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PRIX RELÈVE ALIMENTAIRE QUÉBEC 2025

Back for a 4th edition, the Initia Foundation's Quebec Relève Alimentaire Awards highlight and reward emerging Quebec food companies and businesspeople who stand out for their **innovative achievements**, their **commitment**, and their **leadership**.

With this awards and scholarships program, Initia concretely supports young talents in the food industry in their development and growth by awarding cash scholarships up to **\$10,000** as well as **several support prizes** offered by its partners.

To highlight the innovative, committed and visionary next generation, the winners are revealed during the Soirée Relève Initia, which will take place on October 15th 2025 and where more than **200 key players** in the industry come together annually to celebrate them!

OUR PARTNERS





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CATEGORIES

BUSINESS SECTION

START-UP BUSINESS

A start-up food processing company will be awarded the prize for its growth potential, its innovative character, its initiatives, and achievements that stand out as well as for its promising business plan.

The company must have been in operation for a maximum of 4 years (according to the NEQ).

The company must have marketed at least one product over the past year.

The company must have a turnover of at least \$ 100, 000.

GROWING BUSINESS



The prize will be awarded to a food processing company that has significant growth, is innovative, stands out for its ways of doing things, and has significant potential for success.

The candidate company must have been in business for at least 4 years and less than 10 years (according to the NEQ) and present significant results in terms of the development of its turnover and the creation of value (for example: number of employees) s, revenues, profits, investments, economic benefits, positive social impact and visibility for the city and the province, etc.).

The company must have a turnover of at least \$ 500,000 and a maximum of \$ 5,000,000.

TAKEOVER BUSINESS



The prize will be awarded to a food processing company that has recently been acquired/taken over and which, since then, has ensured the development and growth of the company through its achievements, ensures sound management in executive change, and has visionary strategic planning.

Acquisition by a current staff member, an external person, a person from the same family or by a group made up of several people is accepted.

The person or group of people must exercise major influence over the operations and strategic directions of the company. The executive change must have been well managed thanks to the collective efforts of those involved in the takeover.

The executive change must have been made for at least 1 year and a maximum of 3 years.





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FAVORITE “ALIMENTS DU QUÉBEC”



Among all the applications received, “Aliments du Québec” will choose a favorite application that will receive a \$5,000 scholarship and several support services worth \$10, 000.

Please note that your favorite company or person may be a winner in one of the 5 categories and therefore may benefit from an additional grant.

“Aliments du Québec” can also choose a finalist or an application that was not selected among the finalists.

BUSINESSPEOPLE SECTION

YOUNG PROFESSIONAL

A young professional who stands out for their skills, their achievements, their ways of doing things and their involvement in the food industry will be awarded the prize.

The candidate must, in most of their professional activities :

- either practice their profession or be a member in good standing of a professional order recognized in Quebec governing this profession.
- either be a member of an association governing their profession.
- either practice their profession in exchange for financial remuneration specifically linked to their training and skills within a company or organization.

The candidate must be an employee in a food processing company and have worked in their profession for at least 2 years in the same organization. He/she must be 35 years old and younger.

YOUNG ENTREPRENEUR IN RESTORATION



A young entrepreneur in restoration who stands out for his/her achievements, innovative ways of doing things, distinctive culinary approach and exemplary showcase of local products will be awarded the prize.

The candidate must offer a gastronomic experience where Quebec's foods occupy a central place, representing at least 60 % of the menu. The candidate must offer distinctive local flavors, rooted in Quebec's terroir.

- Restaurants, caterers and social economy or solidarity enterprises are eligible.
- The candidate must be 35 years of age or younger.
- The company has been in operation for at least 1 year and for a maximum of 4 years (according to the NEQ).



