

2025 World Dairy Expo Championship Dairy Product Contest Entry Information



Dairy Excellence and Innovation

The World Dairy Expo Championship Dairy Product Contest is the only one of its kind in the United States that includes all dairy products: a wide variety of cheese, butter, ice cream, whey and Grade A dairy products.

Winning companies are able to promote and market their products as the “best of the best”.

All entries are evaluated by professional, certified dairy product judges. The entrants receive the judge’s evaluation sheets after the contest and are able to see how their products were rated.

Scholarships: As a result of this contest, the Wisconsin Dairy Products Assn. (WDPA) annually funds scholarships for students preparing for careers in the dairy industry, a MATC culinary arts scholarship, and a scholarship to the National Collegiate Judging Contest which trains college students in the art of evaluating dairy products.

Enter your products into this prestigious contest.

Every maker of cheese, butter, yogurt, milk, whipping cream, dips, cottage cheese, ice cream, gelato, sherbet, custard, whey and dry dairy ingredients in the world is eligible to enter the competition.

Enter online at <https://wdpa.awardsplatform.com>. Create your personal secure account to enter and track your products throughout the contest.

The following awards are given at World Dairy Expo on **September 29, 2025**.

One 1st place trophy, one 2nd place medal, and one 3rd place ribbon are awarded for each class.

Grand Champions are selected in Cheese and Butter, Grade A, and Ice Cream and Whey Products.

Contact Tammy Brereton at WDPA at (608) 836-3336 or tammybrereton@wdpa.net with any questions or for more information.

Key Dates

- Entry Opens:
Thursday, June 12, 2025
- Final Entry Deadline:
Friday, July 25, 2025
(FINAL DATE-NO LATE ENTRIES ACCEPTED).
- **Shipped Entries must be received by August 4-8, 2025.**
- Contest Judging:
August 12-14, 2025
at Madison College Truax.
- Awards and Auction at
World Dairy Expo - Tanbark:
Monday, Sept. 29, 2025.



START YOUR ENTRY HERE

How Our Contest is Judged

FIRST ROUND OF JUDGING

Entries are evaluated by a panel of skilled technical judges. A pair of expert judges examine, sniff and taste each entry in a class. Starting from a maximum possible 100 points, deductions are made for various defects found by each judge. Defects are noted in the areas of flavor, body, texture, salt, color, finish, packaging, and other attributes. One 1st, one 2nd, and one 3rd place winner is awarded to the three highest-scoring entries in each class.

THE GRAND CHAMPION ROUND

Our expert panel of judges evaluates the first place winners from each category in a final round of judging to determine the Grand Champion Dairy Product for Cheese and Butter, Grade A and Ice Cream and Whey.

Each 1st place winner is thoroughly examined. During this round, scores from the entire panel of judges are averaged to yield a final score for each finalist. The product with the highest average score is named the Grand Champion Winner for that category class.

Previous winners have leveraged their success to build marketing campaigns, enhancing their brand recognition and market presence.

ENTRY ELIGIBILITY AND SUBMISSION

- Contest entries can be submitted by any cheese, butter, yogurt, ice cream, gelato, sour cream, whey, cottage cheese, fluid milk, dry milk, buttermilk, sherbet, dairy based dips and cream manufacturing plant in North America. International processors are also eligible to enter the contest.
- Manufacturers with multiple plant locations may enter/ship as many entries as they wish from each separate plant location.
- There are no restrictions on the number of entries a manufacturer may submit to be judged.
- A single product can only be entered in one class per company location.
- The Head Judge has the authority to move any entry to the most appropriate Contest class or another class if there are not enough entries in the first class submitted.
- A class has sufficient entries for competition if there are entries from a MINIMUM of three different companies. If a class does not meet this requirement, the entries will be moved to an alternative, appropriate class by the Head Judge.
- For all contest categories, the contest's head judge reserves the right to move any product that appears to be misclassified into the appropriate product class. Products may be moved to another class if there are less than 6 entries for a particular class.
- All products entered must conform to their respective standards of identity and contain a minimum of 25% dairy.
- The final judging results listing the top 3 winners of each class will be posted on the Wisconsin Dairy Products Association's website.
- All product entries will become the property of Wisconsin Dairy Products Association and will be used for educational, promotional, charitable and miscellaneous purposes.
- Products with labels promoting success in other contests will not be accepted for competition.



