

# OWN THE CHANGE : REVOLUTIONIZING THE FOOD INDUSTRY AT SIAL CANADA 2023

**Montreal, May 19, 2023** - The 20th edition of SIAL Canada, the largest food innovation trade show in North America, concluded on a high note at the Enercare Centre, Exhibition Place in Toronto last week. After a four-year absence from Toronto, SIAL Canada made a triumphant return, reaffirming its position as the premier event for the agri-food industry in Canada.

## A Long-Awaited and Successful Return!

The latest edition of SIAL Canada was a resounding success, with more than 800 exhibitors and brands from 44 countries participating. The event achieved a remarkable visitor traffic of 21,000 industry professionals from 77 countries, with representation from all provinces of Canada. SIAL Canada 2023 not only showcased a diverse range of commercial offerings but also attracted a significant flow of visitors similar to what was last seen in 2019, our last show in Toronto.



## SIAL Innovation

Toronto, May 09, 2023 - At precisely 10:45 a.m. on the first day of the show, the SIAL Innovation space buzzed with excitement as the four grand prize winners of the esteemed SIAL Innovation competition were revealed in the presence of eager visitors and journalists. It marked a moment of anticipation and celebration! In total, 29 products from 6 countries were pre-selected for the 15th edition of the SIAL Innovation competition this year. We extend our gratitude to all the participants and extend our congratulations to the 10 finalists who showcased remarkable innovations: La Presserie, Yumgo by Alternative Kitchen, Veggy Crush, Three Farmers, Green Bowl Foods, KAT, Millennia Tea Inc, Casa Verde, Healtea and Greencious.

- Congratulations to **MILLENNIA TEA INC** for their product **FROZEN SUPERFOOD TEA**, a raw organic tea made from camelia sinensis with flash freezing preserving nutrients, which won the **Gold Award**! Why this product? Selected for the new format and functional benefit of flash frozen raw tea.
- Congratulations to **LOC INDUSTRIES INC.** for their product **PLANT BASED EGG SUBSTITUTES (WHITE, YOLK, WHOLE)** from Yumgo by Alternative Kitchen, a plant-based range allergen-free powdered egg substitute in a resealable pack that won the **Silver Award**! Why this product? Selected for the full plant-based egg substitute range for foodservice.
- Congratulations to **LA PRESERIE** for their line **COLD PRESSED COCKTAILS MIXERS**, a frozen mocktail base with cold-pressed ingredients, which won the **Bronze Award**! Why this product? Selected for the frozen to seal in freshness of ingredients, and the wide range of cocktail preparations.
- Congratulations to **KINGSTON ALUMINUM TECHNOLOGY INC. (KAT)** for their sustainable product **SHAPED ALUMINUM BOTTLES** for beverages using less aluminium. Why this product? Selected for process that uses less aluminium for shaped bottles with process that makes it accessible for smaller brands.

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## The Pitch Competition

On the second day of the show, at 10:30 a.m., the highly anticipated Pitch Competition unfolded, featuring over 14 participants from the Start-Up Village sponsored by the City of Toronto. This innovative format pitted start-ups against each other, with just 3 minutes to captivate the jury in two categories: Food or Beverage Product, and

Packaging, Technology or Service. In total, 10 start-ups competed for Food or Beverage Product and 4 for Packaging, Technology or Service. The competition holds significant importance for SIAL Canada and its partners, including Niagara College Canada, Nielsen IQ, Mitacs, the City of Toronto, Kenbri Group, Jonluca, Farm Credit Canada, and Sobeys. Together, they aim to support the growth and success of start-up companies.

## Congratulations to Souper Troopers : 1st Prize - Food or Beverage Category

Souper Troopers offers a unique delicious shelf-stable chicken broth that satisfies the consumer demands and meets the food safety and quality standards. The chicken broth comes in an impressive light single-serving packaging, and the end-consumer would just need to add hot water. The outstanding organoleptic attributes of a traditional broth are offered in a shelf-life stable product that enables distribution, e-commercialization and a long retail life Souper Troopers showed not just a unique novel delicious shelf-stable product but also a great market understanding for business growth.

## Congratulations to The HealTea : 2nd Prize - Food or Beverage Category

Healtea selects combinations of key organic functional ingredients that provide a unique consumer experience. Healtea products follow the current market trends and demands, therefore they are organic, made in Canada, low-carb, plant-based, and caffeine -free. Healtea overcomes a historical technical challenge for herbal teas in cans that is to offer an acidified safe product in can with an impressive organoleptic profile. Moreover, Healtea is an environmental conscious brand that utilizes recyclables material for packaging.

## Congratulations to Spatula Foods: 1st Prize - Category Packaging, Technology or Service

Spatula offers a service that was missing in the current food culture of convenience, Spatula offers delicious frozen foods that are prepared much faster than other traditional meal kits. Spatula works with local restaurants and top local chefs to turn their recipes into gourmet flash frozen ready meals. Spatula offers a service that is half of the cost of food delivery, 5 times faster than traditional meal kits and products that are organoleptically outstanding.

