



Canada's Only International Cheese Competition. Your Gateway to the Canadian Market.

The SIAL Canada International Cheese Competition returns for its 5th edition on April 27, 2027, in Toronto.

Open to cheesemakers and distributors worldwide, the competition brings together a Canadian and international jury of cheesemakers, cheesemongers, retailers, distributors and industry experts.

Gain professional recognition, receive valuable feedback on your cheeses and compete for prestigious awards, culminating in a live Grand Finale and awards ceremony in front of SIAL Canada's food industry professionals.

Open to exhibitors and non-exhibitors. Early bird rates available until December 15, 2026.



EVENT HIGHLIGHTS

Building on the success of the 2023 and 2025 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 (among a traffic of 25K+ visitors)
- 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 27, 2027
- Enercare Centre, Toronto, Canada

ELIGIBILITY:

- Open to Canadian and international cheesemakers and distributors whether exhibiting at SIAL Canada 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 24–25. The final tasting of these Champions will take place on April 27 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 27, 2027:

- **10:00 AM:** Show opening
- **10:30 AM:** Jury's Parade, jury's introduction and rules
- **10:45 AM:** Tasting of category winners to determine the Grand Champion
- **12:00 PM:** Champions Award Ceremony
- **12:30 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: [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 on April 27, 2027 from 3:30 PM to 5:00 PM at the SIAL Dairy stage.

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. *Best Italian Cheese*

***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** 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 :

Complete [the online registration form](#) by April, 2, 2027.

REGISTRATION FEES: (CAD per cheese entry, plus applicable taxes)

EARLY BIRD RATE – Until December 15, 2026			
Category	1–4 entries	5–9 entries	10+ entries
SIAL Canada Exhibitor	\$55	\$50	\$45
Non-Exhibitor	\$90	\$85	\$80
REGULAR RATES – December 16, 2026 to April 2, 2027			
Category	1–4 entries	5–9 entries	10+ entries
SIAL Canada Exhibitor	\$75	\$70	\$65
Non-Exhibitor	\$110	\$105	\$100

PAYMENT:

Registration is confirmed upon successful online payment by credit card.

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.
- **DELIVERY WINDOW:**
From April 6 to 23, 2027 (Monday to Friday, 10 AM–5 PM EST)

All cheeses must be delivered to Lakeview Cheese Galore, customs-cleared, no later than April 23, 2027. International participants are strongly encouraged to arrange delivery **by April 16, 2027**, to allow additional time for potential shipping and customs delays.

- **SHIPPING ADDRESS:**
Lakeview Cheese Galore
SIAL Canada – International Cheese Competition
848 Lakeshore Road East, Mississauga, ON, Canada L5E 1E1

INTERNATIONAL SHIPMENTS – CUSTOMS & LABELLING

All international shipments must be clearly identified on the outer packaging and shipping documentation as: **“CHEESE SAMPLES FOR SIAL CANADA INTERNATIONAL CHEESE COMPETITION 2027 – NOT FOR RESALE.”**

Customs documentation must include an accurate product description, country of origin, quantity and declared customs value, even when samples are provided free of charge.

Participants are responsible for all shipping, customs clearance, applicable duties, taxes, brokerage fees and other import-related charges. **No charges may be billed to SIAL Canada or Lakeview Cheese Galore.**

Where feasible, participants are encouraged to arrange shipping under **DDP (Delivered Duty Paid, Incoterms® 2020)**, with import formalities and charges handled by the sender.

Important: Participants must verify Canadian import requirements with their customs broker before shipping. Labelling products as samples does not automatically exempt them from import regulations, permits, duties or taxes.

- **CUSTOM BROKER INFORMATION:**
For assistance with customs clearance and international shipping, please contact:
North American Logistics Services Inc (NALSİ)
M. Fernando VERA: 514-847-1791 | fvera@nalsi.com

IMPORTANT NOTES

1. **Samples will not be returned** after the competition.
2. **Participants are responsible for proper packaging and temperature-controlled transportation.** Damaged products cannot be judged, and SIAL Canada is not liable for damage during shipping.
3. **The April 23, 2027 deadline refers to physical delivery at Lakeview Cheese Galore, not the shipping date or arrival date in Canada.** All customs formalities must be completed before delivery.
4. **Late, damaged or non-compliant submissions will be disqualified without refund,** including shipments delayed by customs clearance.

CONTACT US

For more information or to register, visit [SIAL Canada's official website](https://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!