ELIGIBILITY CRITERIA – BUSINESS SECTION

1. Any company operating in Quebec in the food processing sector can submit its application, including food processing cooperatives.
2. The owner must be a Canadian citizen or a permanent resident of Canada and have their principal residence in Quebec.
3. The owner must be at least eighteen (18) years old.
4. The business must hold a provincial or federal food processing permit.
5. The business must be registered in Quebec.
6. The company must sell its products in Quebec.
7. A company that has already won the “Prix Relève Alimentaire Québec” cannot resubmit its application in the same category.
8. Each candidate company must consent to the Initia Foundation being able to investigate the company to verify the information provided and must therefore consent to the use of its personal information for these purposes.
9. The company may submit its application in only one category.
10. At the request of the jury, the finalist company must provide an original or certified copy of the documents attesting to the authenticity of the certifications, distinctions, or other achievements it invokes. Failing this, the jury reserves the right to reject the application.
11. The business application must be submitted by its owner or management.

ELIGIBILITY CRITERIA – BUSINESSPEOPLE SECTION

1. Any candidate who works in Quebec in the food processing sector can submit their application.
2. The candidate must have Canadian citizenship or permanent residence in Canada and have their main residence in Quebec.
3. The candidate must be at least eighteen (18) years old.

4. A person who has already been a winner of the “Prix Relève Alimentaire Québec” cannot resubmit their application in the same category.
 5. Each candidate must consent to the Initia Foundation to conduct an investigation concerning them and/or their company to verify the information provided and must therefore consent to the use of their personal information for these purposes.
 6. At the request of the jury, the finalist must provide an original or certified copy of the documents attesting to the authenticity of the diplomas, distinctions, or other achievements that he or she invokes. Failing this, the jury reserves the right to reject the application.
 7. The candidate's application must be submitted by the candidate themselves or by a member of management.
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AWARDS

Each winner will receive a cash grant, as well as several supporting prizes offered by our service partners:

- Aliments du Québec
- Conseil de la transformation alimentaire du Québec (CTAQ)
- Campus CTAQ
- Institut sur la nutrition et les aliments fonctionnels (INAF)
- Lavery
- Nielsen IQ

**Other partners and prizes may be added during the application period.*

START-UP BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2025
- 1 CTAQ 2025 Marketing Event ticket
- 1 free training course of your choice on the CTAQ Campus
- Aliments du Québec membership for 2025 (only if the company is not already a member)
- 20 hours of support from the INAF innovation team
- NielsenIQ Data – 30 minutes session
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery



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GROWING BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2025
- 1 CTAQ ticket to the 2025 Marketing Event
- 1 free training course of your choice on the CTAQ Campus
- Aliments du Québec membership for 2025 (only if the company is not already a member)
- 20 hours of support from the INAF innovation team
- NielsenIQ Data – 30 minutes session
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery

TAKEOVER BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2025
- 1 CTAQ ticket to the 2025 Marketing Event
- 1 free training course of your choice on the CTAQ Campus
- Aliments du Québec membership for 2025 (only if the company is not already a member)
- 20 hours of support from the INAF innovation team
- NielsenIQ Data – 30 minutes session
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery





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ALIMENTS DU QUÉBEC'S FAVORITE

- \$5, 000 scholarship
- \$10 000 in services Aliments du Québec
 - \$5, 000 on Aliments du Québec's platforms and \$5, 000 in services including a free access to Aliments du Québec annual day;
 - The award must be used before March 31, 2026.
- Free access to Aliments du Québec annual day
- Aliments du Québec membership 2025 (if the winner is a company and only if the company is not already a member)

YOUNG PROFESSIONAL

- \$5,000 scholarship
- 1 CTAQ ticket to the 2025 Marketing Event
- 1 free training course of your choice on the CTAQ Campus

YOUNG ENTREPRENEUR IN RESTORATION

- \$5,000 credit food at Colabor
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APPLICATION EVALUATION

The jury, made up of professionals who represent or revolve around the Quebec food industry, will meet to evaluate the applications.

All applications will be evaluated according to criteria specific to each category, in a fair and equitable manner.

The jury evaluates each application based on the information contained in the nomination questionnaire, the documents required by this questionnaire as well as the information collected following a survey conducted, if necessary.

Each member of the jury assigns, using the evaluation grid, a score to each finalist in accordance with the evaluated criteria.

The finalists' file, including the evaluation grids completed by the members of the jury, is given to the Initia Foundation for confidentiality purposes.

