



CANADIAN CHEESE  
**GRAND PRIX**<sup>TM</sup>  
DES FROMAGES CANADIENS  
2013

REGISTRATION KIT

WELCOME

INNOVATION • RECOGNITION • CELEBRATION

### **MOVE ONE STEP CLOSER TO THE WINNER'S CIRCLE.**

We know that passion, innovation – and quality milk – are the most important ingredients in the making of a great cheese, but recognition is essential to truly making a great cheese a success. The prestigious 2013 Canadian Cheese Grand Prix can help win your cheese the recognition it deserves. We'd love to see you enjoy the positive effects – like **media attention and peer and consumer awareness** – that a victory at the Grand Prix bestows.

We've put together this handy registration kit that includes a quick step-by-step guide to make it all even simpler. Inside, you'll find all the tools and information you'll need to officially enter your cheeses and move one step closer to the winner's circle.

# QUICK GUIDE

# THE JURY

## 1 READ THE RULES AND REGULATIONS.

Even if this is not your first time participating in the Canadian Cheese Grand Prix, it's important to take a few minutes to read the Rules and Regulations and to make sure you've taken care of all the details. Remember, only cheeses that bear the 100% Canadian Milk symbol on their packaging are eligible for entry.

## 2 FILL OUT THE ENTRY FORM.

There are two ways to enter: using either the online entry form or the hard-copy version. Make sure you've filled in all the required information and remember to complete one entry form per cheese. (Please make photocopies of the entry form or download and print the PDF format online at [dairyfarmers.ca/GrandPrix](http://dairyfarmers.ca/GrandPrix).)

## 3 KEEP THE CHECKLIST CLOSE AT HAND.

To help you keep track of all the important deadlines, we've included a practical checklist with the entry form. It has all the dates you need to remember as well as the information you need to deliver your cheeses to the right place, at the right time.

## 4 ENSURE FORM IS RECEIVED BY JANUARY 23, 2013!

To officially enter the 2013 Canadian Cheese Grand Prix, you must submit your completed entry form on time, either online or by mail. The deadline is January 23, 2013, before 4:30 p.m. (ET).

We hope you'll take part in this prestigious competition and that you'll join us at the Gala of Champions at the Hyatt Regency Hotel on April 18, 2013, in Montreal.

**Best of luck!**

## MR. PHIL BÉLANGER JURY CHAIRMAN

The longest-standing jury member for the Canadian Cheese Grand Prix, Jury Chairman Phil Bélanger has been a part of this prestigious national competition since its very beginning in 1998. A graduate of Cornell University School of Hotel Administration, Phil's distinguished career in the Atlantic agrifood industry includes a tenure as director of the Provincial Hotel Training Institution in New Brunswick – which later became the Atlantic Centre of Excellence in Tourism – where he developed and managed all aspects of the hotel, restaurant and tourism programs. He also provided consulting services in the hospitality and tourism sector for the government of New Brunswick, providing job training and consulting to operators and personnel in the tourism industry throughout the province.

Currently senior consultant for Post-Secondary Education, Training and Labour for the province of New Brunswick, Phil is also chairman of the New Brunswick Chapter of La Confrérie de la Chaîne des Rôtisseurs.

## MR. GURTH PRETTY

Former president and owner of Cheese of Canada, Gurth Pretty is a true cheese lover and connoisseur. Passionate about cheese since childhood, Gurth went on to become a professional chef, where he continued to gain appreciation for cheese throughout his travels and international work experiences.

His special passion for cheese led him to pen *The Definitive Guide to Canadian Artisanal and Fine Cheese*, which won the World Gourmand Cookbook Award for best cheese book in 2007. He also co-wrote *The Definitive Canadian Wine & Cheese Cookbook* (2007) and was invited to be the Canadian contributor to *The World Cheese Book* (2009).

Gurth was a member of the Canadian Cheese Grand Prix jury committee and media spokesperson for both the 2009 and 2011 editions. He was one of the invited Canadians to judge at the 2011 American Cheese Society competition in Montreal.

In 2011, Gurth took on a new challenge by accepting the position of senior category manager of deli cheese for Loblaw Companies Limited conventional stores (i.e., Loblaw, Provigo, Real Atlantic Superstores and Your Independent Grocers). His goal is to have more delicious cheese be made available to Canadian consumers.

