



For Immediate Release

Ethnic & Specialty Food Expo Presents All Things Organic™ Pavilion

Wednesday, September 5, 2007 (Toronto, Canada) – The organic market is responding in creative ways to meet the demand for healthier eco-friendly foods, resulting in continuous double-digit growth across the nation. From frozen entrees to cookbooks full of delicious organic recipes, buyers from across Canada will see new trends within the industry at the second annual Ethnic & Specialty Food Expo. The exhibition includes the All Things Organic™ pavilion, presented by the Organic Trade Association, and runs September 30th to October 1st at the International Centre (6900 Airport Road).

With the authentic flavours of Latin America becoming so popular, Plen Organics brings ready to bake vegetarian and beef empanadas. The generous fillings and outstanding taste make the empanadas a must-have freezer item. Prepared using Canadian wheat, these tasty treats are only one third the fat of regular puff pastry and are poised to become a convenient household favourite.

Making its Canadian debut at the Ethnic & Specialty Food Expo is a new kind of alcoholic beverage – an organic one. These organic fruit juice based alcoholic beverages from Total Organic Beverages are made with a five percent grain alcohol, fruit concentrate, natural flavours as well as water and are all natural with no preservatives and no chemicals. T.O. Bevy comes in four refreshing flavours including: Cran, cranberry and orange; Mang, mango and orange; Pomm, pomegranate and blueberry; and Blackur, black current.

The Natural Choice Tea Company imports certified organic herbal teas from South Africa. All teas are naturally caffeine free, rich in anti-oxidants and free of preservatives. Teas include Honeybush, Honeybush Green Tea with Mint, Rooibos and a Honeybush/Rooibos blend. Tea is now recognized as a reliable source of life-saving antioxidants, which may protect against cancer, heart disease and stroke.

Sunshine Pickles is a local, family owned and operated business and produces one hundred percent organic pickles. All products are hand picked and packed, producing a bounty of baby dills, baby sweets, whole dills, ¼ dills, bread and butter pickles, pickled beets, dilled asparagus, garlic and relish.

Organic Works Bakery presents completely organic treats including cookies, muffins, scones, biscotti and bread. All baked goods are trans fat free, lactose free, soy free, nut and peanut free as well as kosher pareve. The company will launch a signature organic bread at the Ethnic & Specialty Food Expo in September.

The Ethnic & Specialty Food Expo including the All Things Organic™ pavilion, now in its second 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. For more information, visit: www.divbusiness.com

Show Dates: Sun. Sept. 30th – Mon. Oct. 1st, 2007
Location: International Centre, 6900 Airport Road
Hours: Sunday – 10am - 6pm
Monday – 10am - 5pm
Website: www.ethnicandspecialtyfood.com

NB: Photos available upon request

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