To be a finalist, the candidate person or company must obtain a minimum of 70%, or 70 points out of a maximum of 100.

A maximum of three (3) finalists per category will be determined. The jury will choose those having obtained the highest cumulative scores. The highest cumulative score will determine the winner.

In the event of a tie, the president of the jury will have an additional vote so that at most three (3) finalists are designated.

Exceptionally, if the application files do not allow the selection of three (3) candidates, the jury may choose to determine fewer finalists or to determine none.

There cannot be more than one winner per category. In the event of a tie, the president of the jury will have an additional vote so that only one winner is chosen.

CONFIDENTIALITY

The members of the jury and the Initia Foundation team undertake to respect the confidentiality of the information brought to their attention, in writing or verbally, as part of the "Prix Relève Alimentaire Québec."



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ANNOUNCEMENT OF WINNERS

The winners of the “Prix Relève Alimentaire Québec” Awards will be revealed during the “Soirée Relève Initia”. Full details will follow shortly.

GENERAL RULES

1. The organizers reserve the right to reject registration files that are incomplete, do not meet the required conditions, have not been written in a clear and legible manner or have not been submitted at the place and/or before the deadline indicated. in this document.
 2. If necessary, candidate companies or individuals whose files will be selected as finalists may be invited to an interview where they will have to elaborate on the evaluation criteria.
 3. The jury reserves the right to reassign a file entered in one category to another appropriate category.
 4. The jury's decisions are final.
 5. The Initia Foundation reserves the right to use or allow the use of the names of the finalists and winners without rights and without payment of fees and royalties, for the sole purpose of promoting the competition.
 6. The participating company or person must sign the declaration under which it releases the Initia Foundation from all liability as well as all people, organizations and companies involved in the competition.
 7. Candidate individuals or companies may not promote their candidacy to the members of the jury at any time.
 8. Jury members may not communicate directly with a candidate person or company, except in cases where these regulations permit it.
 12. The organizers and the jury will treat all documents shared as part of this competition as confidential.
 13. Each candidate company or individual agrees to receive emails and news from the Initia Foundation, concerning the “Prix Relève Alimentaire Québec” and the “Soirée Relève Initia”, where the announcement of the winners will take place.
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FILE PREPARATION

- Your complete application file must include:
 - ✓ The registration form duly completed
 - ✓ All documents requested in the registration form
 - Applications must be sent in a single PDF file containing all the required documents to bourses@initia.org
 - Deadline to submit your application: August 20, 2025, at 17h00.
 - Only electronic transmissions are accepted.
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JURY MEMBERS

Hugo Boisvert

Président-directeur général | Nortera

Carol-Guillaume Gagné

Conseiller en transfert d'entreprise | Repreneuriat Québec

Jonathan Jobin

Directeur principal – Investissement agroalimentaire | Investissement Québec

Francis Parisien

Vice-président principal, Ventes PME Canada | Nielsen IQ

Isabelle Roy

Directrice générale | Aliments du Québec

Philippe Simoneau

Vice-président, financement commercial et petites entreprises, Est du Canada | Financement Agricole Canada (FAC)

**Other jury members may be added during the application period.*

QUESTIONS

Please contact us at: bourses@initia.org

EVALUATION CRITERIA

START-UP BUSINESS

Applications will be evaluated according to the following four (4) main categories of criteria.
A minimum score of 70 % is required to be a finalist.

Achievements <ul style="list-style-type: none"> The company's achievements have a significant impact on its development and generate concrete results Demonstrates potential for profitability (source of income, actions planned to increase margins, etc.) and growth 	20 points
Innovation <ul style="list-style-type: none"> Stands out for its innovative and avant-garde character Implement innovative ideas to meet market needs Demonstrates originality in the management of the company and its practices 	30 points
Commitment <ul style="list-style-type: none"> Integrates social responsibility and sustainable development initiatives Stands out for its level of involvement within the industry (participation in intra and/or extra-company activities, donations, volunteering, involvement in committees, organizations, or others, etc.) 	30 points
Vision and leadership <ul style="list-style-type: none"> Demonstrates a long-term strategic vision of his organization Identifies business opportunities and seizes them Ensures the leadership of his company in his sector of activity 	20 points

GROWING BUSINESS

Applications will be evaluated according to the following four (4) main categories of criteria.
A minimum score of 70 % is required to be a finalist.