To Enter

Submit your forms and fees Fill out an entry form for each product entered into the World Dairy Expo Championship Dairy Product Contest at <https://wdpa.awardsplatform.com> A \$75 entry fee is required for each product entry. An invoice will be generated for your entries. Payment must be received before your entry is accepted, unless prior approval from Tammy Brereton. You will receive information for credit card payment, electronic check payment or mailed check. Mailed checks should be made payable to Wisconsin Dairy Products Association and accompanied with a copy of your invoice. There are no refunds. Special Bonus: For every 5 paid entries, you receive a 6th entry for free!

Shipping Your Entries

Each entry should be shipped in a separate box or easily identifiable separately within the same box. When shipping multiple products, please keep products for each entry together in their own box/cooler with the appropriate entry form so that multiple product entries do not get mixed together in one shipping container. All boxes must be securely sealed and shipped in a sanitary method. **DO NOT use shipping peanuts.**

NOTE: If you are using wet ice, make sure to place the shipping tag in a ziploc bag to avoid them getting soaked in transit. Ice must be sealed/bagged so there is no leakage.

A separate shipping tag must be used for each box and include the QR code generated with each entry. One tag should be placed inside the shipping box. The other tag should be securely sealed on the outside of the box. Overnight shipping is highly recommended and required for all products using actual ice in shipping. We receive entries every year that are not adequately shipped to protect the temperature and integrity of the products; please take extra time and care to ensure that you are shipping your products with enough ice, insulation, protection, etc.

All entries must be shipped **PREPAID**. C.O.D. shipments will not be accepted. **All entries must arrive between August 4-8, 2025.** Please ensure your shipping labels are correctly labeled with the following addresses:

**CHEESE - BUTTER - YOGURT - COTTAGE CHEESE -
FLUID MILK - DAIRY BASED DIPS - WHIPPING CREAM -
SOUR CREAM**

Midwest Refrigerated Services ATTN:
Joe Kong
3201 Progress Road
Madison, WI 53716
(608) 838 -5550 ext. 8792

**ICE CREAM - SHERBET - GELATO -WHEY PRODUCTS
- NONFAT DRY MILK - INNOVATIVE PRODUCTS**

Madison College
ATTN: Kevin McGuinnis
1701 Wright Street
Madison, WI 53704
(608) 246-6707

How to Select Samples for Contest Submissions

- Select your submissions by using an in-house team with sensitive tastes to evaluate each product. Examine the products for blemishes, extraneous debris, rough surface, loose wrapper, skewed wrapper, soiled container, etc.
- Pick the freshest products possible, i.e. butter directly after packaging, cottage cheese and milk immediately after filling, for cheeses- plug an adjacent block from the same position in a 640# or from the same lot of 40#.
- Ship properly depending on product. Multiple entries in one shipping container is acceptable if each entry is properly labeled. Ship your contest entries in the same manner you would ship to a customer.



2025 World Dairy Expo Championship Dairy Product Contest List of Class Numbers

Cheese Classes

Class 101 - Cheddar Cheese (Aged 30-179 days)

Class 102 - Sharp Cheddar (Aged 180 to 730 Days)

Class 103 - Aged Cheddar (Aged two years or more)

Class 104 - Colby/Monterey Jack Cheese (includes Colby/Jack blends)

Class 105 - Swiss Styles (Swiss and Baby Swiss cheeses)

Class 106 - Brick, Muenster, Havarti, Gouda

Class 107 - Mozzarella

Class 108 - Fresh Mozzarella Class

109 - String Cheese

Class 110 - Provolone (Includes smoked provolone)

Class 111 - Hard Italian Cheeses (Parmesan, Romano, Asiago)

Class 112 - Blue Veined Cheeses (e.g. Blue (incl. crumbles), Gorgonzola, Stilton)

