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**For Immediate Release**

### **Trade event delivers today's food; tomorrow's trends**

**Monday, April 21, 2008 Toronto** – Consumer buying continues to support the double-digit growth of organic, ethnic, and specialty food items, especially in the Ontario retail and foodservice markets.

The Ethnic & Specialty Food Expo including All Things Organic™, scheduled for October 5 & 6, 2008 at the International Centre, Toronto, ON showcases today's food and tracks tomorrow's trends and is dedicated to the cultural, specialty and organic food sectors.

The 2007 two-day trade event delivered over 1500 category buyers (a 34% increase over the previous year) who were there purposefully to find a wide variety of new products from these growth areas.

As well as highlighting cultural, specialty and organic food products, organizers have added some new areas on the floor plan. In addition to the very busy All Things Organic™ pavilion, there is now a dedicated Halal, Kosher and Local Foods area making it easier for buyers to find certified products to stock their shelves and augment their menus.

Ethnic & Specialty Food Expo is produced by Diversified Business Communications Canada, a division of Diversified Business Communications. Diversified, based in Portland, Maine, and provides information and market access through trade exhibitions, magazine publishing, and online resources on four continents. In addition to this event, other products in Diversified's specialty food and natural/organic portfolio include Expo Comida Latina, All Asia Food Expo, Kosherfest, and All Things Organic™. Diversified, serves a number of other industries including natural and organic products, complementary and natural health care, seafood, and business management. For more information, visit: [www.divbusiness.com](http://www.divbusiness.com). Photos and logos available on request.