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SIAL
INSPIRE FOOD BUSINESS

Canada

Press Release
For immediate release

Back in Toronto, the 16th edition of SIAL Canada promises compelling food innovations!

TORONTO, February 12- *SIAL CANADA - International Food and Beverage tradeshow – is back for its 16th edition in Ontario. From April 30th to May 2nd, the Enercare Center in Toronto will bring together the major players of the industry. With more than 1,100 exhibitors for 18,500 visitors, this year's unique "ONE-STOP-SHOP" concept ranks SIAL Canada at the top of North America's largest food innovation show. The must-attend event for those who want to stay tuned with the next food revolution.*

Last spring in Montreal, SIAL Canada enjoyed an exceptional expo. It was a resounding success in every way! **1068 exhibitors** and brands from **51 countries** spread over an area of **240,000 square feet**. But also **20,771 professional visitors from some sixty countries**. Historically good figures for an international and national representation never equaled.

So, what is 2019 up to?

Italy: The 2019 Country of Honor

Considered a significant international market, Toronto is a gateway to the United States, all the while being a cradle of innovation. The major trendsetters in the industry are jostling, take Eataly's entry into the market, for example. A grocerant-style update to the food court model, this space also meets the city's strong Italian community. As such, SIAL Canada names Italy as 2019's Country of Honour for the Show. The Dolce Vita lifestyle will be felt through key activations.

Two new sectors: Beverages and Food Start-Ups

2019 will also mark the inauguration of **two new sectors in Toronto**. SIAL Canada keeps on answering to market trends by creating a space dedicated to **beverages** (alcoholic or not!) And new food startups. These two new divisions will also contribute to a **unique sectorization** in North America.

Our two new beverage experts will be happy to share their knowledge! You will meet Jean-Sébastien Michel (owner of Montreal's Alambika and distribution Jesemi) for alcoholic products, and Gail Gatelu for infused drinks in our new dedicated activity space: **Inspire Drink**. Bonus: At the end of each day on the Inspire Drink area, you can enjoy our *Aperitivo* event. Come and enjoy original drinks, and discover our signature cocktail: The Sial Caesar. Cheers! Please note that Gail and Jean-Sébastien, as well as each of our 13 experts will remain available at any time at the **Central Expert Hub**.

Start-ups take note! A privileged partnership with the City of Toronto offers us the opportunity to open a new dedicated pavilion. Fifteen young dynamic companies will be present to illustrate this new branch of the industry: **the Food Tech**.

TORONTO
APRIL 30 TO MAY 02, 2019
ENERCARE CENTRE



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SIAL's First International Cheese Competition

More news that will delight the greediest of you! On the crest of its success, the cheese sector takes you even further! 2019 marks the kick-off of the first **International Cheese Competition by SIAL**! This contest, which brings together **all cheeses from all over the world**, is the first of its kind for SIAL as well as in Canada! It aims to highlight the innovation, know-how and passion of cheesemakers at the international level. A select panel of cheese industry professionals and chefs will evaluate the cheese according to 26 categories. An exceptional jury has been recruited to evaluate this unique contest; many of the judges are members of La Guilde Internationale des Fromagers. The competition takes place on the first day of the show, Tuesday, April 30, 2019, in the "**Cheese by SIAL**" pavilion.

Retail Study Tour

Last word will go to **innovation**. You want to look deeper? May 3rd (one day after the show) Please join the **Retail Study Tour**: An exceptional day of concept store visits. An additional opportunity to discover the latest innovations of retailers in the city and to remain informed of **the next food revolutions**.

About SIAL Canada: Organised by Comexposium Group, SIALCanada is one of the members of SIAL Network, the world's biggest network of trade fairs dedicated to food and drink. It seight regular exhibitions (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East and SIAL Interfood in Jakarta, and FOOD India Inspired by SIAL, in New Delhi) bring together 14,535 exhibitors and 359, 800 visitors from 194 countries.

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Web site: www.sialcanada.com

About Comexposium: The Comexposium Group, a world leader in events organisation, is involved in more than 170 BtoC and BtoB events, covering 11 sectors of activity as varied as the food industry, agriculture, fashion, homeland security, construction, high-tech, optics and transport. Comexposium plays host to 45,000 exhibitors and more than 3 million visitors in 23 countries around the world.

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