SIAL Canada
INSPIRE FOOD BUSINESS

The North American Agri-Food Business Accelerator

CONNECTING AT THE CORE OF THE FOOD INDUSTRY

TORONTO
2027
ENERCARE CENTRE
APRIL 27-29






WHAT TO EXPECT AT **SIAL CANADA 2027?**

Enercare Center, Toronto | April 27 - 29, 2027

Join Canada's leading food and beverage event in Toronto, located in the country's largest consumer and food industry market.

ITALY COUNTRY OF HONOR

A destination that attracts buyers

Italy will take center stage in 2027, attracting retailers, distributors, importers, and foodservice professionals seeking innovative, premium, and differentiated products.

ITALIA *the Art of Taste* | COUNTRY OF HONOUR SIAL CANADA 2027

NEW SUPERFOODS PAVILION

Stay ahead of the functional food revolution

Showcase your products within a dedicated space focused on functional foods, proteins, fibre-rich solutions, and health-driven innovation shaping the future of food.

FOOD PROCESSING & CO-MANUFACTURING

Invest to grow production and expand into new markets

Connect with Canadian food manufacturers investing in modernization, automation, packaging, processing technologies, and co-manufacturing solutions.

INTERNATIONAL CHEESE COMPETITION

A unique gateway to the Canadian market

Canada's only international cheese competition, open to exhibitors and non-exhibitors, connects cheesemakers directly with buyers and industry professionals looking to discover and source new products.

ENHANCED BUYER CONNECTIONS

Making every business connection count

Benefit from an expanded hosted buyer program, dedicated buyer concierge services, and targeted matchmaking designed to maximize qualified business meetings.

CANADA: A GROWING DIVERSE MARKET AS YOUR GATEWAY TO NORTH AMERICA

RECORD POPULATION GROWTH:

50 MILLION

EXPECTED BY 2050

Unlike other developed countries, the Canadian population is significantly rising. In 2023, population increased by 3,3%, the strongest growth since 1957.

DYNAMIC PURCHASING POWER: the household budget for food is amongst the highest of the developed countries, spending

+17%

THAN BEFORE THE PANDEMIC

Specially interesting for the HORECA industry, household food spending increased by 21% for foodservices

450+

CULTURAL GROUPS:

Internationally diverse consumers are constantly seeking multicultural products
In 2021, 40% of the population declared having international origins. The top five growing communities are: South Asian, Chinese, Filipino, Arab and Latin American.*

NEW POTENTIAL COMMERCIAL DESTINATION:
Transnational opportunities are supported by free trade agreements.
Canada has 15 Free-Trade Agreements with 51 countries, creating an ideal destination to diversify your international commercial partners: CETA, CPTPP, CUSMA, EFTA, UKTCA, Chile, Colombia, Costa Rica, Honduras, Jordan, Panama, Peru, South Korea and Ukraine.

*Source: 2021 Census. Source: https://www150.statcan.gc.ca/



ONTARIO: THE LARGEST MARKET IN CANADA IS GROWING!

Ontario is Canada's most populous province, with 16.1 million residents in 2024, representing approximately 40% of the national population.* With an estimated CAD 1,178 billion in nominal GDP in 2024, the province's economy grew by +1.6%, while national household food spending per household in 2023 averaged CAD 8,659 for store-bought food and CAD 12,046 total.*

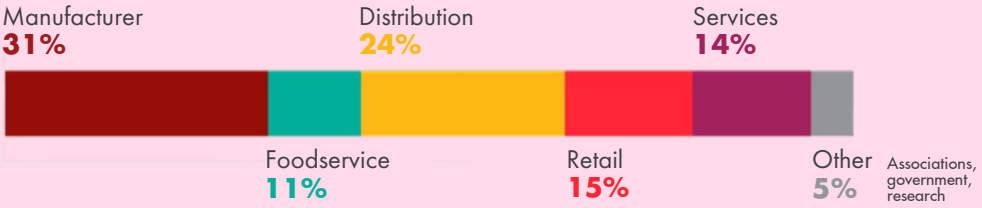
The top 5 categories of imported food products in the province keep growing, creating opportunities for local manufacturers and international exporters.**

