



For Immediate Release  
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## THE PERFECT ECONOMY TO LAUNCH NEW FOOD PRODUCTS—TAP INTO SHIFTING CONSUMER TRENDS

Toronto, Ontario

The economic downturn is influencing where and how Canadians spend their food dollars. There is a shift in buying behaviour with many consumers returning to the grocery store looking for more economical ways to feed their families. While the current shift in spending is being reflected in the increasing revenue of Canadian grocery chains; there is a larger trend towards ethnic flavours now found on most menus and indeed encompassing the whole food industry.

Barb Dillingham, Senior Project Manager with GFTC indicates that "the demographic shift brought on by immigration as well consumers' interest in foods with ethnic flavours, is driving the need for increased internationally-inspired product availability. This growing market is here to stay and provides food product developers, food service and retailers with a great opportunity to direct new products".

According to event director Donna Wood, the Ethnic & Specialty Food Expo, including All Things Organic™, taking place October 5-6, 2009 at the International Centre in Mississauga, will provide exhibitors of new food products the opportunity to network with key players in the vibrant grocery and foodservice industries.

"Providing an environment for making business connections is one of the great benefits of our expo. Last year we had over 1400 buyers attend, and having that much buying power on the show floor makes for effective networking. One of our buyers commented that they were introduced to more innovative products, companies and opportunities than they got from other shows".

Manufacturers are turning to events like the Ethnic & Specialty Expo to help them get their product noticed by grocery buyers. Michael Wolfson with the City of Toronto, Economic Development has helped many entrepreneurs in the food industry promote their new products through programs like the Toronto Food Business Incubator. For four years running, they have showcased local start-up companies at this event, increasing their involvement with every passing year. This year, the Town of Markham is partnering with show producers to showcase local vendors.

“The Ethnic & Specialty Food Expo is one of the best venues to get your product noticed by the grocery buyer”, says Wolfson. Buyers come to this show looking for new ideas and products to add to their shelves and menus. Unlike other major food shows, the ESFE concentrates on up and coming food companies and showcases their products to interested buyers” Innovation drives growth; and this event focuses on innovative products.

AlbaLisa Gourmet Food Corporation participated in the 2008 TFBI pavilion and introduce their new corn, flour tortilla. Owner, Alba Lisa says that due to contacts made at last year’s event their tortilla production rate has increased by 525%. We met buyers from Price Chopper, now our tortillas will be available in all their stores across Ontario by the end of this summer. “Our sales have increased by 20 percent and doubled by February 2009, as a result of this success we have scheduled two new launches to be unveiled at the 2009 Ethnic & Specialty Food Expo, ‘organic tortillas’ and ‘creamy vegetable soup made with Almond milk.’

For more information on the event, please visit [www.ethnicandspecialtyfood.com](http://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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