

Press Release

Taste It to Believe It: Armstrong Cheese Brings Back Its Cross-Country Challenge — and Introduces Cheese GPT

Thursday, July 10 (Toronto, ON) – This summer, Armstrong Cheese is inviting Canadians to experience what makes their cheese so crave-worthy with a cross-country blind taste test that puts flavour first.

The **Armstrong Cheese Taste Challenge** is back and rolling across the country, encouraging cheese lovers to sample and compare the delicious, satisfying taste of Armstrong Cheese. And new this year? A clever AI companion called **Armstrong Cheese GPT**, that helps you discover delicious ideas for meals, snacks, and summer picnics—anytime you need a little cheesy inspiration.

The tour kicks off in Ontario and makes its way through Winnipeg, Saskatoon, British Columbia, and Calgary, popping up at high-traffic spots and retail locations to bring Canadians a fun, interactive sampling experience.

“We're excited to bring the *Armstrong Cheese* Taste Challenge back to communities across Canada to create an unforgettable experience for consumers,” says Tina Galluccio, Director of Marketing, Saputo Dairy Products Canada. “The Taste Challenge gives people that instant, ‘oh wow’ moment — while Cheese GPT offers recipe inspiration and ideas with a simple, playful tool.”

At each stop, visitors can take part in a blind taste test, enjoy cheesy snacks, score exclusive Armstrong merchandise, and explore what Armstrong Cheese GPT can do.

It's the perfect opportunity to discover why *Armstrong Cheese* is a favourite among Canadians.

For a listing of event dates, visit our events calendar [here](#)

For hi-res photos, click [here](#)

To experience the great taste everyone's talking about with our Cheese GPT click [here](#) or use the QR code pictured.

For more information, please contact Vibrant Marketing: juliab@vibrant.marketing

