



SIAL INTERNATIONAL FOOD SHOW REVEALS NEW IDENTITY

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MONTREAL — SIAL has launched a new visual identity that reasserts the strength of SIAL's global roots and a new tagline.

The new tagline, "Inspire Food Business" embodies the SIAL network, which aims to be the source of inspiration for the global food industry, with over 300,000 professionals in 200 countries.

As part of the new visual identity, each of the seven countries where SIAL events are held will be represented by a fruit. The Canadian show, which is held each year, will be represented by an apple.

The new identity will be rolled out next April at SIAL Montreal; followed by SIAL Shanghai in May; SIAL Manila in June; and SIAL Paris in October.



[Inspire Food Business](#) [SIAL International Food Show](#)