



**For Immediate Release**

## **Canadian Specialty Foods & Ethnic Meals Make Life Easier and Much Tastier**

**Thursday, August 16, 2007 (Toronto, Canada)** – From creative and healthy Canadian specialty foods to frozen ethnic entrees, the Ethnic & Specialty Food Expo is the place where retailers find the latest and most delectable creations to touch the taste buds. The second annual Ethnic & Specialty Food Expo including All Things Organic™ pavilion revisits Toronto this fall. This trade show offers retail and foodservice buyers an array of new and innovative products and runs from September 30<sup>th</sup> to October 1<sup>st</sup> at the International Centre (6900 Airport Road).

A specialty food and a national heritage in Canada, maple syrup, has never been explored to such a tasty extent before. Maple syrup is not only delicious, but has fewer calories than sugar, contains traces of minerals and antioxidants and is all natural, with no fat. Everything Maple, an exhibitor in the Food Expo, started with a passion for this Canadian treat and combined it with a love of good food; the outcome – a line of barbeque sauces, dressings and condiments to tantalize your mouth. Everything Maple is the winner of the first annual MMM...Award for the most mentioned and memorable products, chosen by buyers who attended the 2006 Ethnic & Specialty Food Expo.

The demand for ethnic foods in Ontario is growing, but so are the demands of every day life. After a hard day's work, imagine finding the flavourful tang of the Caribbean or the spice of Indian cuisine in your freezer – just heat it up and it is ready to eat. Buyers local stores and shops make this possible when they meet exhibitors such as Your Choice Mon (YCM) Caribbean Foods and Island Cuisine with its "A taste of the Caribbean" Island Cuisine, which duplicates the exact good home cooking that you experience when you are in the Caribbean. By using all natural spices from the Caribbean, the flavour and taste is never compromised. Dishes include Curry Chicken, Curry Goat, Jerk Chicken, Oxtail Stew, Curry Shrimp and Jerk Chicken Wings.

Eat-In Foods handpicks all their raw materials to bring authentic products with its line of Indian frozen entrees. Meals include Dal Chawal, Tikka Masala, Paneer Mattar, Biryani, Kofta Masala, among others.

Pasta may have been introduced to the world by Italians, but for healthier, fresher pasta we need look no further than Canada. Using world-famous Canadian durum wheat and farm-fresh free run eggs, Nature's Farm created Nature's Pasta. Along with the classic pasta, several all-natural flavours and colours are available, including sun-dried tomato, spinach, beet, wild rice, black pepper and squid-ink. Keeping with the demand by many Canadians for organic foods, a line of organic pasta was created. Like the Classic, Nature's Pasta Organic is made in small batches, but from certified organic Canadian durum wheat and our farm-fresh organic free run eggs, naturally enriched with Omega3.

As the demand grows, stores and shops across the nation are stocking gluten free products. New to Ontario is Cheecha Krackles, a tasty alternative to rice cakes or potato chips. Created by Cadcan Marketing & Sales, the unseasoned Original Flavour is guaranteed all natural potato flavour and is fat free, sugar free and lactose free. All Cheecha Krackles are trans fat, cholesterol and gluten free. Flavours include Original, Luscious Lime, Sea Salt and Vinegar, and Sea Salt and Spiced Pepper.

Buyers visiting the Ethnic & Specialty Food Expo can expect to see these and many other wonderful ethnic and specialty food vendors at the show. This expo introduces fabulous foods to the retailers and foodservice suppliers who put it on the table of the consumer.

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](http://www.divbusiness.com)

Show Dates: Sun. Sept. 30<sup>th</sup> – Mon. Oct. 1<sup>st</sup>, 2007  
Location: International Centre, 6900 Airport Road  
Hours: Sunday – 10am - 6pm  
Monday – 10am - 5pm  
Website: [www.ethnicandspecialtyfood.com](http://www.ethnicandspecialtyfood.com)

NB: Photos available upon request

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