Class 113 - Smoked Flavored Natural Cheese

Class 114 - Pepper Flavored Natural Cheese

Class 115 - Flavored Natural Cheeses (all flavored cheeses except pepper)

Class 116 - Cold Pack Cheese, Cheese Food, Cheese Spread (flavored or unflavored)

Class 117 - Reduced Fat Cheese (Flavored or unflavored. Minimum 33% reduction in fat per serving. Max 33% increase in moisture compared to standard cheese)

Class 118 - Feta

Class 119 - Brie and Camembert

Class 120 - Ricotta

Class 121 - Open Class Soft Cheeses (Natural, flavored and unflavored cheese with 51% or higher moisture)

Class 122 - Open Class Semi-Soft Cheese (Natural, flavored and unflavored. Cheese with 40% to 50% moisture. For example, Fontina, Farmers, Bel Paese)

Class 123 - Open Class Hard Cheese (Natural, flavored, and unflavored with 39% moisture or less).

Class 124 - Flavored Pasteurized Process Cheese (Loaf entries must be unsliced).

Class 125 - Latin American Cheese (Queso Quesadilla, Queso Blanco, Queso Fresco, Cojita, etc.)

Class 126 - Goat Milk Cheese

Class 127 - Sheep Milk Cheese

Class 128 - Mixed Milk Cheese

Class 129 - Mascarpone

Class 130 - Plain Cream Cheese (including Neufchatel)

Class 131 - Flavored Cream Cheese

Class 132 - Plain Cheese Curds

Class 133 - Flavored Cheese Curds

Class 134 - Natural Cheese Snack

Class 135 - Processed Cheese Snack

Class 136 - Open Class Cheese (for any cheese product that does not fall under one of the other classes)

Butter Classes

- Class 201 - Salted Butter (Creamery Butter, salted. Minimum 80% milkfat. May include added cultures (starter or starter distillate) as allowed in 58 CFR 330, 331)
- Class 202 - Unsalted Butter (Creamery Butter, unsalted. Minimum 80% milkfat)
- Class 203 - Flavored Butter (Salted or Unsalted. Minimum 80% milkfat).
- Class 204 - Open Class Butter (For any type of butter that does not fit into one of the other classes)

Fluid Milk Classes

- Class 301 - White Milk 2%
- Class 302 - Whole Chocolate Milk
- Class 303 - Low Fat Chocolate Milk - 1%
- Class 304 - Low Fat Chocolate Milk - 2%
- Class 305 - Fat Free Chocolate Milk
- Class 306 - Strawberry Milk
- Class 307 - Cultured Butter Milk (Any Fat Level)
- Class 308 - UHT Milk and Aseptic Milk (white)
- Class 309 - UHT Milk and Aseptic Milk (Flavored)
- Class 310 - Lactose Free Milk (white)
- Class 311 - Lactose Free Milk (Flavored)
- Class 312 - Open Class Pasteurized Milk (Any type of milk that does not fit into one of the other classes).
- Class 313 - Open Class Flavored Milk (Non-Chocolate, Non-Strawberry).
- Class 314 - Half and Half
- Class 315 - Open Class Dairy Based Creamers (includes flavored half and half)

Whipping Cream Class

- Class 316 - Whipping Cream and Heavy Whipping Cream

Yogurt Classes

- Class 317 - Plain Greek Yogurt (any fat level of sweetener source).
- Class 318 - Flavored Greek Yogurt (non-fat, any flavor)
- Class 319 - Flavored Greek Yogurt (1% or greater milkfat, any flavor, any sweetener source).
- Class 320 - Vanilla Yogurt (any sweetener source and fat level allowed).
- Class 321 - Strawberry Yogurt (any form of sweetener source and fat level allowed).
- Class 322 - Blueberry Yogurt (any fat level and sweetener form allowed).
- Class 323 - Open Class Yogurts (any other flavor, any form of sweetener source and fat level allowed).
- Class 324 - Tropical Flavored Drinkable Yogurts (mango, pina colada, guava, etc.).
- Class 325 - Open Class Drinkable Yogurts (any other flavor, including kefir).