- **BAKERY GOODS**
- **CEREALS & PASTA**
- **FRESH VEGETABLES**
- **FRESH FRUITS**
- **NON-ALCOHOLIC BEVERAGES**
- **FOOD PREPARATIONS & SNACKS**

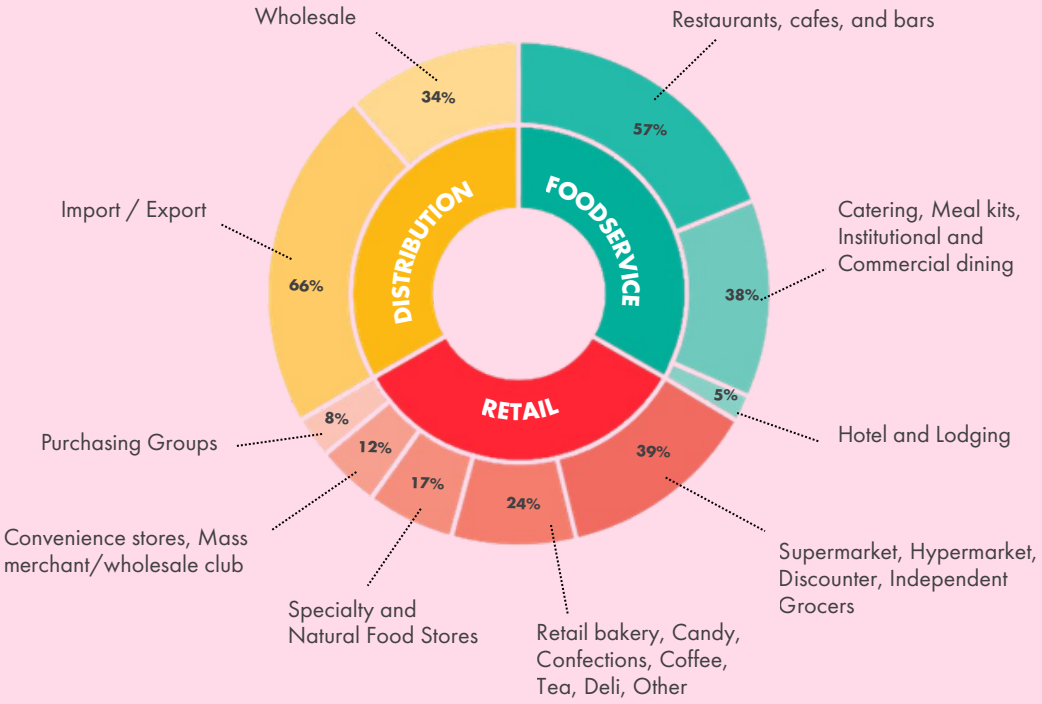
*Source: Statistics Canada – Survey of Household Spending, 2023. Ontario Ministry of Finance, budget.ontario.ca, 2025.
**Source: USDA Foreign Agricultural Service – Exporter Guide Annual, Canada, 2025. apps.fas.usda.gov

CONNECT **WITH VISITORS**

Visitor profiles



Zoom in: Direct access to key decision-makers in Foodservice, Distribution, and Retail.



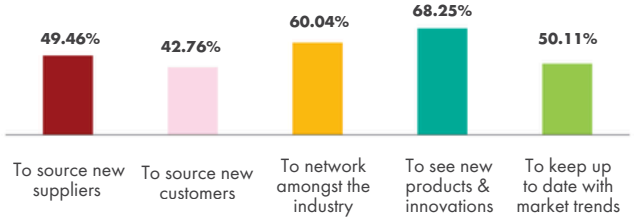
TOP 10 SECTOR OF INTEREST IN 2025

Beverages, Meat /Poultry / Deli, Packaging, Fruits / Vegetables, Packaging & services, Bakery, Food processing equipment, Seafood & shellfish, Technological solutions

TOP 10 VISITING COUNTRIES IN 2025

Canada, USA, Turkey, Mexico, China, Philippines, Colombia, Ghana, Sri Lanka, Japan