Achievements <ul style="list-style-type: none"> Has notable growth: development of new markets, expansion of the product range and/or workforce (employees), technological investments, etc. Demonstrates real benefits for Quebec (economic, visibility, etc.) 	20 points
Innovation <ul style="list-style-type: none"> Stands out for its innovative and avant-garde character Implement innovative ideas to meet market needs Demonstrates originality in its management and practices 	30 points
Commitment <ul style="list-style-type: none"> Integrates social responsibility and sustainable development initiatives Stands out for its level of involvement within the industry (participation in intra and/or extra-company activities, donations, volunteering, involvement in committees, organizations, or others, etc.) 	30 points
Vision and leadership <ul style="list-style-type: none"> Demonstrates a long-term strategic vision of his organization and has specific growth objectives Identifies business opportunities and seizes them Ensures the leadership of his company in his sector of activity 	20 points

TAKEOVER BUSINESS

Applications will be evaluated according to the following four (4) main categories of criteria.
A minimum score of 70 % is required to be a finalist.

Achievements <ul style="list-style-type: none"> • The company's achievements since the acquisition have had a significant impact on its growth • Directs and influences the strategic directions of the company positively since the executive change • Facilitated, through its actions, executive change among teams and stakeholders 	20 points
Innovation <ul style="list-style-type: none"> • Has an innovative and avant-garde character • Implement innovative ideas to meet market needs • Demonstrates originality in the management of the company and its practices 	30 points
Commitment <ul style="list-style-type: none"> • Integrates social responsibility and sustainable development initiatives • Stands out for its level of involvement within the industry (participation in intra and/or extra-company activities, donations, volunteering, involvement in committees, organizations, or others, etc.) 	30 points
Vision and leadership <ul style="list-style-type: none"> • Demonstrates a long-term strategic vision of the organization • Identifies business opportunities and seizes them • Ensures the leadership of his company in his sector of activity 	20 points

YOUNG PROFESSIONAL

Applications will be evaluated according to the following four (4) main categories of criteria.
A minimum score of 70 % is required to be a finalist.

Achievements <ul style="list-style-type: none"> Is recognized for his skills, expertise, and professional achievements Manages projects/mandates having a significant impact and generating concrete results for the organization 	20 points
Innovation <ul style="list-style-type: none"> Demonstrates creativity and innovation in his ways of doing things Promotes change and social innovation 	30 points
Commitment <ul style="list-style-type: none"> Participates in initiatives that promote sustainable development and social responsibility for the organization Stands out for its level of involvement and responsibilities within the industry (participation in intra and/or extra company activities, donations, volunteering, involvement in committees, organizations, or others, etc.) 	30 points
Vision and leadership <ul style="list-style-type: none"> Demonstrates a long-term vision of the evolution of his professional development Demonstrates an ability to orient, mobilize, guide and influence 	20 points

YOUNG ENTREPRENEUR IN RESTORATION

Applications will be evaluated according to the following four (4) main categories of criteria.
A minimum score of 70 % is required to be a finalist.

Achievements <ul style="list-style-type: none"> Recognized for skills and accomplishments The company demonstrates potential for profitability (revenue stream, actions expected to increase margins, etc.) and growth. 	20 points
Innovation <ul style="list-style-type: none"> Stands out for its innovative character and originality in business management and practices Implements new ideas to meet market needs 	30 points
Commitment <ul style="list-style-type: none"> Integrates social responsibility and sustainability initiatives Stands out for its level of involvement in the industry (participation in intra- and/or extra-company activities, donations, volunteering, involvement in committees, organizations or other, etc.) 	30 points
Vision <ul style="list-style-type: none"> Demonstrates a long-term strategic vision for their organization Identifies and seizes business opportunities Provides business leadership in their industry 	20 points