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## International Cheese Competition

Following its success in 2022 in Montreal, this competition dedicated to cheeses is back for its 3rd edition in Toronto. The jury, chaired by Gurth Pretty and composed of 18 cheese industry professionals, evaluated 231 cheeses from 8 countries in 25 categories. For a category to be eligible, 3 cheeses had to be presented. Thanks to the partnership with the Quebec dairy processors Council (Conseil des industriels laitiers du Québec, CILQ), a new category Artisanal Farmstead Cheese was also created to highlight cheeses made by dairy farmers from milk produced by their own herds. A special prize Best Artisanal Farmstead Cheese in Quebec has been awarded by the CILQ, among all the cheeses certified for the use of the term Farmstead Cheese in Quebec.



**Congratulations to the Grand Champion STONETOWN ARTISAN CHEESE LTD. from St. Marys with its WILDWOOD cheese which also won the Champion medal in the Firm Cheese category.**

### A word from Hans Weber, Owner of Stonetown Artisan Cheese.

"I am overwhelmed with joy at this win, it was completely unexpected. Jolanda and I are very grateful for the talents and skills of our cheesemaker and business partner, Ramon Eberle, a Master Cheesemaker from Switzerland. We are proud to share this cheese with the world."



Picture by Stonetown Artisan Cheese Ltd.\*

Thank you to our SIAL Cheese Partners



## Olive d'Or Contest

In its 17th iteration, the international extra virgin olive oil contest, Olive d'Or at SIAL Canada, brought together an expert panel of judges, chaired by olive oil aficionado, Christine Cheylan, alongside esteemed judges Fil Buccchino, Jennifer Thornton, and Karen Rapp. Following meticulous deliberations on the show floor during the event's opening day, the jury identified the top 15 standout extra virgin olive oils from a diverse pool of submissions by producers across the globe. These select oils were then bestowed with Gold, Silver, and Bronze awards in the Ripe Fruity, Light, Medium, Intense, and the newly introduced Aromatic categories. The competition celebrated the unity of 77 olive oils from 12 countries across four continents - Africa, North and South America, Asia, and Europe, providing a true global panorama of the industry. As an interactive addition to the event, visitors were treated to a sensory experience with guided olive oil tastings, facilitating a direct connection between the competitors' creations and the broader audience.

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## A look back at our activities :

**SIAL Podcast** recently teamed up with **The Food Professor Podcast**, directed by Dr. Sylvain Charlebois and hosted by Michael LeBlanc, providing visitors with a dynamic live listening experience. The podcast series included an exclusive interview with the Quebec Minister of Agriculture, Fisheries and Food, André Lamontagne, alongside engaging and insightful discussions with SIAL Experts, SIAL competition winners, and industry innovators. The podcast recordings will soon be available for playback on our website, <https://sialcanada.com/en/sial-podcast/>

**La Cuisine by SIAL** presented by Doyon Després and in collaboration with WC&Co Brand Management and Samurai Media, featured renowned chefs who revisited and interpreted their "Own the Change" vision for a sustainable future fueled by new ideas, creative solutions and game-changing innovations. For the three days of the show, La Cuisine by SIAL area was buzzing with culinary experiences such as:

- Sustainable agriculture using ancestral practices was highlighted by Chef **Chuck Hughes** and **The Wild Basket**
- Maximizing profit & flavour for a cost-effective cooking, and How to cook with SIAL Innovation products were interpreted by Chef **Erica Karbelnik**
- A spotlight was also thrown on *Plant-focused eating* by Chef **Matthew Ravenscroft**
- **Taste USA**, in collaboration with **USDA**, offered its unique perspective with a variety of products sourced from the United States.

Ethnic cuisine held a prominent place in the discourse, revisited and interpreted traditionally, focusing on both nostalgic comfort food and modern, trendy fusions.

- Chef **Matty Matheson** recreated the renowned BBQ Brisket Banh Mi from Vietnam
- Chefs **Stefano Faita** & **Michele Forgione** brought alive authentic Italian essences
- And finally, Chef **János Székely**, representing the Hungarian Consulate General in Toronto and HEPA, guided us on a gastronomic voyage through Hungary, featuring a blend of hot-sweet-sour combination.

**Inspire Drink**, an enlightening program hosted by **Gail Gastelu** from The Tea House Times for the mornings sessions and **Jean-Sebastien Michel** from Alambika & Jesemi for the afternoons sessions, offered an immersive journey into the world of beverages. The multi-faceted event highlighted various aspects of the drink industry, from the art of tea and coffee tasting to the crafting of non-alcoholic cocktails. There was a special emphasis on innovative concepts like wellness infusions, functional beverages, and the use of super-powders. Unique foodie experience was also crafted through tea and cheese pairings, or chocolate combinations. Workshops on modern trends like the espresso martini and tech-forward mixology provided a glimpse into the industry's future. The event culminated in a stimulating exchange of industry trends and trajectories, further enhancing the overall learning and networking experience.