TOP 5 VISITING OBJECTIVES IN 2025



NATIONAL AND INTERNATIONAL VISITORS PRESENT IN 2025

23 000
TOTAL ATTENDANCE

74
VISITING COUNTRIES

85%
DECISION MAKERS

17%
OF TOP BUYERS WITH A MINIMUM PURCHASING AUTHORITY:
$5M

94%
SATISFY WITH THEIR EXPERIENCE AT SIAL CANADA 2025

2025 TOP VISITING COMPANIES BY SECTOR

95%

SAY THEY PLAN TO ATTEND SIAL TORONTO 2027

RETAIL

National Retail Groups
Costco Wholesale Canada & USA, **Empire Co. | Sobeys Group** (Sobeys, IGA, Farm Boy, FreshCo, Longo's), **Loblaw Companies Ltd.** (Loblaws, Maxi, Provigo), **Metro Inc.** (Metro, Food Basics, Super C, Marché Richelieu), **Pattison Food Group** (Overwaitea, Save-On-Foods), **Walmart**

Regional & Independent
PA Supermarché, Co-op Atlantic, M&M Food Market

International | Specialty
Amazon (Fresh / Whole Foods Market), Kroger, Lidl US, HEB Grocery

Convenience & Discount
7-Eleven, Alimentation Couche-Tard (Circle K, Dépanneur network), Dollarama

MULTICULTURAL / SPECIALTY

Organic / Health
Avril, Whole Foods Market,Supermarchés H.Y. Louie

Asian / Pan-Asian
T&T Supermarket, Oriental Food, Ti Foods, Kim Phat

Middle Eastern / Mediterranean
Adonis, Parsian Fine Foods, Rachel Berry, Akhavan Supermarket

European / Italian / Gourmet
Pusateri's Fine Foods, Longo's, Highland Farms

Eastern European
Yummy Market, Starsky Fine Foods

DISTRIBUTION

Major Broadline Distributors
I-D Foods (30k+ clients), KeHE Distribution (30K+ POS U.S./CA), Tree of Life Canada (natural & ethnic), UNFI (natural, organic, specialty)

International Importers & Ethnic Specialists
AbWorld Foods (Asia, India), Amira AT Center - NY (Middle East & South Asia), Atalanta - USA (EU, Mediterranean), Candesa Foods (Latin America), Excelsior Foods Inc. (Caribbean), Grace Foods (Caribbean), Shah (South Asia, Halal)

Specialty & Gourmet
Euro Excellence (premium EU), Food Momentum (sustainable, innovation), Global Appetite (multicultural), H&F Bioexport (EU bio & fine foods), Les Dépendances (QC gourmet)

FOODSERVICE

Major Restaurant Chains
3 Brasseurs, A&W, Benny & Co, McDonald's, MTY Group, Nobu Restaurants, PepsiCo / Pizza Hut / KFC, Recipe Unlimited, St-Hubert Restaurants, Starbucks, Tim Hortons

Airline & Catering
Air Canada, Air Transat, Aramark Canada, Compass Group Canada, Gate Gourmet (Airline Catering), Newrest, Sodexo Canada, VIA Rail

Distributors & Suppliers
Colabor, CN Rail, Gordon Food Service (GFS), HalalMeals Ready Foods Ltd, Legend of Spice Group, Sysco, The Canadian Spice Company, VIA Rail, Yantai Xiwang Foods Co., Ltd.

Meal Solutions | Delivery
HelloFresh, Infuse Culinary Group, Skip The Dishes, WeCook Meals

MANUFACTURER

Dairy & Alternatives
Agropur, Arla Foods, Parmalat (Lactalis), Saputo

Bakery & Prepared Foods
Bridor Inc, Bonduelle, Maple Leaf Foods

Confectionery & Snacks
Dare Foods, Ferrero, Hershey's, Nestlé

Processed & Packaged Foods
General Mills, Kraft Heinz, Unilever

MEET QUALIFIED **TOP BUYERS**

SECURE PRE-SCHEDULED MEETINGS WITH BUYERS ACTIVELY SOURCING NEW PRODUCTS

The **SIAL Canada Hosted Buyer Program** (HBP) connects exhibitors with carefully selected national and international buyers through pre-scheduled B2B meetings.

The program is designed to facilitate direct conversations with decision-makers responsible for product sourcing, category development and supplier partnerships.

Meetings take place in a dedicated matchmaking lounge, ensuring a professional environment for efficient and productive business discussions.