Cottage Cheese Classes

- Class 326 - Regular Cottage Cheese (4% Fat Level)
- Class 327 - Low-fat and No-fat Cottage Cheese (0-2% fat level)
- Class 328 - Open Cottage Cheese Class (includes flavored cottage cheese)

Based Sour Cream and Dips

- Class 329 - Sour Cream (minimum 18% fat level)
- Class 330 - Low Fat Sour Cream (9% or less fat)
- Class 331 - Sour Cream Based Dips - Onion (French onion, bermuda, etc.)
- Class 332 - Sour Cream Based Dips - Southwest (jalapeno, chipotle, bison, etc.)
- Class 333 - Hispanic Plain Sour Cream (crema, etc)
- Class 334 - Open Sour Cream Based Dips (any other flavor, including ranch)

Ice Cream, Sherbet, Frozen Yogurt and Gelato Classes

- Class 401 - Regular Vanilla Ice Cream (any fat level)
- Class 402 - French Vanilla Ice Cream
- Class 403 - Philly Vanilla Ice Cream (made with vanilla bean seeds)
- Class 404 - Regular Chocolate Ice Cream (any fat level)
- Class 405 - Dark Chocolate Ice Cream
- Class 406 - Cookies and Cookie Dough Ice Cream (any fat level)
- Class 407 - Mint Ice Cream (any fat level)
- Class 408 - Strawberry Ice Cream (any fat level)
- Class 409 - Open Class with Fruit Ice Cream (any fat level)
- Class 410 - Open Class Ice Cream with Nuts (any fat level)
- Class 411 - Open Class Ice Cream with Peanut Butter (any fat level)
- Class 412 - Open Class Ice Cream with Caramel (any fat level)
- Class 413 - Open Class Ice Cream (for any product that does not fit in the other classes).
- Class 414 - Ice Cream Novelties (includes ice cream sandwiches and bars - any fat level)
- Class 415 - Open Class Sherbet
- Class 416 - Frozen Yogurt
- Class 417 - Gelato
- Class 418 - Healthy Frozen Desserts (high protein, low sugar, low calorie, low carb)

Whey Product Classes

- Class 501 - Whey (Demineralized)
- Class 502 - Whey Permeate (high lactose whey)
- Class 503 - Whey Protein Concentrate - 34% Protein
- Class 504 - Whey Protein Concentrate - 80% Protein
- Class 505 - Whey Protein Isolates
- Class 506 - Whey Based Sports/Energy Drinks
- Class 507 - Nonfat Dried Milk

Open Class for Creative & Innovative Technologies

- Class 600 - Open Class for Creative & Innovative Products



Judging Criteria and Entry Rules

Cheese

- Cheese samples are judged by deducting points, based on observed defects, from a 100 point scale
- A class receiving less than six entries may be eliminated, with those entries being moved to an open class
- Each entry must be in its original form as hooped. Cheeses cannot be cut or sampled with a trier. Exceptions are as follows:
 - 40 lb. blocks cut from 640 lb. blocks will be allowed
 - Cheeses cut during manufacturing, such as feta in brine or Swiss block, will be allowed
 - Swiss cheeses may have one trier hole
- Each cheese contest entry must consist of a minimum of 10lbs. Of product. Each cream cheese entry must consist of a minimum of 1 lb. An entry may be disqualified if the minimum amount is not submitted
- To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product to the winning bidders after the September 29th auction

Butter

- All entries are creamery butter and must contain at least 80% milkfat,
- Butter Samples are judged by deducting points, based on observed defects from a 100 point scale.
- Each butter contest entry must consist of a minimum of 10 lbs of product. An entry may be disqualified if the minimum amount is not submitted.

Fluid Milk

- Fluid Milk Samples are judged by awarding points from 100 point scale for flavor, container and seal, and deducting points for various defects
- Each entry must consist of a minimum of two (2) half gallons. Please DO NOT submit bags of milk

Whipping Cream

- Cream Samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color, packaging and deducting points for various defects
- Whipping Cream - 30% minimum milkfat
- Heavy Whipping Cream - Minimum of 36% milkfat
- Please submit a minimum of two (2) quarts. No aerosol containers. An entry may be disqualified if the minimum amount is not submitted.
- This class does NOT include pre-whipped cream.

