

## **RETAIL COMPETITION RULES**

### **INTERNATIONAL CHEESE AWARDS - RETAILER AWARDS**

#### **CHEESE ONLY:**

- **SUPREME CHEESE RETAILER OF THE YEAR AWARD**
- **RESERVE SUPREME CHEESE RETAILER OF THE YEAR AWARD**

#### **NON-CHEESE ONLY:**

- **SUPREME DAIRY PRODUCE RETAILER OF THE YEAR AWARD**
- **RESERVE SUPREME DAIRY PRODUCE RETAILER OF THE YEAR AWARD**

#### **ALL PRODUCTS:**

- **ICDA AWARD FOR THE RETAILER ACCUMULATING MOST POINTS IN THE COMPETITION.**

**Entries are limited to 1 entry per class.**

Classes **RC1** to **RC123** are open to Retailer Own Label Products Only.

### **GUIDE FOR RETAIL COMPETITORS**

Own label Pre-Packed, Grab and Go, Counter or deli products (including random weight products) may be entered, but they **must carry the Retailer branding**.

Disqualification at any stage of the competition or afterwards can be applied at the discretion of the Show Committee.

Exhibitors must nominate which classes and varieties they wish to enter and then the samples will be purchased from retailer stores by an independent organisation.

Please note we cannot accept seasonal products being entered; **all entries must be available in store and must be available for purchase commercially at least 6 months prior to the date of judging and/or up to 6 months after the date of judging.**

Entries cannot be submitted on day of Show or prior by entrants. **Late entries can be allocated, by exception, and by prior arrangement of the show committee.**

The Committee reserves the right to move entries into the correct class if products have been incorrectly entered and to exclude any product unavailable for purchase prior to the Show.

### **AWARDS**

- **The supreme retailer 'Cheese' of the year will be awarded to the best overall gold winning cheese from RY1 to RY9, judged on their individual merits. The WIPAK Trophy for the overall Supreme retailer cheese of the year, kindly sponsored by WIPAK, will be announced at the Trade Day Lunch.**
- **The supreme retailer 'Dairy Produce' of the year will be awarded to the best overall gold winning cheese from RY10 to RY14, judged on their individual merits. The WIPAK Trophy for the overall Supreme retailer 'Dairy Produce' of the year, kindly sponsored by WIPAK, will be announced at the Trade Day Lunch.**
- **The ICDA Retailer Award for the most points accumulated during the competition across Gold, Silver and Bronze positions awarded, will be announced at the Trade Day Lunch. This award is a recognition and measure of consistency of quality of a specific retailer, across all classes.**

### **Frequently Asked Questions:**

- **Are supplier brands acceptable for entry into any class?**

Any product entered must carry the Retailer's name. It is possible for a brand to be entered, only if it has the retailers name on it.

- **Are the supplier branded cheese entries, freshly cut from the Counter, grab & go products and own label pre pack all permissible and will they carry equal weight for each class?**

Supplier branded entries must carry the Retailers branding. All cheese will be judged on their own merit and ultimately the winning cheese in its category will go through to the next judging stage, as is the case for the rest of the competition. It is possible for any entered product, to win if it's the best product of its type.

- **Is the intention for the nominated independent organisation to purchase two samples of each cheese entry from store (the same as this year)?**

Yes, the purchase of the cheese will be identical to previous years.

- **Will the stewards ensure that all forms of identification are removed prior to judging?**

The process will remain the same as in previous years. The sample for judging will be in plain wrap and the product for consumer and award display after announcement of results, will carry the label details.

**FINAL DATE FOR ENTRIES: TBC 2023**