

Recognizing Excellence for Over 30 Years

The Canadian Grand Prix New Product Awards celebrates innovation and excellence in new or innovative food and non-food products by national and private label brands including emerging and QSR inspired brands.

RETAIL COUNCIL OF CANADA
CANADIAN GRAND PRIX
NEW PRODUCT AWARDS

CONSEIL CANADIEN DU COMMERCE DE DÉTAIL
GRAND PRIX CANADIEN
DES NOUVEAUX PRODUITS

Are Canadian Grand Prix Awards Right For You?

You should participate if you're:

- **A brand owner** developing exceptional products that reflect the tastes, trends, and values of Canadian consumers, and want to celebrate your team's achievements.
- **A national consumer product brand**, emerging startup, or restaurant-inspired brand competing in food or non-food categories.
- **A startup brand** looking to gain recognition among leading Canadian grocers and get promoted in industry media.
- **A retailer** that develops and manufactures private label brands sold within your retail network, competing in private label food or non-food categories.

Product Eligibility

To enter the Canadian Grand Prix New Product Awards, your product must meet these requirements:

- **Available in Canada —** On sale nationwide within the current calendar year.
- **Right category fit —** Matches the criteria for your chosen award category. Discover the categories.
- **Ready for evaluation —** Jurors need to be able to easily taste, test, or try your product to give a fair, complete evaluation, either at home or in person. 20 to 25 units must be available for jury evaluation and submission verification as of January (few exceptions apply).
- **New or improved —** Either a brand new product, or an existing one with meaningfully updated characteristics or packaging.

Important Dates

SEPTEMBER 2026
Registration Opens

NOV. 30, 2026
Registration Deadline

JAN. 6, 2027
Deadline to send 1 sample of each flavor for submission verification

JAN. 7, 2027
RCC to communicate shipping instructions for juror evaluation

JAN. 19, 2027
Non-food products to be received in Toronto for juror evaluation

FEBRUARY 2027
In Person evaluation: Food jury samples to be tested in Montréal

APRIL 2027
Finalists Announced

JUNE 2027
Winners Announced

Evaluation

Jurors evaluate your product across 4 areas:

1. Product Characteristics
2. Innovation and Originality
3. Presentation and Packaging
4. Overall Consumer Value



How scoring works:

- Each product is judged on its own merits, not against others in its category.
- Jurors review your submission details in all four areas to fully understand your product's originality and innovation.
- Each area is scored out of 25 points, with written comments, for a total possible score of 100.
- Products scoring 70% or higher advance to finalist status.

Submission Requirements

Important: This is a bilingual program. All submission materials, including your Product Information Form, must be provided in both English and French.

1. **Company logos in English and French** — EPS or AI, and JPG or PNG required.
2. **Nutrition facts and ingredients** — Upload if applicable.
3. **Product photos** — Used in finalist and winner product showcases and flyers. Include group photos of the product line if there are multiple flavours. Include stylized marketing photos for use on social.
4. **Sample shipment for verification** — Ship one sample to the RCC office to verify the information in your Product Information Form.
5. **Sample shipment for jury evaluation** — Ship samples as directed in early January.

Product Categories

There are 27 product category awards to be won in food and non-food categories by consumer-packaged goods and private brand submissions

- Bakery fresh (par-baked)
- Baking needs & dried bakery
- Beverages
- Condiments & sauces
- Confectionery & shelf stable desserts
- Dairy (milk, yogurt, cheese & spreadables)
- Deli meats and cheeses
- Desserts (fresh, refrigerated or frozen)
- Fruit, vegetable & produce (fresh / refrigerated or frozen)
- Meat, egg & seafood (fresh/refrigerated or frozen)
- Shelf stable prepared foods & entrees
- Snack (savoury)
- Snack (sweet)
- Appliance & cookware
- General merchandise
- Health care - over the counter
- Household products
- Personal care
- Pet needs
- Coffee & tea
- Frozen entrees
- Frozen sides and appetizers
- Fresh & refrigerated prepared foods
- Plant based & alternative foods
- Child care
- Health and beauty
- Paper, plastic, foil, & wood

Specialty Awards

Five awards recognizing best overall score among consumer-packaged goods and private label brands

Innovation and Originality Innovative Packaging Overall Consumer Value

All Canadian Award Excellence in Ethnic Products

Finalist & Winner Announcements

Canada's most credible new product recognition comes with two milestone moments.

