



THE BIG CHEESE!

ARMSTRONG'S ANNUAL CHEESE FESTIVAL

The Big Cheese Chef Challenge 2026

Professional Skill. Local Pride. Big Flavor.

Calling all **professional chefs!** The Big Cheese Chef Challenge is an annual celebration of culinary creativity, inviting chefs to showcase their skills, highlight quality Canadian cheese, and connect with both our local community and visiting food lovers. This friendly yet competitive event is a chance to feature your signature dish, gain valuable exposure through media and public voting, and be part of a fun, community-driven culinary experience.

Registration must be received by Monday, February 23, 2026

Early registration is encouraged to support promotion and media planning.

Business Name:

Contact Person:

Contact Information: Phone: _____ Email: _____

Please indicate which category you are entering:

Grilled Cheese

Entry Name: _____

Mac & Cheese

Entry Name: _____

(Businesses may enter one or both categories.)

Would you like to participate in the Media Tour?

(A great opportunity for added exposure and media coverage.)

Yes No

We confirm our competition entry will be featured on our menu from February 27 – March 28, 2026:

Yes No

Would you like to be added to our email contact list for future events?

Yes No

Do we have permission to include your business name in media releases and promotions?

Yes No

Competition Requirements & Details

- Each entry must include **at least one cheese featuring the 100% Canadian Milk logo.**
- Each entry must include **one cheese from The Village Dairy**
- Participating businesses will receive a **Participant Poster** to promote their entry.
- A **Media Tour**, consisting of 3–4 media personalities, will visit participating locations to sample entries.
- Following the Media Tour, the **Media's Top Choice** will be announced.
- Customers must purchase a qualifying dish at a participating restaurant to vote.
- **Voting will be available online, with in-person ballot options at the Armstrong Spallumcheen Chamber of Commerce** for those who prefer or require them.

Why Participate?

- Gain **visibility** with local media and food enthusiasts.
- Connect directly with the **community and visiting food lovers.**
- Showcase your **creativity and professional skill.**
- Join a fun, **celebratory culinary event** that highlights Canadian cheese.

(Even if you're new to competitions, this is a friendly, welcoming way to get your dish in the spotlight.)

Awards Announcement

The **People's Choice Award** will be announced **Saturday, March 28, 2026 2:30 PM Hassen Arena**

Questions & Submission

Questions? Please contact **donna@aschamber.com**

Completed registration forms may be **dropped off in person** or **submitted by email** to the address above.