Consumer Choice Award Celebrates 40 Years of Recognizing Business Excellence Across Canada

Celebrating Four Decades of Trust, Recognition and Excellence Since 1987



TORONTO, ONTARIO, CANADA, September 21, 2026 / EINPresswire.com/ -- Consumer Choice Award is celebrating a significant milestone as it begins recognizing its 2027 award winners across Canada. This marks the organization's 40th year of recognizing business excellence and helping Canadians make more confident choices about the businesses they support.

At the heart of this milestone are the consumers, businesses and communities that have shaped Consumer Choice Award over the past 40 years. From entrepreneurs and family-owned businesses to local service providers, growing regional organizations and established national brands, CCA has recognized businesses across Canada for the reputation and trust they have built with the people they serve.

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>
> *Jeff Havercroft, President of Consumer Choice Award*

"Forty years is an incredible milestone, but what makes it meaningful are the people and businesses behind it," said Jeff Havercroft, President of Consumer Choice Award. "For four decades, we've had the privilege of recognizing businesses that work hard every day to earn the trust of the people they serve. We're proud to have played a role in celebrating their achievements and the impact they've made in communities across Canada."

Over the past four decades, Consumer Choice Award has expanded its presence across Canada, recognizing businesses across a wide range of industries and communities. Throughout that

growth, independent consumer research has remained at the foundation of Consumer Choice Award, reflecting the choices and preferences of consumers across Canada.





"The way Canadians discover and choose businesses has changed tremendously over the past 40 years, but the importance of trust hasn't changed," said Trevor Johnson, Vice President of Consumer Choice Award. "That's what makes this milestone so exciting. We have four decades of experience to build on, and we're looking forward to continuing to evolve while staying true to what has always mattered most: helping Canadians make confident choices and recognizing businesses that earn their trust."

Throughout 2027, Consumer Choice Award will celebrate the people, businesses and communities that have contributed to its 40-year history. The anniversary is both an opportunity to reflect on four decades of recognition and to look ahead to the next chapter, building on the trust and relationships established since 1987.

Looking to the future, Consumer Choice Award remains committed to protecting the credibility of the award, elevating the businesses that earn it and continuing to help Canadians make confident choices.

About Consumer Choice Award
For 40 years, Consumer Choice Award has been recognizing and promoting business excellence across Canada. Founded in 1987, Consumer Choice Award uses independent market research to identify the top-ranked businesses in their respective categories and communities. Consumer Choice Award helps Canadians make more confident purchasing decisions while celebrating businesses that have earned the trust and loyalty of the people they serve. To learn more, visit www.ccaward.com.

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