

**INTERNATIONAL CHEESE AWARDS
RETAILER DAIRY AWARDS**

**SUPREME RETAIL CHEESE OF THE YEAR AWARD
&
SUPREME RETAIL DAIRY PRODUCE (NON CHEESE) OF THE YEAR AWARD
&
CHAMPION EXHIBITOR OVER ALL CLASSES
MOST POINTS**

AWARDS

CHEESE ONLY RC1 – RC89

- **SUPREME RETAIL CHEESE AWARD**

The Supreme Retail 'Cheese' of the Year will be awarded to the best overall gold winning cheese, judged on their individual merits. The WIPAK Trophy for the overall Supreme Retail Cheese of the Year, kindly sponsored by WIPAK.

RY1

Retail Cheddar Cheese 2025

Gold Winners from Classes **RC1 – RC10** go forward for this award

RY2

Retail Territorial Cheese 2025

Gold Winners from Classes **RC12 – RC20** go forward for this award

RY3

Retail Blue Cheese 2025

Gold Winners from Classes **RC21 – RC28** go forward for this award

RY4

Retail Goat Cheese 2025

Gold Winners from Classes **RC29 – RC30** go forward for this award

RY5

Retail Sheep Cheese 2025

Gold Winners from Classes **RC31 – RC32** go forward for this award

RY6

Retail Soft Cheese 2025

Gold Winners from Classes **RC33 – RC42** go forward for this award

RY7

Retail Continental Cheese 2025

Gold Winners from Classes **RC45 – RC64** go forward for this award

RY8

Retail Additive and Smoked Cheese 2025

Gold Winners from Classes **RC67 – RC72** go forward for this award

RY9

Retail Convenience Cheese 2025

Gold Winners from Classes **RC83 – RC88** go forward for this award

NON-CHEESE ONLY – RC90 – RC123

- **SUPREME RETAIL DAIRY PRODUCE OF THE YEAR AWARD**

The Supreme Retail 'Dairy Produce' of the year, will be awarded to the best overall gold winning dairy produce from RY10 to RY14, judged on their individual merits. The IFF Trophy for the overall Supreme Retail 'Dairy Produce' of the year, kindly sponsored by IFF.

RY10

Retail Milk 2025

Gold Winners from Classes **RC90 – RC95** go forward for this award

RY11

Retail Butter 2025

Gold Winners from Classes **RC97 – RC101** go forward for this award

RY12

Retail Cream 2025

Gold Winners from Classes **RC102 – RC109** go forward for this award

RY13

Retail Yogurt 2025

Gold Winners from Classes **RC110 – RC120** go forward for this award

RY14

Retail Ice Cream 2025

Gold Winners from Classes **RC121 – RC123** go forward for this award

ALL PRODUCTS:

- **CHAMPION RETAILER FOR THE RETAILER ACCUMULATING MOST POINTS IN THE COMPETITION.**

The ICDA Retailer Award for the most points accumulated during the competition across Gold, Silver and Bronze positions awarded. This award is a recognition and measure of consistency of quality of a specific retailer, across all classes.

Entries are limited to 1 entry per class.

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

GUIDE FOR RETAIL COMPETITIORS

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.

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.