## MR. REG HENDRICKSON

A graduate of the Southern Alberta Institute of Technology, Culinary Arts program, Reg has a BEd from the University of Alberta. His 40 years of experience in the food industry includes teaching professional culinary programs in the Calgary public school system, Southern Alberta Institute of Technology and ten years as dean of SAIT's Hospitality Careers Department in Calgary.

Reg has a 20-year working relationship with Dairy Farmers of Canada (DFC) and was responsible for the research and development of its initial cheese training material. He is currently a consultant for DFC, provides training for deli staff, and delivers cheese seminars especially geared to the needs of food industry professionals and the interests of the general public.

# THE JURY

(CONTINUED)

## MS. ALLISON SPURRELL

With her mother being a Cordon Bleu graduate and *maître-fromager*, Allison Spurrell certainly grew up in the right environment to gain a taste for all things related to cheese and fine food. Her keen interest in cheese and cooking eventually bloomed into a catering business specializing in wine and cheese events. Along with most of her future ventures, Allison launched The Menu Setters catering company with her mother, Alice. Encouraged by the growing interest in fine cheeses in Canada, the mother-daughter duo opened Les Amis du Fromage in Vancouver, a specialty cheese shop with a mission to make great cheeses available to everyone. The specialty boutique stocks between 400 and 500 fine cheeses from across Canada and Europe. This year Alice and Allison celebrate 25 years in business.

The busy entrepreneurs opened another boutique in the Strathcona area of Vancouver three years ago and added a cheese-focused restaurant, Au Petit Chavignol, to the mix. With Allison's husband, Joe, at the reigns as restaurant chef, this is truly a family business.

Always trying to learn more about cheese and offer that opportunity to others, Allison conducts cheese tastings and interacts closely with many of British Columbia's great chefs and wine-tasting societies. She holds a certificate in cheese-making technology from the University of Guelph and was recently inducted into the *Guilde Internationale des Fromagers – Confrérie de Saint-Uguzon*. Allison has been a member of the Canadian Cheese Grand Prix jury since 2006.

## MR. IAN PICARD

Twenty years ago, Ian Picard was working as a clerk at Fromagerie Hamel fine cheese shop while studying hotel management in Montreal. That's when he discovered his true passion for cheese and decided to pursue his studies in this domain.

After obtaining his diploma in hotel management, Ian signed up as an apprentice at the *École Nationale d'Industrie Laitière et des Biotechnologies* in Poligny, France, to learn everything there was to know about cheese. During his apprenticeship he worked with some of the most renowned master cheese makers in Paris, Dijon and Alsace, perfecting his technique and broadening his knowledge.

When the student became the master, he came back to Quebec, and designed cheese aging caves to age cheese from Quebec, France and Switzerland, his country of origin. Ian returned to work at Fromagerie Hamel, where he became vice-president, the position he still holds today.

Fromagerie Hamel, one of Quebec's finest and highly reputed cheese shops has since opened five other locations. With a staff of 90 and over 450 cheeses to choose from, La Fromagerie Hamel is home to a family of artisans who work tirelessly for our enjoyment of fine cheese.

## MS. SUE RIEDL

Sue Riedl, a Toronto-based food writer, is the cheese columnist for *The Globe and Mail* and also hosts its "Chef Basics" video series. She's a regular contributor to *foodnetwork.ca* and writes for her blog (*cheeseandtoast.com*) about cheese and other edibles.

Sue studied at Queen's University before obtaining her cuisine certificate at the Cordon Bleu in London, England. She has worked in Toronto's dining industry and has graduated from Canada's Cheese Education Guild.

## MR. MICHAEL HOWELL

Chef Michael Howell is executive chef of *Tempestuous Culinary* in Wolfville, Nova Scotia. He is the leader of *Slow Food Nova Scotia*, is on the board of directors of *Taste of Nova Scotia* and is president of the *Restaurant Association of Nova Scotia*. He is a graduate of Dalhousie University. Michael trained as a chef at the *Cooking and Hospitality Institute of Chicago*. After being a chef in Chicago, Toronto, Detroit, Boston, New York and the Bahamas, Michael returned to Nova Scotia in 2002.

In 2012, Michael was selected as the Province of Nova Scotia Local Food Hero. Michael appears regularly on television, radio and in print. His first cookbook, *Atlantic Seafood* (published in 2009), was shortlisted for the 2010 *Cuisine Canada Cookbook* awards. He is a strident advocate for local food, family farms and new farmers. Michael is the organizing director of the *Slow Motion Film Festival*.

