

## SIAL Canada is coming up next week

International food and beverage tradeshow set to take place in Montreal

By Canadian Grocer staff | April 05, 2016

**The Salon International de l'alimentation (SIAL) Canada, Canada's largest** international food and beverage tradeshow, is coming to Montreal's Palais des Congres next week (April 13 to 15).

Nearly 900 exhibitors will be showcasing their products to some 15,000 visitors from all 10 provinces and more than 50 countries.

Here are five reasons to attend this year's show:

**Keeping it local:** SIAL Canada looks at food on an international scale, but stays in tune with local markets. This year's show includes a special Western Canada pavilion that brings together products from Manitoba, Saskatchewan and Alberta.

**Ethnic expertise:** Experts on site will help uncover opportunities in the ethnic area of the food business.

**Cheese by SIAL:** With sales growth and consumer interest in specialty cheese growing, organizers are adding a 6,000-sq.-ft. area dedicated to cheese from Canada and abroad. Odysseas Gounalakis, owner of Scheffler's Delicatessen & Cheese and Janice Beaton, owner of Janice Beaton's Fine Cheese, will be among the experts present to help visitors navigate this sometimes complicated category.

**More conferences:** This year's show boasts a comprehensive educational lineup that includes 25 conferences led by more than 50 experts covering a range of important topics from the latest consumer trends to sustainability, product packaging and e-commerce. Francois Bouchard, president of the Country Grocer in Ottawa, will talk about filling your e-commerce image requirements, while Sarah Dobec of Toronto's Big Carrot will chat about the importance of the organic consumer.

**Innovation, innovation, innovation:** SIAL Partners with XTC World Innovation, which deciphers consumer trends and innovations in the food industry on a global scale and presents their findings at the show. Attendees can also check out the SIAL Innovation awards, where 10 finalists are recognized and one Grand Prize is given to companies showcasing innovative new products. Plus, exhibitors across the tradeshow floor showcase their latest and greatest food offerings.