Finalist Announcement – April



Finalists are announced publicly via press release, highlighted on all RCC channels (web, social, email), and promoted across our media partner network. Before the announcement goes live, you'll receive a guide to making the most of the recognition — tools, assets, and opportunities to amplify your finalist status from day one.

In the weeks that follow, four finalist flyers roll out in English and French on the Flipp digital flyer app — putting your product in front of millions of Canadian shoppers from coast to coast.

Winners Announcement – June



Winners are announced at the Canadian Grand Prix New Product Awards Gala — one of the most anticipated nights in Canadian grocery. A national press release follows immediately, distributed in partnership with our industry media network. An exclusive winners showcase flyer publishes on Flipp shortly after, reaching Canadian consumers where they already shop.

Every winner receives a dedicated winners guide with a complete toolkit built to help you take your Canadian Grand Prix win further with consumers and industry stakeholders. Additional sponsorship opportunities are available to extend that reach further.

Media Coverage & Performance Results

Finalists and winners are profiled by our media partners and leading publications.

- **165+** online and social media postings
- **62,084,809** total potential audience reach

CANADIAN GROCER

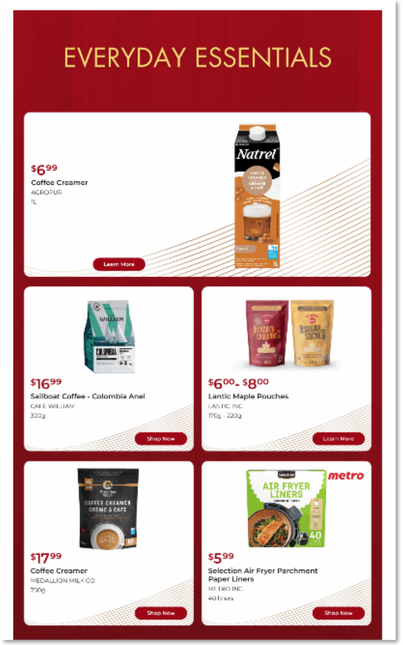
grocery BUSINESS

flipp











[See the full scope of RCC Grand Prix's media coverage →]

Program Costs

RCC & FHCP Member Rate	Non-Member Rate	Start-Up Brands
Food / Non-Food Submission $3,099.99	Food / Non-Food Submission $3,349.99	Food / Non-Food Submission $2,099.99
Gala Tickets $299.99	Gala Tickets $399.99	Gala Tickets $299.99

Registration Costs Include:

- **Registration** of one product or product line (up to two flavours/variations)
- **Full finalist benefits:** seal use, press release, finalist showcase on RCC and media partner sites/publications, and flyer placement on Flipp
- **Winners additionally receive:** public recognition, immediate press release, winner seal, winner showcase and flyer, trophy presentation at the gala, and a backstage winner's portrait

Additional Costs:

- Providing and shipping samples for submission verification and jury evaluation.
- Attending the Gala, tickets on sale in 2026 – winners announced live.

Not sure if RCC Member pricing applies to you?

Contact events@retailcouncil.org

We are always evolving...

The Canadian Grand Prix never stops looking for ways to put winning products in front of more Canadians.

This year, we added two new additions

Caddle Consumer Ratings & Reviews



Every winning product now receives verified consumer ratings and reviews through Caddle's platform — feeding directly into ecommerce listings on Walmart, Shoppers Drug Mart, and Real Canadian Superstore.

The Canadian Grand Prix Influencer Box Program

Winning products are shipped in a curated mystery box to a targeted network of food and lifestyle content creators across Canada. Authentic content. Organic reach. Canadian consumers discovering Canadian Grand Prix winners through the creators they already trust. Participation is optional and entirely on your terms.

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Have Questions?

For more information on the RCC Grand Prix New Product Awards, including product registration and support, please contact **events@retailcouncil.org**