



SIAL CANADA & SET CANADA 2018: 3 CONTENT-FILLED DAYS

A Diversified 2018 Edition of North America's Top Agri-Food Tradeshow Will Cover the Hottest Food Topics!

Montreal, April 17, 2018 – SIAL Canada and SET Canada are almost here, happening from May 2nd to 4th, 2018! As it's important to inform visitors prior to the show, here is a summary of the flavour-packed, discovery-filled events over the course of these 3 days.

Please note that all media are invited to visit the *La Cuisine* space as of 10AM for a friendly breakfast, during which a short briefing will explain the day's not-to-be-missed events.

DAY 1 – MAY 2nd, 2018

1. Announcement of the Grand Prize Winner of the SIAL Innovation 2018 Contest

Back for its 11th edition, the prestigious SIAL Innovation contest will once again shine a light on North America's most innovative products. The grand prize winner, selected from among 10 finalists, will be revealed at the SIAL Innovation space—an exciting announcement!

The President of the SIAL Innovation Jury and His 2 Ambassadors

- Xavier Terlet – Founder of XTC World Innovation
- Dana McCauley – Founder of Blue Unicorn Innovation
- Isabelle Marquis – food marketing consultant

The Members of the SIAL Innovation Jury

- Martin Patenaude – Corporate Chef at Provigo Le Marché and President's Choice
- Fadia Naim – President and CEO of Cintech agroalimentaire
- Phil Lempert – Founder of Consumer Insight Inc.
- Marie-France Gibson – Vice President, Private Brands, Metro Inc.
- Bruno Ponsard – Director of ITEGA
- Birgit Blain – President, Birgit Blain & Associates Inc.
- Brian Hircock – President at Raining Communications
- Jane Dummer – Principal and Founder of Jane Dummer Consulting
- Jill Guerra – Research & Special Projects Coordinator at COTA
- Véronique Morin – Executive Analyst at Nielsen
- Isabelle Marquis – food marketing consultant
- Jonathan Garnier – Co-owner and Executive Chef at La Guilde Culinaire
- Cynthia Marcotte – nutritionist
- Sandy Somers – Board Director at Food Starter
- Karen Proper – Technical Manager at NSF International

2. Announcement of the Winners of the Olive d'Or Contest

The Olive d'Or contest, a worldwide meeting of extra-virgin olive oil professionals, will be back for its 12th edition. The 2018 winners from various categories will be announced on the first day of the Show at the Olive d'Or space.

President of the Olive d'Or Jury

- Christine Cheylan – Owner of Château Virant

Members of the Olive d'Or Jury

- Fil Bucchino – certified olive-oil taster, private label owner and educator
- Denise Langevin – consultant and professional virgin-olive-oil taster
- Maria Grazia – certified extra-virgin olive-oil taster
- Sophie Delpuech – oleologist, professor of culinary culture, founder of loleologie.fr
- Karen Rapp – olive-oil sommelier, educator, Founder of oliveoilboutique.ca

3. **Viva España in the La Cuisine Space**

The *La Cuisine* space will offer one culinary demonstration after another, all made using Spanish products and bolstered by a series of panel discussions on current topics.

4. **"Inspire Drink" Activities**

This year, for the first time, SIAL Canada presents Inspire Drink—a series of activities and conferences centred around a major market trend: beverages! Here's what will be presented the first day:

- "Tea: Quality Simplified" by Gail Gastelu, Owner and Editor of *The Tea House Times* and Hugo Américi, tea taster at Camellia Sinensis
- "Bitters: Droplets of Taste" by Sam Unger, cofounder of Ms. Betters

5. **Cheese Activities**

- Morning: A cheese-centric cooking competition
- Afternoon: Celebration-cake competition

6. **Discussion Panel at the Experts' Village**

- "The Impact of Distribution-Method Changes"
 - Moderated by Bernard Boutboul
- "Challenges and Tips for Making Health Features Attractive and Relevant to Consumers" – moderated by Isabelle Marquis
- "A Product Is Not a Business" – moderated by Dana McCauley
- "Future Food: What Is Cultured Meat and Its Potential to Disrupt the Meat Industry?" – moderated by Jane Dummer

7. **The Association des restaurateurs du Québec (ARQ) Contacts Show**

SIAL Canada is proud to integrate the ARQ Contacts Show at the Palais des Congrès on May 2nd, 2018 for the 2nd time! The decision to hold it reflects a shared dedication to constantly improving SIAL's ability to meet the industry's needs by bringing the sector's professionals together in one room. Along this vein, at the event, visitors can find products and equipment suppliers, as well as food-service retailers and professionals—all coming together!

On this same day, Robert Dion and Bernard Boutboul, will give a unique conference on the emerging concepts and trends that are making the biggest impact around the world!

8. **The Export Group's Networking Event of the Agri-Food Industry**

An evening of networking that will be held at the Palais des Congrès on May 2nd. Domestic and international exhibitors, Canadian and U.S. buyers, and members of the media will gather to celebrate the industry. It's a perfect occasion to make new connections!

