

SIAL Canada International Food Show Reaches Record Attendance

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SIAL Canada, held April 13 through 15 at Montreal's Palais des Congrès, had a record number of visitors this year, drawing 17,300 food industry professionals from more than 60 countries. Show organizers were jubilant. "This constitutes growth of 17 percent as compared to 2014," said Xavier Poncin, Executive Director at SIAL Canada. "SIAL Canada has confirmed its unique position as a major North American one-stop-shop tradeshow, offering equal parts innovative food products, equipment and services!" Essence Desserts' Assorted Chocolates with Sorbet and Ice Cream Centers, a Canadian product, took home the show's grand prize.

The event kicked off with the official opening with Canadian and international dignitaries, including U.S. Ambassador to Canada Bruce A. Heyman, Quebec Minister of Agriculture, Fisheries and Food Perre Paradis, Parliamentary Secretary of the Canadian Ministry of Agriculture and Agri-Food Jean-Claude Poissant and others. The first day was also marked by the Networking Event of the Agri-Food Industry, organized by the Agri-Food Export Group, with 400 guests attending from all over Canada and the United States. It was an opportunity to hand out a number of prizes, including the SIAL Innovation's grand prize.

With "Food-Service Costing and Increasing Profitability" as a topic, the first edition of SIAL Food Hub was a success: 50-odd food-service professionals gathered to discuss a major issue of the day. Over several hours, 11 guest experts put together a variety of recommendations which, in a few weeks, will be published as a white paper and made available to participants.

The OLIVE D'OR extra-virgin olive oil contest attracted more than 100 participating oils from 15 countries. The 12 best extra-virgin olive oils submitted by producers from around the world were selected to be named the Golden, Silver or Bronze Drops in their respective categories.