



Welcome to the 4th edition of the International Cheese Competition, brought to you by SIAL Canada. This renowned event celebrates the innovation, craftsmanship, and passion of cheesemakers worldwide. Returning to Toronto in 2025, it promises to be a must-attend occasion for cheese enthusiasts and professionals alike.



EVENT HIGHLIGHTS

Building on the success of the 2023 competition:

- 231 cheeses from 8 countries competed across 25 categories.
- Judged by 18 industry experts, led by renowned cheesemonger Gurth Pretty.
- 31% of visitors expressed strong interest in the dairy sector.
- Achieved a 98% visitor satisfaction rate, with newsletters demonstrating a 45% open rate.

Join us to showcase your cheese, gain recognition, and connect with the global dairy community.

COMPETITION DETAILS

DATE AND VENUE:

- April 29, 2025
- Enercare Centre, Toronto, Canada

ELIGIBILITY:

- Open to Canadian and international cheesemakers, whether exhibiting at SIAL or not.
- Submissions accepted for both retail-ready and newly developed cheeses.

JUDGING PROCESS:

- Cheeses will be evaluated on their **technical** and **aesthetic** properties, including appearance, aroma, flavor, and texture, by a panel of distinguished professionals, such as cheesemakers, chefs, members of the International Cheese Guild or retailers.
- The initial judging to select category Champions will occur on April 26–27. The final tasting of these Champions will take place on April 29 to determine the Grand Champion, with results announced during the event's opening on the same day.
- Judges' feedback will be provided to participants after the event for their review.

EVENT SCHEDULE ON APRIL 29:

- **10:15 AM:** Jury Parade
- **10:30 AM:** Tasting of category winners to determine the Grand Champion
- **11:45 AM:** Champions Award Ceremony
- **12:15 PM:** Grand Champion Overall Award Ceremony

WHY PARTICIPATE

WHY JOIN?

- **Global Reach and Visibility:** Participants are listed across SIAL's extensive network, ensuring maximum exposure through the mobile app accessible to all visitors, 515,500 website visitors, 21,800+ social media followers, and newsletters with 21,800+ subscribers.
- **Prestigious Recognition:** Compete for the titles of "Category Champion" and "Grand Champion Overall," celebrated live at the event.
- **Expert Validation:** Have your product assessed by an esteemed panel of industry leaders, including cheesemakers, chefs, and retailers.

PRIZES AND RECOGNITION

- **Awards of Excellence:** Winners receive physical and digital medals.
- **Exclusive Exposure:** Champions are promoted via press releases sent to over 300 media outlets, and featured across SIAL Canada's promotional channels.
- **Media Spotlight:** The Grand Champion is featured in international outlets. : [Culture Cheese Mag](#), [Cheese and Dairy Product Show 2026](#), and [The Food Professor](#) podcast.
- **On-Site Showcases:** Award-winning cheeses are presented during tasting workshops, connecting with industry professionals and consumers.

CHEESE CATEGORIES*

The competition features 28 categories, including:

1. Fresh cheese Cow (i.e. Mozzarella, Queso fresco, Ricotta)
2. Fresh cheese all milk (i.e Chèvre, Buffalo...)
3. Soft, bloomy rind cheese (i.e. Brie)
4. Washed rind cheese (i.e. Port-Salut)
5. Mixed rind cheese (i.e. La Sauvagine)
6. Cheddar Cheese aged 3 to 6 months
7. Cheddar Cheese aged 6 to 12 months
8. Cheddar Cheese aged 12 to 24 months
9. Cheddar Cheese aged more than 24 months
10. Cheddar Cheese Bandaged
11. Gouda aged 3 to 6 months
12. Gouda aged 6 to 12 months
13. Gouda aged more than 12 months
14. Swiss style
15. Cheese in brine (i.e. Feta)
16. Smoked cheese
17. Cheese with added physical particulates (herbs, spices...)
18. Cheese with added non-physical particulates (beer, cider, wine...)
19. Semi-soft cheese
20. Firm cheese (i.e Havarti)
21. Hard cheese (i.e. Parmigiano-Reggiano)
22. Blue cheese with veinage present
23. Grilling cheese raclette
24. Grilling cheese middle eastern style
25. Ash-coated cheese
26. Cheese with low fat content

Special awards :

27. *Artisanal farm cheese (certification proving that only milk from their farm is used)*
28. *New cheese – not yet available in the North American market*

***Each category requires a minimum of three eligible entries to proceed.**

When registering, each participant must select **one main category** (from 1 to 26) for each cheese. Then, they can also apply for the **special awards** (categories 27 and/or 28) by answering "yes" or "no" to the two additional questions at the bottom of the online form.