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**SIAL Cheese Workshops**, supported by **Dairy Farmers of Canada (DFC)** and **Dairy Farmers of Ontario (DFO)**, offered an immersive voyage into the cheese scape. Curated by **DFC's** Cheese Ambassador, **David Beaudoin**, these workshops highlighted the finesse of pairing Canadian cows' milk cheese with varied accompaniments. The grandeur of Ontario's cheesemaking tradition was celebrated through tastings of local international-style cheeses. The event also featured 'Champions Cheese Tasting' where participants had a chance to savor award-winning category Champions varieties. Moreover, a thought-provoking panel discussion shed light on the evolving trend of plant-based cheese 'fauxmages'. This gastronomic adventure was enhanced by inventive sessions of pairing cheese with beer and an array of nuts and dried fruits, merging flavors in exciting ways.

## Conferences

The conference program at SIAL Canada featured renowned experts covering a wide range of compelling topics. Discussions included the challenges and opportunities in Canada's growing ethnic market, new consumer habits in the food service and retail sectors, and the 2023 report on food and beverage trends. Thought-provoking sessions explored intergenerational dynamics, the future of food, supplier diversity, the future of alternative proteins, and regenerative practices in the food industry. The event concluded with excellent conferences on revolutionizing food innovation, the changing story of sustainability, the continued demand for organic products, and unlocking the power of Gen-Z and millennial consumers. These sessions provided valuable insights and fostered knowledge exchange for attendees.

**The Central Expert Hub** fostered connections and interactions with 13 recognized industry ambassadors, each with their specialized field of expertise. These seasoned professionals included B.K. Sethi (Ethnic), Carol Zweep (Packaging), Christine Cheylan (Olive Oils), Gail Gastelu (Tea), Gurth Pretty (Cheese), Isabelle Marquis (Sustainability), Jane Dummer (Health and Wellness), Jean-Sébastien Michel (Mixology), Jo-Ann McArthur (Innovation), Kim De Lallo (Organic), Linda Fox (Brand Marketing), and Vince Sgabellone (Foodservice). These experts delivered thought-provoking talks and engaged in insightful panel discussions as part of the SIAL Conferences program. In addition, they also participated in the SIAL Podcast, featuring a perceptive series hosted by The Food Professor.

## Hosted Buyer Program

The buyers program has once again achieved remarkable results! Close to 1000 meetings took place during the three-day show across our Hosted Buyer Lounge and the different meeting rooms, connecting more than 100 buyers and 300 exhibitors from 43 countries. Impressively, two-thirds of exhibitors believe that their meetings will result in future sales, while 100% of the buyers expressed their intention to participate in the program again next year. Notably, the program attracted prominent distributors from the United States following our partnership with IMEX, including ALDI, Royal Caribbean, Rema Foods, Sysco, Sprouts, Brad's Organic. We extend our sincere gratitude to our official partners: IMEX, OMAFRA, MAPAQ, UGI, TFO, Agriculture Canada, and EDC for their invaluable support.

SIAL Canada continues to be a driving force in shaping the future of the food and beverage industry, fostering innovation, and facilitating global collaboration. Our mission is to create a platform that connects businesses, sparks meaningful discussions, and propels the industry forward. We are proud to have brought together diverse stakeholders and provided a stage for showcasing breakthrough products, driving growth, and addressing the challenges of our time. According to Mr. Tony Melis, CEO of SIAL Canada, the success of SIAL Canada 2023 is a testament to the unwavering commitment and collaborative spirit of all involved, including stakeholders, exhibitors, and attendees.

"After a 4-year absence, it was great to be back in Toronto. The SIAL show floor was buzzing for 3 days – it seems Toronto is happy that SIAL is back also. The 20th Edition of SIAL Canada was delivered under extraordinary circumstances. This show was a success thanks to this fantastic team and the support of our partners, vendors and exhibitors. The success in Toronto has energized us all and we're already working on making SIAL 2024 even better. We look forward to seeing everyone May 15-17, 2024 at the Palais des Congrès in Montreal".

As we celebrate the accomplishments of SIAL Canada 2023, we are already eagerly looking ahead to future editions of the show. Building upon this success, we are confident that SIAL Canada will continue to drive innovation, foster business growth, and inspire the entire North American industry in the years to come.

**See you May 15 to 17, 2024, in Montreal at the Palais des Congrès for the 21th edition of SIAL Canada!**



## About SIAL Canada

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 12 trade shows, bringing together +17,000 exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), Agri-Food Export Group Québec-Canada and Comexposium, in addition to receiving support from Agriculture Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), as well as the United States Department of Agriculture (USDA).