pieces are sliced by the employees of the competition to ensure the freshness of the products and the comparability of the products with each other.

** For cheeses under 3 kg, a whole wheel is required to prevent the cheese from drying out.

Art. 8 QUALITY CONTROLS

The producer confirms that his product fulfils the legal requirements of the country of manufacture and has been produced in accordance with the applicable hygiene regulations. They must guarantee the traceability of the product components at all times.

The competition reserves the right to take samples for analysis in a recognised laboratory. The manufacturer undertakes to provide all necessary information to enable a qualitative and quantitative check by an authorised inspection body at the production site. In the event of non-compliance, the medal may be withdrawn from the producer.

Art. 9 PERMISSION COMPLIANCE

The Admission Committee is responsible for the admission or rejection of products to the competition based on the principles of these regulations. The Admission Committee meets in the third week of August of the competition year. The manufacturer receives confirmation of accepted products at the end of August. The registration fee will be refunded for rejected products. The producer concerned will receive a brief explanation.

If the authorisation committee suspects that the designation could be misleading or that the product is in competition with an AOP-IGP product, it may refuse to allow the product to participate in the competition.

Art. 10 JURY AND DEGUSTATIONS

A jury is formed for each product category. The juries are chaired by international industry experts who are active in the field of sensory evaluation. Each jury consists of tasters who are either tasting specialists, producers/representatives of the food industry or consumers. The organiser ensures a balanced representation of the Alpine countries.

The tasting procedure is identical for each category and is described in the tasting guidelines.

The products are categorised into similar product groups for the tastings.

The samples are judged on a scale of 20 points according to criteria defined by the jury president and specific to each product category.

The jury's decision and the points awarded are final.

Art. 11 RESULTS AND AWARDS

For each product submitted, the manufacturers receive the details of the assessment, the result achieved and the jury's comments.

11.1 Grades and medals

A maximum of 33% of the products submitted per tasting table can be awarded a medal.

Gold, silver and bronze medals are awarded depending on the number of points scored.

| | |
|----------------|--------------|
| 17 points | Bronze medal |
| 18 points | Silver medal |
| 19 - 20 points | Gold medal |

11.2 "Prix d'Excellence"

For each product category, the expert jury, which consists of a minimum of 3 and a maximum of 7 people, awards a "Prix d'Excellence" to a product that has received a gold medal.

If 12 or more products have received a gold medal, only those products that have been awarded 20 points can be nominated for the "Prix d'Excellence". The "Prix d'Excellence" can only be awarded to products for which a sufficient marketing volume can be guaranteed.

11.3 Award for the best producer

The prize for the best producer in each product category will be awarded to the producer who submitted at least 4 products in the respective category and received the best average score.

Art. 12 RIGHT OF USE OF THE MEDAL ADHESIVE

12.1 Medal stickers (2024 competition)

Every producer has the opportunity to purchase stick-on medals (suggested price: CHF 0.15) for their award-winning product, i.e. CHF 150.00 per thousand stickers. The gold, silver and bronze medal is a protected trade mark. It may only be affixed to the product that has taken part in the competition.

The medals can be obtained in digital form on request. The manufacturer must transfer the amount and sign a licence agreement.

The medals are available until the next competition. However, the producer has the right to use old medals until his supply is exhausted.

12.2 Withdrawal of medals

The gold, silver and bronze medals are protected trade marks. The producer undertakes to affix them only to his award-winning products. The organising committee has the right to revoke the right to use the medal, stating reasons.

Regular and random checks are carried out by a neutral certification body. In the event of a problem, the sanction can lead to the immediate withdrawal of the medal by the competition.

If the quality mark or AOP-IGP is withdrawn from a product, the medal may also be withdrawn.

If a producer is no longer authorised to affix a medal to their product, they will be asked in writing to return all promotional material relating to this product. This concerns the medal sticker, the certificate and the "Prix d'Excellence" medal (if the product has been awarded this prize).

Art. 13 ACCEPTANCE OF THE CONDITIONS

Registration becomes legally valid upon acceptance of the General Terms and Conditions on the online form. The organisers reserve the right to exclude products that do not comply with the regulations.

Stans, 15.9.2023

ALP'24 Contest

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