A PROGRAM DESIGNED TO GENERATE BUSINESS

Hosted Buyers are invited based on their purchasing authority, sourcing needs and strategic role within their organization.

Participants represent leading retail, distribution and foodservice companies, creating valuable opportunities for exhibitors to build new commercial relationships and expand their market reach.

A UNIQUE ADVANTAGE FOR EXHIBITORS

Unlike many international trade shows, participation in the Hosted Buyer Program is included for SIAL's Canada exhibitors at no additional cost.

Our tradeshow invests in bringing qualified buyers from around the world to help exhibitors maximize their ROI and generate international business opportunities.

SIAL HOSTED BUYER PROGRAM

MEET WITH SOME OF 2025 KEY BUYERS

Retailers, distributors and specialty buyers participating in the Hosted Buyer Program include:

FOODMatch, Coleman's, Sprouts Farmers Market, Walmart, City Club, Jiva Organics, KeHE, Kroger, Loblaws, Sobeys, Sam's Club, Soriana, Williams-Sonoma

DON'T MISS THIS OPPORTUNITY TO ACCELERATE YOUR SALES PIPELINE THROUGH SIAL CANADA HOSTED BUYER PROGRAM!

2025 KEY RESULTS

1,200+
SESSIONS OF BUSINESS **MATCHMAKING**

$20M+
AVERAGE BUYER **PURCHASING POWER**

46
COUNTRIES REPRESENTED IN THE HBP

70%
FINALIZED DEALS **WITHIN SIX MONTHS OF THE SHOW**

93%
PLAN TO RETURN IN 2027

EXHIBITORS: A MUST ATTEND EVENT

THE NORTH-AMERICAN AGRI-FOOD BUSINESS ACCELERATOR

Top 3 reasons to exhibit at SIAL Canada

1 GROW YOUR BUSINESS ACCROSS BORDERS

Expand your reach in North America and beyond with SIAL's powerful international platform

2 CONNECT WITH QUALIFIED BUYERS

The quality of potential contacts was the #1 reason for exhibiting in 2025, join us in Toronto 2027 to drive new sales opportunities.

3 STAY AT THE FOREFRONT OF INNOVATION

Find inspiration and industry insights through a variety of competitions, conferences and workshops.

+800
EXHIBITORS & BRANDS

55
COUNTRIES REPRESENTED

SIAL CANADA'S SHOW FLOOR FEATURES
47%
CANADIANS EXHIBITORS
&
53%
INTERNATIONAL EXHIBITORS

96%
OF EXHIBITORS ARE SATISFIED WITH THEIR EXPERIENCE OF SIAL CANADA 2025

100%
OF EXHIBITORS ARE SATISFIED WITH THE QUALITY OF THE VISITORS TRAFFIC AT THEIR BOOTH

Source: 2025 Exhibitor's Satisfaction Survey

TOP 10 CANADIAN EXHIBITORS IN TORONTO 2025 BY SIZE

GROUPE EXPORT AGROALIMENTAIRE QUÉBEC- CANADA
ISPICE
MINISTRY OF AGRICULTURE FOOD AND AGRI BUSINESS
VLC 999 CANADA LTD
DAIRY FARMERS OF CANADA
FOOD AND BEVERAGES ATLANTIC
WC&CO BRANDS MANAGEMENT
GROUPE ALIMENTAIRE MIRON
AGROPUR COOPÉRATIVE LAITIÈRE
PACK 3000

TOP 10 INTERNATIONAL EXHIBITORS IN TORONTO 2025 BY SIZE

ITALY
TURKEY
SRI LANKA
UNITED STATES OF AMERICA
PERU
JORDAN
THAILAND
PAKISTAN
INDONESIA
GREECE

A SHOW FLOOR DESIGNED TO FACILATE THE VISITOR'S JOURNEY TOWARDS INDUSTRY SECTORS

BEVERAGES

Alcoholic
Non-Alcoholic
Functional drinks
Hot drinks
Syrup

FRESH MARKET

Bakery and Pastries
Fresh produce
Meat, Game and Poultry
Ready to eat
Seafood and shellfish

PROCESSING & PACKAGING

Processing machinery
Smart packaging
Supply Chain & Logistics
Sustainable and Reusable containers

