

SIAL Canada grows show



MONTREAL This year, SIAL Canada had to expand its allotted 240,000 square feet of space for more than 850 exhibitors, which sold out at the end of January. Adding another 12,000 square feet, The Montreal trade show is increasing its footprint by about 50 more booths.

Show director Xavier Poncin explained the increased interest in SIAL.

"A strong increase in the representation from across Canada, international agreements that encourage the involvement of new countries, and positioning that are unique within North America: retail, HRI, and food processing, all under one roof," Poncin said.

Geared at the retail, foodservice and food processing in-

dustries, the show is being held April 13-15 at the Palais des Congrès de Montreal.

The event will feature its annual innovation awards in the categories of food, packaging equipment and technology.

SIAL's conference schedule includes the following topics: international food innovation; five key ecommerce steps; market opportunities in the United States; the foodservice revolution; the organic consumer; foodservice purchasing behaviours; putting sustainable on the menu; reducing and managing waste; and foodservice and Gen Y.

The SIAL Food Hub panel on April 13 will focus on the foodservice community and aim to address the issue of cost.



Industry charity has banner 2015

CONCORD, Ont. Friends of We Care reported a record year in 2015, raising a total of \$1,162,620 for Easter Seals Canada.

Executive director Kevin Collins said the funds increased a fair amount from the year prior.

"We were very, very fortunate ... It's the highest that we've generated in the history on an annual basis," said Collins. "When you consider everything that's going on in the world today, it's pretty amazing."

The foodservice industry charity raises funds and awareness through annual events. This year, Friends of We Care is adding to its roster and shaking up some old favourites.

The association's annual gala is being held April 30 at The International Centre in Mississauga, Ont.

Dubbed CareTucky Derby, the event will feature themed decor, food, cocktails and activities. "We're going to take a

little bit of a spoof off the Kentucky Derby theme and just have some fun with it," said Collins.

In partnership with the LCBO, the 2016 Winterfest event raised approximately \$43,000 for kids with disabilities, the equivalent to 172 days at a barrier-free camp for children with disabilities. Held on January 15th at Devil's Glen Country Club near Collingwood, Ont., the event had more activities at a new location.

New to Friends of We Care's roster of events is a Trivia Night at Dave & Busters in Vaughan, Ont. The family-oriented, networking-meets-games night is being held on April 14.

In addition to its Ontario, Vancouver, Montreal and Halifax events, Collins said Friends of We Care expanded its bowling event to Kelowna, B.C. and hopes to set up in Moncton, N.B., as well.

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