## MR. DANNY ST PIERRE

Since graduating from *École Hôtelière de Laval* cooking school, rising in the world of cuisine has been anything but a walk in the park for Danny St Pierre. He has worked in every kind of kitchen, from the local greasy spoon to high temples of gastronomy, and his varied experiences have given him a unique combination of efficiency and creativity that has served him well. After advanced-level training at the *Institut de Tourisme et d'Hôtellerie du Québec* in 1998 and two years at world-renowned *Toqué* restaurant in Montreal, Danny had earned his stripes as a chef.

In 2001, he embarked on his first official posting as chef at the *Derrière Les Fagots* restaurant in Sainte-Rose, which gave him the chance to develop his own particular style and helped thrust him into the gastronomic limelight.

In 2006, he teamed up with Anik Beaudoin, his better half, to create a home-catering service. At the same time, a couple of established names in food, *Pâtisserie de Gascogne* and *Laloux* restaurant, brought Danny on as a consultant to lend his distinctive touch.

Danny also served as host of the *Ma Caravane au Canada* TV show that aired on TV5 Monde.

In 2008, it was time for the big plunge: the opening of *Auguste* restaurant in Sherbrooke, Quebec. Its adventure continues.

In 2012, he became co-owner of *Chez Augustine*, a new café and caterer that celebrates home cooking for both eating in or taking out.

# RULES AND REGULATIONS

Dairy Farmers of Canada is sponsoring a nationwide competition to honour all categories of Canadian cheeses made from 100% Canadian cow's milk and certified as such. This event was launched in 1998 to encourage competitiveness and product excellence, as well as to increase the knowledge and appreciation of Canadian cheeses among industry professionals and consumers.

## 1. ELIGIBILITY

- A** The competition is open to producers of all cheeses\* manufactured in Canada (and to the producers involved in the aging and maturing process) exclusively from 100% Canadian cow's milk and/or milk-derived ingredients from 100% Canadian cow's milk. For the purposes of these rules, "milk-derived ingredients" shall include milk ingredients and modified milk ingredients pursuant to the Food and Drug Regulations. No imported dairy ingredients are permitted.
- B** All participating cheese processors must have signed a license agreement for the use of the 100% Canadian Milk symbol. In addition, packaging labels from the submitted cheese(s) must feature the 100% Canadian Milk symbol at the time of delivery (February 14 to 15, 2013). The 100% Canadian Milk symbol must be an integral part of the packaging label; stickers or other means of representation of the symbol will not be accepted.
- C** Participants may enter as many categories as they wish.
  - Participants can submit an unlimited number of different cheeses per category.
  - A cheese can only be submitted in one (1) category, except for category 18 (Farmhouse cheese) and category 19 (Organic cheese).
- D** A category must receive a minimum of three (3) entries to qualify for judging.
- E** Any cheese entry that, in the opinion of the jury, does not fit into categories 1 through 19 (examples: Brie in brioche, Parmesan-type fondue, Swiss-type fondue) will not be eligible.
- F** Cheeses made from milk that has not been pasteurized or homogenized (raw milk) are eligible. All raw-milk cheeses or cheeses made with unpasteurized milk must have been kept or held at a temperature of 2°C or more for a period of 60 days or more from the manufacturing process starting date, as per the Food and Drug Regulations C.R.C., c. 870.
- G** All submitted cheeses must be available to Canadian consumers at retail at the time of judging.
- H** A cheese can only be entered in the Canadian Cheese Grand Prix under one brand, even if it's marketed under various brands.

\* Except for private label cheeses from retailers.

## 2. AWARDS AND PRIZES

Winners will each receive a trophy and a certificate. They will also be provided with promotional tools for the winning product(s). Please note that any promotional material developed by cheese producers will be done so at their own expense.

### CATEGORY CHAMPION

Using a scoring system, the jury will determine one winning cheese per category (1 through 19, inclusively), which will then be named Category Champion.

### GRAND CHAMPION

The Grand Champion will be chosen from among all the Category Champions (categories 1 through 19, inclusively), taking into account the points accumulated by each category winner, as well as other factors determined by the jury.

Dairy Farmers of Canada will reimburse 50% of the expenses incurred by the Grand Champion (up to a maximum of \$10,000) to promote the company's winning product. This amount will be paid on presentation of invoices representing the total promotional costs incurred for the aforementioned purpose during the 12-month period following the awards presentation.