Yogurt

- Judging Criteria: Yogurt samples are judged on a 100-point scale. Points are awarded for flavor, body and texture, appearance, and color, with deductions made for various defects.
- Minimum Submission: Each entry must consist of a minimum of 64 ounces of product. Entries may be disqualified if the minimum amount is not met.
- Sweetener Source: Entries may contain any type of sweetener.
- Fat Level: There are no restrictions on the fat content of entries.
- Fresh Product Shipment: To ensure proper representation of award-winning products, companies will be required to ship fresh products to the winning bidders after the September 29th auction.

Cottage Cheese

- Cottage Cheese Samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color.
- Each entry must consist of a minimum of two 24 oz. containers. An entry may be disqualified if the minimum amount is not submitted.
- Any curd size is acceptable.
- To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product to the winning bidders after the September 29th auction at World Dairy Expo.

Dairy Based Dips

- Sour Cream samples are judged by awarding points from a 100 point scale for flavor, body, texture, appearance, color, packaging and deducting points for various defects
- Each sour cream and sour cream-based dip entry must consist of a minimum of two, 16z. containers or equivalent. An entry may be disqualified if the minimum amount is not submitted.
- To ensure proper representation of your award-winning product, winning companies' will be asked to ship fresh products to the winning bidders after the September 29th auction at World Dairy Expo

Ice Cream, Sherbet, Frozen Yogurt, and Gelato Entries

- Judging Criteria: Entries are judged on a 100-point scale. Points are awarded for flavor, body, texture, color and appearance, melting quality, and bacterial content, with deductions made for various defects.
- Minimum Submission: Each entry must consist of a one-gallon container or an equivalent amount. For ice cream sandwiches, please submit a minimum of 12. Entries may be disqualified if the minimum amount is not met.
- Compliance: Entries must comply with federal compositional standards and contain a minimum of 25% dairy.
- Shipping Conditions: The product must be shipped frozen on dry ice. Federal Express ships packages with dry ice. Do not tape or seal Styrofoam boxes.
- Fresh Product Shipment: To ensure proper representation of award-winning products, winning companies will be required to ship fresh products (3-gallon containers) to the winning bidders after the September 29th auction.

Shipping Instructions: Ship all ice cream, sherbet, frozen yogurt, and gelato entries to:

Madison College
Attn: Kevin McGuinnis
1701 Wright Street
Madison, WI 53704
(608) 246-6707

Whey and Dried

- Each entry must consist of a minimum of 1/2 lb. container, except for whey based sports/energy drinks which must be a minimum of six 8 oz. containers or equivalent.
- Each whey entry must be shipped in laminated paper/plastic bags or in screwcap plastic containers.
- Only flavor and color will be judged.
- All whey entries will be judged utilizing uniform concentration and source of water.
- **Shipping Instructions:** Ship all whey and dried entries to:

Madison College
Attn:Kevin McGuinnis
1701 Wright Street Madison, WI 53704
(608) 246-6707

Creative and Innovative Products

- This is an open category for highlighting creative uses of dairy products. Any product not listed under another category should be submitted under this category. Some examples are smoothies, probiotic products, dairy based beverages, puddings and desserts, novelty cheese products, frappuccino's, calcium-fortified products, liqueurs, cheesecakes, etc. The product can be for retail or non-commercial use.
- The submitted product must contain a minimum of 25% dairy
- Each entry must consist of a minimum of six 16oz. containers or equivalent volume or weight. An entry may be disqualified if the minimum amount is not submitted.
- If your product needs freezer storage, please indicate this on the outside of the mailing box.
- Shipping Instructions: Ship all Creative and Innovative Products to:

Madison College
Attn: Kevin McGuinnis
1701 Wright Street
Madison, WI 53704
(608) 246-6707

New Contest Logo and Seals for Winning Products

Winners of first, second and third place can choose between the black and parchment seal; the place, year and winning class will be modified for each winner to use.

