



## **FROMAGERIE PERRON WINS THE ROYAL'S PRESTIGIOUS CHEESE COMPETITION**

*– Oldest cheese producer wins oldest cheddar competition with oldest recipe –*

**TORONTO, Thursday, November 4, 2010** – The Royal Agricultural Winter Fair is pleased to announce that Fromagerie Perron has been awarded the prestigious red ribbon for first place and has been named the Grand Champion in the Extra Mature Cheddar Cheese Competition (aged 24 months+), for its Perron Doyen cheese.

Fromagerie Perron is Quebec's oldest cheese producer and is still run today by the same family who started the company in 1890. The Royal award-winning Perron Doyen is aged for more than four years before being packaged, and is made using the same recipe that Fromagerie Perron has used for the past 120 years.

Fromagerie Perron also took home first place in several other cheese classes including Mature Cheddar (aged 12-24 months) and Medium Cheddar (aged 6-8 months).

"To show our cheese at The Royal is always a great experience; but to win the Grand Champion title is a complete honour," said Denis Brassard, General Manager, Fromagerie Perron. "Fromagerie Perron has been competing at The Royal for many years, and views its cheese competitions as the gold standard of the industry."

Other cheese producers that participated in The Royal Cheese Competitions include Wayne Lane of Maple Dale Cheese, Thierry Martin for Parmalat, Empire Cheese and Butter Co-Op, Black River Cheese, Saputo Dairy Products Canada and Thornloe Cheese.

"Canada is definitely among the world's best, when it comes to quality cheese production," said Sally Andrews, Agricultural Products Clerk, The Royal Agricultural Winter Fair. "Each year, The Royal is more impressed than the last with the quality and talent of our competitors."

Running from Friday, November 5 to Sunday, November 14, 2010, The Royal Agricultural Winter Fair is the world's largest combined indoor agricultural and equestrian show, and showcases innovations in food and agriculture, thousands of livestock animals, and dozens of the world's top equestrian horses and riders. Now in its 88<sup>th</sup> year, The Royal let's urban dwellers experience the magic of the country.

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## **CANADA CHERISHES ITS CHEESE**

In 1866, in Ingersoll, Ontario, a block of cheese weighing 7,000 lbs was produced and exhibited in New York and Britain; it was immortalized in the poem "Ode on the Mammoth Cheese Weighing over 7,000 Pounds" by James McIntyre, a Canadian poet.

In 1893, at The Chicago World's Fair, farmers from Perth, Ontario, produced and showed The Mammoth Cheese – weighing 22,000 lbs. When placed on exhibit at the Canadian Display, The Mammoth Cheese promptly crashed through the floor and had to be placed on reinforced concrete in the Agricultural Building. It received more press than any other single exhibit at the fair, and received the bronze medal.

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For more information check out [www.royalfair.org](http://www.royalfair.org)  
The Royal Runs November 5<sup>th</sup> – 14<sup>th</sup>, 2010

**For media requests contact:**  
Mansfield Communications  
Tiffany Fisher / [tiffany@mcipr.com](mailto:tiffany@mcipr.com) / 416-599-0024 x 222  
Kate Walsh / [kate@mcipr.com](mailto:kate@mcipr.com) / 416-599-0024 x 229

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