



## THE SIAL INTERNATIONAL FOOD SHOW IS BACK

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MONTREAL — The 13th edition of SIAL Canada will be hosted at Montreal's Palais des Congrès from April 13 to 15.

The U.S. will be its country of honour at the 2016 show, as Canada's number-1 supplier and customer. The show will offer American buyers and importers a unique meeting platform. Other highlights include: the SIAL Innovation contest, which will recognize 10 finalists one grand-prize winner.

Other highlights include a Western Canadian pavilion, which will bring products from Manitoba, Saskatchewan and Alberta to the forefront; La Cuisine by SIAL, which offers taste workshops by Jérôme Ferrer; and The Lab of Culinary Chemistry, which invites artisans to experience and use their senses.

Last year's edition of the show, held in Toronto, welcomed a record number of exhibitors and grew industry attendance by more than five per cent. More than 850 exhibitors are expected this year and 15,000 industry professionals.