



Good Labelling Practice for Stilton Cheese

Introduction

“**Blue Stilton**” and “**White Stilton**” cheeses both have EU Protected Designation of Origin (PDO) status whilst the word “STILTON” is a Certification Trade Mark (CTM) registered not only in the UK but in another 15 countries around the world. As such, there are legal requirements relating to the labelling of these products (and products where these cheeses may form a predominant part – such as White Stilton with Apricot).

The dairies licensed to make Blue Stilton and White Stilton are well aware of the labelling requirements and their own branded products reflect the current requirements.

However, many of the products available to consumers at the retail level are retailer or wholesaler “own label” products where different people and organisations will be responsible for labelling matters. The purpose of this note is to clarify the legal requirements of the EU PDO and UK CTM regulations and also to try to get more accurate descriptions of the cheese that is sold under the Stilton name so as to avoid any confusion by consumers as to what they are buying.

Legal Requirements

The PDO logo - Either on front or back of pack put the EU PDO logo

or failing that the words “Blue Stilton is a Protected Designation of Origin” should appear on pack. Where the logo is used in multi-colour printing, the exact colours must be used. In single colour printing, any colour may be used. The minimum width of the logo is 15 mm. The same requirements exist for “White Stilton” and “White Stilton” blends. This applies to all product sold in the EU.



The CTM – For both White Stilton and Blue Stilton, every mention of the word Stilton must include the letter R in a circle as a superscript on the letter “n” of Stilton:

Stilton[®]

to denote the fact that it is a registered trade mark. The word Stilton should always have a capital “S”. Alternatively the wording “Stilton is a Certification Trade Mark” must appear somewhere on pack. This applies not only in the UK but also on all packs exported outside the UK.

Legal Requirements

The **SCMA logo** is also a Certification Trade Mark and is required to be shown on all retail packs of Blue Stilton, White Stilton and White Stilton blends.

This must be accompanied by the words “Certification Trade Mark” except where the logo is so small that the wording is illegible. The logo should not be produced less than 7 mm wide.

Cheese Descriptors

Descriptors used on packaging should reflect the legal description of Stilton Cheese found in the PDO and CTM regulations.

The following provides guidelines and describe the key characteristics of the different types of Stilton Cheese.

- **Standard Blue Stilton** – an open textured, blue-veined cheese with a creamy flavour and tangy finish
- **Creamy Blue Stilton and Mature Blue Stilton** – an open textured, blue-veined cheese with a creamy flavour and texture and a mellow finish.
- **Vintage Stilton** – an open textured, blue-veined cheese with a dry mouth feel and a strong complex taste and a creamy finish.
- **White Stilton** – Young, crumbly white cheese that breaks down easily in the mouth to leave a creamy finish.

Storage and Serving Ideas

Suggested advice to consumers is given below. Inclusion of the SCMA’s web site provides the customer with a source of information on the cheese and a range of recipe ideas – but is not a legal requirement.

“Keep refrigerated and remove from fridge 1 hour before serving to allow the full flavour to develop, Once opened wrap in foil or cling film and store at the bottom of the fridge in air-tight box. For further information and recipe ideas please visit www.stiltoncheese.com”

Thank you for your co-operation.

Nigel White

Secretary: Stilton Cheese Makers’ Association

PO Box 384A

Surbiton

Surrey KT5 9YL

e-mail: enquiries@stiltoncheese.com

Web: www.stiltoncheese.com



Certification Trade Mark