GROCERY

Canned products
Condiments
Confectionery & Chocolate
Food for kids
Food Ingredients & Additives
Frozen & Ready made products
Grains & Pasta
Maple & Honey products
Pet food
Sweet & Salty snacks

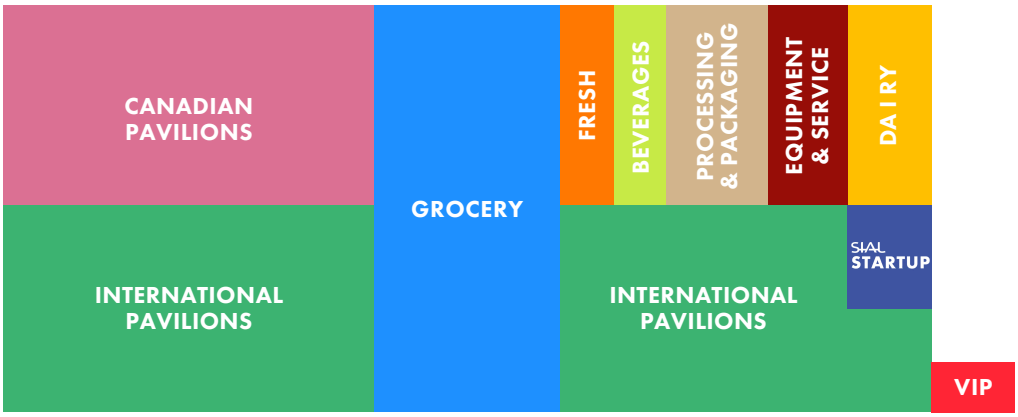
DAIRY PRODUCTS

Butter
Cheese
Eggs
Ice Cream
Milk
Yogurt

EQUIPMENT & SERVICE

Apparel
Business Services
Equipment & Furniture
Multimedia solutions
Robotics Tech: AI, SAS & Delivery

SECURE YOUR IDEAL SPOT ON THE SECTORIZED SHOW FLOOR



SIAL INNO-VATION
SIAL PODCAST
FOOD&BEV CONNECT
ÉCHANGER.DÉGUSTER.INSPIRER
SHARE.TASTE.INSPIRE
SIAL DAIRY
SIAL HOSTED BUYER PROGRAM

PRODUCT ATTRIBUTES

Designed to help buyers navigate the show beyond product categories, through key trends and business opportunities.

Co-manufacturing & Co-packing
Export Ready
Food Service / Food to go
Free from gluten, lactose, special diets
Functionnal & High Protein diets
Halal
Kosher
Made in Canada
Multicultural products
Organic
Plant Based
Private Label
Sustainable development initiatives

WHERE THE INDUSTRY FINDS **INSPIRATION**

3 COMPETITIONS

60+ INSPIRED CONTENT

Maximize your presence at SIAL Canada and stand out on the show floor by showcasing your products through SIAL signature competitions.



SIAL Innovation highlights the most innovative food products launched in North America since January 2026.

Selected products benefit from strong visibility on the show floor and during the official SIAL Innovation Awards Ceremony.

Free registration!



Start-up Pitch Competition

Entrepreneurs from the SIAL Start-Up Village this is your time to shine!

5 participants into 3 categories:

- Startup Seed CPG
- Startup Scale CPG
- Startup FoodTech

Selected Startups will have 2:30mn to pitch your concept live in front of industry experts!



The International Cheese Competition showcases outstanding cheeses across 25+ categories.

Open to exhibitors and non-exhibitors alike.

The competition culminates with a live judging and award announcement on April 27.









SIAL

INSPIRE FOOD BUSINESS



SAVE THE DATE

TORONTO 2027

ENERCARE CENTRE

APRIL 27-29

CANADAN EXHIBITORS

Contact Sales
sales@expocanadafrance.com

Or click on this link here.
sialcanada.com/en/request-form/

INTERNATIONAL EXHIBITORS

Please scan the QR Code:

Or click on this link here.

Thanks to our partners

Canada · Québec · Ontario · Groupe Export Agroalimentaire · Agri-Food · Association des détaillants en alimentation du Québec · CTAQ Conseil de la transformation alimentaire du Québec · Montréal · NIQ