# RULES AND REGULATIONS

(CONTINUED)

## 3. JUDGING CRITERIA FOR EACH CATEGORY

Entries will be judged according to the following criteria:

### 1 FRESH CHEESE

(i.e., Cream Cheese, Ricotta, Bocconcini, Burrata, Treccia, Tuma, Akkawi)

**Criteria:** Flavour, Body & Texture, Colour & Appearance

### 2 FRESH CHEESE WITH GRILLING PROPERTIES\*

**Criteria:** Flavour, Body & Texture, Colour & Appearance

\* Cheese will be tasted two ways: in its natural form and grilled. Please be precise as to the appropriate grilling instructions with the following criteria:

- 1) Size of piece to be grilled
- 2) Recommended grilling time
- 3) Optimum grilling temperature

### 3 SOFT CHEESE WITH BLOOMY RIND

(i.e., Brie, Camembert, excluding Washed-rind Cheese and Blue Cheese)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 4 SEMI-SOFT CHEESE

(i.e., Havarti, Monterey Jack, excluding Washed-rind Cheese)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 5 WASHED OR MIXED RIND CHEESE

(Soft, Semi-soft and Firm)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 6 FIRM CHEESE

(i.e., Colby, Brick, Queso Duro, excluding Cheddar)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 7 SWISS-TYPE CHEESE

(i.e., Swiss, Gruyère and Emmental)

**Criteria:** Flavour, Eye Development (if applicable), Body & Texture, Finish, Salt

### 8 PASTA FILATA

(i.e., Provolone, Caciocavallo, Scamorza, excluding Mozzarella)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 9 MOZZARELLA (BALL, BRICK OR CYLINDER)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 10 BLUE CHEESE (VARIOUS RINDS, WITH OR WITHOUT VEINING)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Veining (if applicable), Salt

### 11 FLAVOURED CHEESE WITH ADDED NON-PARTICULATE FLAVOURINGS

(i.e., Smoked Cheese)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 12 FLAVOURED CHEESE WITH ADDED PARTICULATE SOLIDS AND FLAVOURINGS

(i.e., Jalapeños)

**Criteria:** Flavour, Body & Texture, Finish, Colour, Salt

### 13 MILD CHEDDAR (AGED 3 MONTHS)

**Criteria:** Flavour, Texture, Closeness, Colour, Finish, Salt

### 14 MEDIUM CHEDDAR (AGED 4 TO 9 MONTHS)

**Criteria:** Flavour, Texture, Closeness, Colour, Finish, Salt

### 15 OLD CHEDDAR (AGED FROM 9 MONTHS TO A YEAR)

**Criteria:** Flavour, Texture, Closeness, Colour, Finish, Salt

### 16 AGED CHEDDAR (MORE THAN 1 YEAR UP TO 3 YEARS)

**Criteria:** Flavour, Texture, Closeness, Colour, Finish, Salt

### 17 AGED CHEDDAR (MORE THAN 3 YEARS)

**Criteria:** Flavour, Texture, Closeness, Colour, Finish, Salt

### 18 FARMHOUSE CHEESE

- Accepted in this category are cheeses produced exclusively with milk obtained from herds on the farm where the cheese is produced.
- Each cheese will be evaluated according to cheese type and state of ripening. The jury will then make its selection based on the overall qualities of each cheese.

### 19 ORGANIC CHEESE

- Cheeses accepted in this category must meet the criteria outlined in the federal Organic Products Regulations (2009) (DORS/2009-176) and be certified by an accredited certification body in the organic products sector.
- The accredited certification body name must appear on the product packaging.
- Proof of organic certification (a certificate) must be supplied.

**Judges are fully entitled to reclassify a cheese in the category deemed most appropriate, except for cheeses entered in the Farmhouse Cheese category and Organic Cheese category.**

# RULES AND REGULATIONS

(CONTINUED)

## 4. ENTRY PROCEDURES

Participants must complete one entry form for each product submitted. There are two ways to enter the 2013 Canadian Cheese Grand Prix:

### Online

An online entry form is available at [dairyfarmers.ca/GrandPrix](http://dairyfarmers.ca/GrandPrix)

### By mail

You will find a printed entry form in the appendix, or you can download and print the PDF format online at [dairyfarmer.ca/GrandPrix](http://dairyfarmer.ca/GrandPrix).