 If the answer is "yes," the cheese will automatically be entered into the corresponding special award, in addition to its main category.

 **Note:** Only the cheese with the highest score in its main category will be awarded the special prize.

HOW TO PARTICIPATE

ONLINE REGISTRATION :

- Filled out the online [participants registration form](#)
- Submission deadline: April, 2, 2025

REGISTRATION FEES:

- Early bird pricing (valid until February 21, 2025):
 - **\$65 CAD + tax** per cheese for companies exhibiting at the show
 - **\$130 CAD + tax** per cheese for non-exhibiting companies
- Regular pricing (February 22 to April 14, 2025):
 - **\$95 CAD + tax** per cheese for companies exhibiting at the show
 - **\$160 CAD + tax** per cheese for non-exhibiting companies

PAYMENT:

Only credit card payments made online will confirm your registration.

SUBMISSION RULES

- Cheeses must be made with milk (cow, goat, sheep, buffalo, or a mix), without modified milk ingredients, and labeled as cheese (not processed).
- Each cheese can only be submitted in one category, except Artisanal and New Cheeses in North America, eligible for special awards.
- Brand labels will be removed, and cheeses assigned a unique ID.
- At least three submissions are required for a category to be judged.
- Judges may reassign cheeses to another category.
- Late, damaged, or non-compliant cheeses will be disqualified without refund.
- Products must arrive on time, customs cleared, and properly shipped.

PREPARE YOUR SHIPMENT

- **Product Format:**
 - Submit full wheels, blocks (**5 lbs or more**), or small-format cases (**case of at least 12 units**).
 - Labeled as cheese (not processed cheese).
 - No core samples/plugs to be taken from the submitted cheese.

- No alteration allowed.
- **Labels:**
 - Clearly specify the category for each cheese in the parcel.
 - Include the original national brand label with ingredient and nutritional information.
 - If a label is printed directly on a cheese wheel, remove it carefully (e.g., by scraping) without damaging the rind, ensuring no branding is visible.
- **Packaging and Temperature:**
 - Ensure cheeses are securely packaged to prevent damage during transit.
 - Products must arrive at the appropriate temperature to be eligible for judging.
- **Dates of reception:**
 From April 14th to 25th, 2025 (Monday to Friday, 10 AM–5 PM EST)
*Be aware that the shop **will be closed on Friday 18th of April***
- **Address of the delivery docks :**
 Lakeview Cheese Galore
 SIAL Canada – International Cheese Competition
 848 Lakeshore Road East, Mississauga, ON, Canada L5E 1E1
- **Custom broker information:**
 For assistance with customs and shipping, contact: **North American Logistics Services Inc (NALSI)**, M. Fernando VERA: 514-847-1791 | fvera@nalsi.com

IMPORTANT NOTES

1. **Samples will not be returned.**
2. **Pack samples carefully:** damaged products cannot be judged, and SIAL Canada is not liable for damages.
3. **Participants are responsible for shipping costs, taxes, and customs clearance.**
 Ensure shipments are customs cleared and delivered to *Lakeview Cheese Galore* by **April 25th, 2025**. For customs/shipping support, contact **NALSI** (Mr. Fernando Vera): 514-847-1791 | fvera@nalsi.com.
4. **Damaged or late submissions are ineligible**, with no refunds.

CONTACT US

For more information or to register, visit [SIAL Canada's official website](https://www.sialcanada.com) or contact our team directly at communication@expocanadafrance.com.

Don't miss this opportunity to showcase your cheese to a global audience and gain unparalleled industry recognition!

