

PRESS RELEASE

Winners of the Canadian Grand Prix New Product Awards Announced by Retail Council of Canada

Best new products of 2025 and grocery industry innovators recognized

FOR IMMEDIATE RELEASE

TORONTO, June 3, 2026: Retail Council of Canada (RCC) proudly announces the winners of the 33rd Annual [Canadian Grand Prix New Product Awards](#). Honoured at tonight’s Canadian Grand Prix New Products Gala, this year’s 41 category winners represent a cross-section of Canadian food and grocery innovators delivering quality and creativity that is reshaping what ends up on Canadian shelves.

“For 33 years, this program has been the benchmark for food and grocery innovation in Canada, and the standard keeps rising,” said Kim Furlong, President and CEO, Retail Council of Canada. “This year’s winners reflect exactly what Canadian companies are capable of: products that meet consumers where they are, with quality and ingenuity that earns a place in the basket.”

COMPANY	PRODUCT NAME
Café William	Mexico Coffee
Calgary Co-operative Association Ltd.	Cal & Gary's Chocolate Caramels
Cascades	Cascades Fluff Excellence
Demetres	Demetres Ice Cream
Federated Co-operatives Ltd.	Co-op Gold Gouda
Federated Co-operatives Ltd.	Co-op Gold Snack Mix
Happy Planet	Happy Planet Fruit Smoothie
Hardbite Potato Chips	Hardbite Potato Sticks
Kraft Heinz	Heinz Mayonnaise-style Sauce
Loblaw Companies Limited	Life Brand Masks
Loblaw Companies Limited	President’s Choice Flex Bake
Loblaw Companies Limited	President’s Choice Probiotic Yogurt for Gut Health
Loblaw Companies Limited	President’s Choice Functional Juice and Shots
Maison Orphée	Ready-to-Bake Mixes Collection

Maple Lodge Farms Ltd.	Zabiha Halal Fire Crisp
Metro Inc.	Irrésistible Pizza Dough
Metro Inc.	Irrésistible Sparkling Spring Water
Metro Inc.	Personnelle Ergonomic Baby Nasal Aspirator
Metro Inc.	Irrésistible Portuguese Style Custard Tarts
Metro Inc.	Irrésistible Frozen Breakfast Bowls
Metro Inc.	Irrésistible Salad Toppings
Metro Inc.	Selection Eco Rechargeable Batteries
Metro Inc.	Personnelle Hydrocolloid Acne Patches
Metro Inc.	Irrésistible Marinated Pork Tenderloin
Metro Inc.	Irrésistible Broths
Mucci Farms	Savorries™ Sweet Strawberry Tomatoes
Nestle Purina Petcare Canada	Beyond WILD Prey-Inspired Adult Dog Food
Norwell Consumer Healthcare	GluteGuard
OHME!	Freeze-Dried Yogurt Crunch
Ouimet-Cordon Bleu Foods	Clark Legumes in Sauce
Pattison Food Group	WF Avocado & Sour Cream Squeezable Avocrema
Pattison Food Group	WF Fully Cooked Korean Style Pork Back Ribs
Pattison Food Group	WFS Digestive Health Dog Treats
Promise Gluten Free	Gluten Free Handcrafted Sourdough Sandwich Rolls
Saputo Dairy Products Canada G.P.	Armstrong High in Protein Marble Cheddar Cheese
Sobeys Inc.	Compliments Blooming Onion Pearls
Sobeys Inc.	Compliments Pop`n Crunch Freeze Dried Candy
Sparks Eggs	Farmer's Finest Free Run Dark Yolk
Unilever Canada	Dove x Crumbl Collection
Victory's Kitchen Ltd.	Ladles of Love Soup
Wet & Forget, Inc.	Shower Ultra Cleaning Mist Fresh Scent

Additionally, five special accolades were awarded:

- **Federated Co-operatives Ltd.** was honoured with the All-Canadian trophy for their **Blueberry Sea Buckthorn Fruit Spread.**
- **Demetres** was recognized with the Excellence in Ethnic Product award for their **Über Ube and Whispers of Saffron Ice Cream.**

- **OHME!** earned distinction with the Innovation and Originality award for their **Freeze-Dried Yogurt Crunch**.
- **Café William's Mexico Coffee** was lauded for its Innovative Packaging.
- **Loblaw Companies** was recognized for the Overall Consumer Value its **President's Choice Probiotic Yogurt for Gut Health** delivers to Canadian consumers.

To explore the complete list of winners, please visit RCCGrandPrix.ca/winners.

New for 2026: Expanded Recognition and Consumer Reach for Winners

- **Product Ratings & Reviews in Partnership with Caddle** — Every winning product will now receive third-party ratings and reviews from Caddle's receipt-verified, 100% Canadian consumer panel, giving brands direct feedback from real purchasers and actionable in-market performance insights.
- **New Winner Seals** — A refreshed visual identity launches this year with distinctive winner seals designed to stand out on shelf, making it easier than ever for Canadian shoppers to find and choose award-winning products.
- **Influencer Box Program** — Winners can now opt into a regionally targeted mystery box program, putting their products directly into the hands of food and lifestyle content creators across Canada. This exciting new initiative puts award-winning products on the radar of Canadian consumers through the content they consume every day.

Honouring Industry Leaders: 2026 Lifetime Achievement Recipients

As part of the Canadian Grand Prix Award Gala, two exceptional leaders received the prestigious 2026 Canadian Grand Prix Lifetime Achievement Awards for their remarkable contributions to the retail industry and their communities. The 2026 recipients are Cara Keatin, CEO, PepsiCo Canada and Sandra Sanderson, Chief Marketing Officer, Empire Company Limited. "Cara Keating and Sandra Sanderson have spent careers pushing this industry to be better," said Kim Furlong, President and CEO, Retail Council of Canada. "Their contributions have made Canada's grocery sector stronger, more innovative, and more dynamic, and that deserves to be recognized."

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About the Canadian Grand Prix New Product Awards program

RCC's Canadian Grand Prix New Product Awards is a highly regarded competition that celebrates the very best in new food and non-food grocery products. Industry recognized and consumer approved for 33 years, these awards spotlight innovation, quality, and market impact across the grocery landscape. Earning a Canadian Grand Prix Award offers unparalleled exposure to key retailers, buyers, and consumers nationwide. Winners earn the privilege of displaying the trusted Canadian Grand Prix seal on their products for two years, with presenting sponsor [Flipp](#), featuring all winners in their upcoming flyer to drive product discovery with Canadian shoppers nationwide.

About Retail Council of Canada

Retail is Canada's largest private-sector employer with over 2.3 million Canadians working in our industry. This sector is a major economic contributor, generating more than \$101 billion annually in wages and employee benefits. In 2025, core retail sales (excluding vehicles and gasoline) exceeded \$532 billion. Retail Council of Canada (RCC) members account for more than two thirds of these core retail sales and 95 per cent of the grocery market. Our membership extends across the country, embracing over 65,000 storefronts in diverse formats such as department, grocery, specialty, discount, independent retailers, online merchants, and quick service restaurants. As the Voice of Retail™ in Canada, RCC, a not-for-profit, industry-funded association, proudly represents retail businesses of all sizes, from small independents to large national chains, in communities nationwide. retailcouncil.org.

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