You may also obtain it by calling Nathalie Faucher at **1-800-361-4632, ext. 250**. Please use block letters when completing the form.

Completed entry forms must be received no later than **4:30 p.m. (ET) on January 23, 2013**. Hard copies should be sent to:

### 2013 CANADIAN CHEESE GRAND PRIX

Dairy Farmers of Canada  
Ms. Nathalie Faucher  
1801 McGill College Avenue, Suite 700  
Montreal (Quebec) H3A 2N4

**Participating cheeses must be delivered to the following address only on February 14 and 15, 2013, between 7:30 a.m. and 11:40 a.m. (ET) and between 1:00 p.m. and 3:40 p.m. (ET).**

Participants are responsible for delivery costs. It is of the utmost importance that each package be addressed as follows:

### 2013 CANADIAN CHEESE GRAND PRIX

Hôtel de l'Institut de Tourisme  
et d'Hôtellerie du Québec, Loading Dock  
400 de Malines St. (corner Saint-Denis)  
Montreal (Quebec) H2L 4P4  
Attention: **Anne-Marie Dontigny**

For identification purposes, each entry must be accompanied by a copy of the entry form, duly completed and signed. For products registered online, please print out your entry forms and make sure they are duly completed and signed. Online entry forms are attached to the confirmation email that you will receive after registration. Please ensure that:

- A** Each submitted cheese must be accompanied by its packaging label featuring the 100% Canadian Milk symbol. The 100% Canadian Milk symbol must be an integral part of the packaging label; stickers or other means of representation of the symbol will not be accepted.
- B** The weight of any individual cheese entered must not exceed 25 kilograms.
- C** Participants will assume full liability for the condition of their cheese(s) prior to completion of delivery to the address specified above.
- D** For categories 1 through 19 inclusively, cheese entries showing evidence of sampling cavities/trier holes and/or of having been cut or trimmed will not be accepted. Cheeses with natural holes/eyes, such as those in category 7 (Swiss-type Cheese) will be accepted but should not show evidence of sampling cavities/trier holes and/or of having been cut or trimmed.
- E** Cheese entries will not be returned and no monetary compensation will be provided.

## 5. ENTRY FEES

### Online registration

A non-refundable fee of \$20 (taxes included) per cheese, payable to Dairy Farmers of Canada, must be paid through PAYPAL when registering online, regardless of its weight.

### Mail registration

A non-refundable fee of \$25 (taxes included) per cheese, payable by cheque to Dairy Farmers of Canada, must accompany the hard-copy registration form sent by mail, regardless of its weight.

## 6. GOVERNMENT REGULATIONS

Submitted cheeses must be manufactured at plants registered with the Canadian Food Inspection Agency and/or licensed by the provincial government of the home province of the plant, and it must comply with all applicable federal government regulations. Please note any and all changes to the Food and Drug Regulations and to the Dairy Products Regulations in effect since December 2008. All cheeses must meet these standards and composition requirements.

Finally, all submitted cheeses need to comply to Canadian Food Inspection Agency guidelines for the Acceptable Use of "100% Canadian Milk" Claims on Dairy Products.

When shipped, each entry must be accompanied by a copy of the duly completed entry form showing the registration number of the factory of origin, along with the manufacturing date.

## 7. JUDGING

A jury will convene on **February 16 and 17, 2013**, to evaluate the cheeses submitted. In the event of a tie when evaluating entries in a given category, or while determining the Grand Champion, the Jury Chairman's vote will prevail.

The cheeses will not bear any ID markings throughout the entire evaluation and judgment process.

### The judges will determine the following:

- Three (3) finalists per category, one of which will be named Category Champion;
- A Grand Champion chosen among the winners in categories 1 through 19, inclusively.

# RULES AND REGULATIONS

(CONTINUED)

## 8. PUBLICATION OF WINNERS' NAMES

Dairy Farmers of Canada will have the right to publish the names of winners, pictures or any other documents pertaining to the contest, without any monetary compensation.

## 9. JUDGES' COMMENTS

Upon request, participants will receive a summary of judges' comments pertaining to their entries. However, the final scores and scoresheets will remain confidential.

## 10. AWARDS PRESENTATION

The awards presentation ceremony will take place on **April 18, 2013**, at the **Hyatt Regency Hotel in Montreal**.

## 11. TRADEMARKS

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