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mmm...good!

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Toronto, On - For the past three years, the Ethnic & Specialty Food Expo including All Things Organic™ sent out a post show survey to attendees asking them amongst other things “what product or booth stood out at the show”. This question turned into the ***mmm...award*** (standing for the **Most Mentioned and Memorable**).

The winner for two years running, 2006 and 2007 went to Everything Maple, based in Orillia, Ontario. Owner, Tracy Moore launched her products at the 2006 event and immediately captured the attention of buyers with her very attractive Canadiana-styled booth and plenty of sampling of her delicious maple-based specialty gourmet products. Tracy is the consummate marketer and knows nothing attracts more attention than a colourful booth, engaging smile and beautifully-packaged food that will comfort any soul. As Tracy always eloquently proclaims, “It’s Maple, What’s Not to Love! “ Everything Maple is ***mmm...award winning***.

The 2008 ***mmm...award*** will be presented at this year’s event to The Toronto Food Business Incubator, a not-for-profit organization that fosters growth in food industry micro-enterprises. The TFBI has over the last three years taken floor space to unveil newly-developed products from local start-up companies.

Last year, the TFBI pavilion expanded their space to make room for an intriguing array of dozens of new products ranging from handcrafted crackers to gourmet Mexican food. They had so many successful launches that they have again expanded their space allowing them to unveil more never-seen-before products. Can’t wait to see what will be shown this year.

Congratulations TBFI you’ve made a lasting ***mmm...*** impression with the buyers.

Tied with the TBFI is another eye-catching, best in the house exhibitor, Pure Fun™. Serving up attractive, good tasting, good for you organic, kosher, and vegan candies derived from all natural and organic ingredients. If the promise of sampling a wide variety of flavourful candies, wasn’t enough, owner Luna Roth, hired booth personnel dressed in doll-attire to hand out her wares. Well done, the buyers loved it and remembered the pure fun.

This year’s event will hold some serious competition as the event organizers have brought in a unique line up of exhibitors who are waiting to reveal new products that have been brewing in laboratory kitchens over the past year.



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AlbaLisa Gourmet Foods, an Ontario company, participated in 2008 TFBI pavilion and will be back again with more new product launches. She has been working on 'organic tortillas' and 'creamy vegetable soup made with Almond milk.' She says that almond milk is a unique new substitute for cow's milk, made by soaking almonds in water, and then grinding them into a liquid. Due to contacts made at 2008 event she has increased production by over 525%. mmm...good going.

Another Ontario company, Alhamra Food, (where halal meets Italian) is coming back into the show with new heat and serve Halal certified pasta packaged in 300 grams for the retail buyers. President, Afzal Mohammad, will also be showing new institutional lines including Halal meat lasagna, spinach and Halal cheese canelloni, and this is just a small sampling of what's in store. He has gone from giving his product away to making serious distribution connections, "the show last year changed all that and gave me a big boost—I found a good distributor".

Global Health Brokerage Inc, a British Columbian distributor, will be debuting chef quality and all natural ethnic and thai sauces all the way from Australia. The products are also non GMO, gluten free, halal certified, no MSG and ready in 20 minutes! They are also showing OOBA beverages, a highly antioxidant sparkling beverage with Hibiscus Extract! Hibiscus a colourful flower commonly used to make herbal tea and drinks throughout Egypt, Asia, Africa, Mexico, the Caribbean, and Central and South America, where it has long been lauded for its many health properties.

Another new company joining the show this year is Les Jardiniers du Chef. This Quebec company prides itself on growing their own fine produce which includes micros, greens, edible flowers and exotic vegetable, satisfying an ever-growing demand for rare, fresh, superior-quality fine produce. Their philosophy is to work in harmony with nature, which excludes any use of synthetic pesticides or fertilizers.

This is just a small sampling of what the buyers will be facing when trying to pick "a product or booth that most stands out at the show". mmm...good luck!

For more information on the event, please visit www.ethnicandspecialtyfood.com

The Ethnic & Specialty Food Expo including the All Things Organic™ pavilion, now in its fourth year, is produced by Diversified Business Communications (DBC) Canada. DBC, based in Portland, Maine, provides information and market access through trade exhibitions, magazine publishing, and online resources on four continents. Other exhibitions in Diversified's cultural food and 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.

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