

SIAL CANADA UNVEILS ITS 2019 PROGRAMMING

TORONTO – April 3, 2019 - SIAL Canada, an international food and beverage tradeshow, is back for its 16th edition at the **Energare Centre in Toronto**. From **April 30 to May 2**, the unique **"One Stop Shop"** brings together the food industry's professionals and major players. This year, SIAL Canada is proud to present innovative content-rich programming! **With 50 conferences and panels for more than 25 activities and competitions**, SIAL Canada continues to position themselves as an industry leader and a source of inspiration for **the next food revolution**.

Looking for the latest market trends?

Each year, SIAL Canada offers a **diversified programming of conferences and panels** that highlight the latest agri-food trends on the market. On that note, a selection of experts will provide participants with inspiring content to further develop their business in North America. Innovative topics, such as, **"Accelerating Your Business and Finding Access to Cash Flow"** * will offer food start-ups the tools for accessing capital and in turn, increase their production.

Another disruptive topic in the agri-food sphere is **cannabis edibles**. As such, one popular and much-anticipated panel, **"Cannabis: Insights into the Next Frontier in Food Innovation"** *, will cover 5 major points on cannabis transformation. Artificial intelligence, cannabis, blockchain: **"FOOD RETAILING: HORIZON 2030"** * offers an exciting overview for anyone looking for answers to the most pressing challenges in the industry.

Think sustainable

In 2019, **environmental awareness** and agri-food are two inseparable subjects. For the first year, SIAL Canada is partnering with the University of Guelph in an exceptional sustainable cooking competition. **"The Canadian Plate Challenge"** * will call upon 4 award-winning Canadian chefs to create a 100% local meal while contributing to the respect of the planet and the health of its inhabitants. This year the competing chefs for the Canadian Plate have been selected from the Food Day Canada Good Food Innovation Gold Award recipients: Andrea Carlson of [Burdock and Co.](#) in Vancouver, British Columbia.; Laura Maxwell of [Le Sélect Bistro](#) in Toronto, Ontario; Josh Crowe of [Monkland Taverne](#) in Montreal, Quebec; and Pierre Richard of [Little Louis' Oyster Bar](#) in Moncton, New Brunswick.

On the conference side, an exhaustive list of engaging content awaits visitors. Among them: **"Meal kits & sustainability"** * will cover how to deal with the issue of **packaging waste** related to meal kits.

Dinner's ready!

The restaurant service component continues to evolve at SIAL Canada. In the "La Cuisine" area, two key events are not to be missed. For the first year, SIAL Canada is partnering with **Taste Canada** to offer a truly Canadian event: **"Inspired to Taste Canada: Celebrated Cookbook Authors Present Local Recipes."** * The latest culinary trends will be showcased through cookbook authors' demonstrations. Among them, Abbey Sharp, founder of the Abbey's Kitchen blog, will present **"The Mindful Glow Cookbook"** *. Abbey and her peers will also be present for a book signing session.

On Thursday, May 2 at lunch time, **Chuck Hughes**, chef, restaurateur and creator of My Kitchen Staples (an example of the growing Grocerant concept) will organize an Italian-style **Culinary Demonstration*** - a nod to the country of honour.

TORONTO
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And on our new sectors side?

The beverage sector is overflowing with activities! Over the course of 3 days, visitors can experience 2 themes: infused drinks in the morning and other beverage treats - alcoholic and non-alcoholic - in the afternoon at the Inspire Drink section. Among them: "**Sodas & Mocktails: The Beverage Revolution**" * will reveal the secrets of artisanal beverages, one of 2019's key trends.

Another SIAL Canada novelty this year: an exciting **Pitch competition*** dedicated to food start-ups! In collaboration with the City of Toronto and CFWI IC Niagara College, SIAL Canada promises entertaining and dynamic content where 2 sets of start-ups will compete in the morning and afternoon.

Lastly, 2019 marks the first **International Cheese Competition by SIAL!*** A panel of cheesemaking industry professionals and chefs will evaluate **more than 200 cheeses** submitted in **23 categories**. 10 countries will be represented for this unique event in Canada, including Austria, Bulgaria, Canada, United States, France, Great Britain, Holland, Italy, Portugal and Spain! The winners will be revealed the first day of the show in the Cheese by SIAL pavilion.

The Dolce Vita

SIAL Canada's 2019 edition is brimming with Italian charm and is infused in countless activities. Italy is there in all its forms: discover Inspire Drink, with the **Art of Italian coffee*** or our "**Aperitivo**"* in the late afternoon. If Italian cheeses sound more intriguing, the **Battle of the chefs*** is the must-attend event where visitors can encourage Toronto-based chef Fabio Bondi, Head of Local Kitchen.

Lest we forget the classics...

What would SIAL Canada be without its prestigious **SIAL Innovation competition**? International and unique, each year it crowns the most forward-thinking food and non-food innovations. Open to all SIAL Canada exhibitors, it rewards winners based on 4 criteria: packaging, manufacturing process, merchandising and recipe. **The Awards Ceremony***, which takes place on Tuesday, April 30 at 10AM, marks the Show's official kick-off too.

Added to that, the **Olive d'Or contest**, the largest competition for extra virgin olive oils in Canada, brings together over one hundred oils each year for SIAL Canada's the 18,500 visitors to taste. The competition is open to extra-virgin olive oils from around the world, exhibitors or non-exhibitors at SIAL Canada. 12 medals, 5 favourites, 1 BIO prize and 1 special Italy prize can be discovered at the **Awards Ceremony***, which takes place on Tuesday, April 30 at 1PM.

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.

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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Key 2019 Highlights

(1) APERITIVO

Every day, 4PM - 4:15PM, Inspire Drink # 471

Day 1: Tuesday, April 30

(1) Accelerating Your Business and Finding Access to Cash Flow:
8:30AM – 9:15AM #Presentation Room

(2) The International Cheese Competition
10AM – 4PM, Cheese by SIAL # 2243

(3) The SIAL Innovation Awards Ceremony
10:30AM - 11:30AM, SIAL Innovation # 625

(4) The Canadian Plate
11AM – 4PM, La Cuisine # 1049

(5) Meal kits & sustainability
11:30AM - 12:15AM #Presentation Room

(6) Olive D'Or Awards Ceremony
1PM – 2PM, Olive d'Or # 1100

Day 2: Wednesday, May 1

(1) FOOD RETAILING: HORIZON 2030
8:30AM - 9:15AM #Presentation Room

(2) Pitch Competition
11AM – 4PM, La Cuisine # 1049

(3) Cannabis: Insights into the Next Frontier in Food
1:30PM -2:15PM #Salon 108

Day 3: Thursday, May 2

(1) Inspired to Taste Canada: Celebrated Cookbook Authors Present Local Recipes.
10AM – 3PM, La Cuisine # 1049

(2) The Mindful Glow Cookbook
10:15AM -11AM, La Cuisine # 1049

(3) Coffee tasting/cupping
10:30AM - 11:30AM, Inspire Drink #471

(4) Culinary Demonstration
12PM -1PM, La Cuisine # 1049

(5) Sodas & Mocktails: The Beverage Revolution
1:30PM -2:30PM, Inspire Drink # 471

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