

# OUR EXPERT



João Silveira Machado has a degree in Management and an MBA from the Universidade Católica Portuguesa.

Created the first Cheese Concept Store in Portugal and in the World, combining in a single space, valences such as “Affinage”, “Cheesemonger”, “Tastings” and “Academy” – Queijaria Machado.

Certified by the [“Academy of Cheese UK”](#) of which he is a member and trainer. He presents “Masterclasses” on cheeses at this academy with some regularity.

He was, together with another Portuguese expert, in Oviedo 2021, the first Jurors of Portuguese nationality at the [“World Cheese Awards – Guilt of Fine Food”](#).

He participated as an expert in cheese, in several television programs such as [Sociedade Civil](#), on RTP or [Alô Portugal](#) on SIC; and appeared in several publications related to the concept of cheese.

He is a member of the French [Raw Milk Foundation](#).