

## 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 Trademark (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 UK CTM, UK PDO and EU PDO regulations and 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.

### Stilton®

To denote the fact that it is a registered trademark. The word Stilton should always have a capital “S,” or highlighted in some other way, such as STILTON, or “Stilton.”

All uses of the word Stilton on pack should be followed by the ® trademark symbol. This includes any use in marketing copy, ingredients lists and legal names. For example - “Blue Stilton® Cheese.”

**“Stilton is a Certification Trademark” must appear somewhere on pack.  
This applies not only in the UK but also to all packs exported outside the UK.**

## Legal Requirements

**The SCMA logo** is also a Certification Trademark and is required to be shown on all retail packs of Blue Stilton, Potted Blue Stilton, White Stilton and White Stilton blends. ® can also be used alongside this logo.

This must be accompanied by the words “Certification Trademark,” displayed at the base and across the width of the logo as shown. Where the label is too small to allow the logo to be printed with the wording still legible, the wording can be omitted.

### Colour

|                     |  |
|---------------------|--|
| PMS Specification   | Blue PMS 281<br>Yellow: 30% tint of PMS 127        |
| Four Colour Process | Blue: 100% Cyan, 70% Magenta<br>Yellow: 30% Yellow |

When logo is printed smaller than 10 mm wide in four colour process, print logo black with yellow background.

The logo can only be printed in black with a white background as long as no other colour is used on the same pack. Please also note that the colour of the packaging e.g., including ceramic jars is part of the colour process and would count as a colour in the print process unless black or white.

### Size

The logo must not be produced less than 7mm wide.

### Potted Blue Stilton Cheese

Potted Blue Stilton is produced by crumbling first grade cheese into a pot, pressing to remove air, and then sealing with wax. The cheese has an extended shelf life whilst refrigerated. The full term “Potted Blue Stilton Cheese” should be always used to emphasise that it is a different product with a different consistency and appearance to the standard product.

### Products that contain Stilton Cheese as an ingredient

Manufactured products containing Stilton cheese may use the name Blue Stilton or White Stilton in the product name as long as it is made clear that Stilton is a Certification Trademark by use of the ® symbol on the letter “n” of Stilton®. Ideally the ingredients list should state the percentage incorporation. There is no requirement to include the PDO logo or the SCMA logo except when the percentage incorporation is significant e.g., it exceeds 20%, as is the case with some blended cheese products. If in doubt, contact the SCMA at the e-mail address below.



Certification Trade Mark

## PDO Legal Requirements

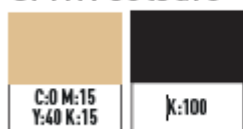
The **UK PDO** is compulsory, where Stilton is sold in the UK. It must appear in the same field of vision as the registered name “Blue Stilton Cheese” or “White Stilton Cheese.” In most cases this will be in front of the pack.



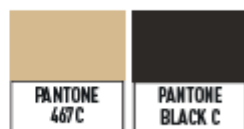
### COLOUR BREAKDOWN

The logos will be most effective when used in colour. When using in colour, the following colours must be used:

#### CMYK colours



#### Pantone colours



Producers will also be able to use the logos in black and white. You must display the logo as black on a white background and never reverse out of a dark background.



### SIZE

The logo should be a minimum size of 15mm x 15mm. The black border of the logo must be maintained for stand out purposes.

These requirements apply to all forms of packaging for whole cheeses, half cheeses, whole rings, half rings etc. as well as pre-packs.

In addition, DEFRA has advised that deli counter price tickets put on the displayed cheese in store should show the PDO logo.

**The EU PDO** is compulsory, where Stilton is sold in any EU country. It must appear in the same field of vision as the registered name “Blue Stilton Cheese” or “White Stilton Cheese.” In most cases this will be front of pack.

The term “Protected Designation of Origin” may also be used.

## Colour

Where the logo is used in multi-colour printing, the exact colours must be used. If the print is just black and white the logo can also be produced in black and white. Please also note that the colour of the packaging e.g., including ceramic jars is part of the colour process and would count as a colour in the print process unless it is black or white.

The reference colours are indicated below.

Union symbols in four-colour process:



Union symbols in Pantone:



## Contrast with background colours

If a symbol is used in colour on a coloured background, which makes it difficult to see, a delimiting outer circle around the symbol should be used to improve contrast with the background.

Use of the symbols in black and white is allowed only when black and white are the only ink colours used on the package. When used in Black and white Union symbols are reproduced as follows:

### Union symbols in black and white in negative

If the background of the packaging or labelling is dark, the symbols may be used in negative format as follows:

## Size

The minimum width of the logo is 15 mm. The same requirements exist for “White Stilton.” This applies to all products sold in the EU.

These requirements apply to all forms of packaging for whole cheeses, half cheeses, whole rings, half rings etc. as well as pre-packs.

In addition, DEFRA has advised that deli counter price tickets put on the displayed cheese in store should show the PDO logo.



## Useful Information

### Cheese Descriptors

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

The following provide 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. The 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 for 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 an air-tight box. For further information and recipe ideas please visit: [www.stiltoncheese.com](http://www.stiltoncheese.com)

Thank you for your co-operation.

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