

Matthew Feroze: Hard cheese, Pierre, your new grand fromage is a rosbif

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Matthew Feroze's main goal was 'not to finish last' in the competition (Matthew Feroze)

The winner by a nose

Being crowned the first British champion of French cheesemongers was a shock, to say the least. I don't think anyone expected me to win. For me, entering a prestigious competition such as the Concours National des Fromagers was an achievement in itself; my main goal was not to finish last. I was the only non-French person among the 16 competitors, apart from one Swiss guy. I don't think they expected the Brit to win — there was some surprise in the crowd, but the jury and the competitors were encouraging and friendly. If there was any resentment about me taking home the prize, they kept it under wraps.