DAY 2 – MAY 3rd, 2018

1. **SIAL Food Hub 2018: The Merging of the Grocery and Foodservice Industries by 2030**

A must-attend event: SIAL Food Hub 2018. Current trends strongly lean towards ready-to-eat options in addition to a range of food-service spaces setting up in different locations under various forms, including a true fusion between a traditional grocery store and a restaurant.

The number of occasions at which consumers are eating also continues to increase, with the 3-meals-per-day standard reaching up to 5 meals instead as a result of current trends. Added to that, the consumer has the option to choose when and where they want to eat. This new wave is forcing businesses to adapt, and the "grocerant" is emerging as a key phenomenon for the future.

Moderator: Robert Dion – Creator/Editor of trade magazine *HRI*

Panelists:

- Gavin Rothwell – Head of Food-to-Go / Senior Retail Insights Manager at IGD
- David Salerno – Founder and President of Solpak Packaging Solutions inc.
- John Pekka Woods – Director of Culinary Standards at HMSHost
- Christian Genest – President of Buddha-Station
- Denis Hancock – Director, Consumer Insights at BrandSpark International
- Geneviève Dugré – Director of Store Operations at Rachele-Béry and IGA corporate stores

To learn more: <https://sialcanada.com/sial-food-hub/>

2. **Canada Awakening Your Taste Buds in the La Cuisine Space**

3. "Inspire Drink" Activities – Day 2

- "Coffee and the Senses: Service in 2018" by Carl Boudreault, Barista at Fairmont The Queen Elizabeth
- "Optimal Restaurant Glassware: Sell More, Break Less" by Vincent Laluc, Head of B2B Development at Alambika and Jean-Sébastien Michel, the Owner of Alambika

4. Cheese Activities

- 3 tasting sessions involving cheese and alcohol
- Spanish wines and cheeses
- Canadian microbrewery beer and cheeses

5. Discussion Panel at the Experts' Village

- "Food and Packaging Trends" – moderated by Bruno Ponsard
- "Veganism, Vegetarianism and the Rise of Plant-Based Beverages" – moderated by Jane Dummer
- "Proper Labelling" – moderated by Carol Zweep
- "Product Changes: Benefits and Limitations for a Business" – moderated by Daniel Clark
- "Consumers' Thirst for Data – How Far Do We Go to Meet This Need?" – moderated by Daniel Clark
- "Food Wastage" – moderated by Carol Zweep

4. Gala Evening for Young People in Food

CTAQ's committee on young people will be taking advantage of the Show to provide industry professionals with a networking event on May 3rd at 6PM. Roughly 100 food manufacturers and personalities will be in attendance to honour the young winners of the Prix Relève and celebrate the 3rd edition of this gala evening together.

DAY 3 – MAY 4th, 2018**1. Discover the Flavours of Ecuador, the Centre of the World, at the La Cuisine Space****2. "Inspire Drink" Activities – Day 3**

- "Ice Merchants" by Pierre-Olivier Prince, Founder of Les Marchands
- "Ergonomics & the Cocktail Experience" by Alexis Taoufiq, 2015 *Meilleur Ouvrier de France* ("Best Craftsman of France") for bartending and Manuel Perrier, Mixology Professor and Consultant.

3. Cheese Activities

- Panel discussion at the beginning of the day about retailers' use of importation quotas as part of CETA:
Among the panelists will be:
 - ✓ Nancy Portelance – President of Plaisirs Gourmets
 - ✓ Patrick Pelliccione – President of the Canadian Association of Cheese Importers
 - ✓ Moderated by Gurth Pretty, Senior Category Manager – Deli Cheese – Conventional Stores (Loblaw / Provigo / Real Atlantic Superstores / Your Independent Grocers)
- Two Europe and Canadian cheese-tasting sessions will be held from 12:30 p.m. to 3:30 p.m.

4. Panel Discussion at the Experts' Village

- "The Importance of Packaging in the Product Innovation Process" – moderated by Bruno Ponsard
- "Local and Ethnic – Two Contrasting, but Similar, Trends That Consumers Like for a Variety of Reasons" – moderated by Isabelle Marquis
- "Following Your Instincts – What's New in Food and Beverages for Digestive Health?" – moderated by Jane Dummer
- "Staying or Leaving – The Tension Between Efficiency and Rituals" – moderated by Jean-Sébastien Michel

SoSIAL Commitment

Through its program, SoSIAL, SIAL Canada will continue to commit itself within the community in order to reduce food wastage, as well as to take part in knowledge and skill sharing with future generations to foster a sustainable society. To this end, renewing their partnerships with *Moisson Montréal* was an obvious and logical decision. Please note that beyond its food-collection program, as well as preparing food at the show – for each entrance ticket purchased, SIAL Canada will provide \$5.00 to *Moisson Montréal*.

About SIAL Canada

SIAL Canada, which includes the SET equipment and technology section, is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with seven shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD Jakarta, and the all-new Food India Inspired by SIAL) and brings together 14,000 exhibitors and 330,000 visitors from 200



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countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.

Visit sialcanada.com for more information on the upcoming Show.

Source:
SIAL Canada

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Reminder: All members of the media, journalists and bloggers have free-of-charge access to the Show's conferences. Reserve your space with us today!