

For Immediate Release

2008 Ethnic & Specialty Food Expo This Sunday & Monday

What: Specialty and Cultural Food Trade Show
Where: International Centre (6900 Airport Road), Hall 1
When: October 5-6, 2008

Thursday, October 4, 2008 (Toronto, Canada) –The third annual Ethnic & Specialty Food Expo, including the All Things Organic™ pavilion, runs from October 5th to October 6th, 2008, featuring foods from around the world, as well as your backyard. The Expo takes place in Hall 1 of the International Centre offers the industry innovative foods, top-notch educational sessions and cooking demonstrations .

Presentations and demonstrations include: featured chef Ezra Title, presented by Organic Trade Association Canada, demonstrates *Why Fresh Organic Cuisine Reigns Supreme for Flavour and Nutrition*; *You Can Make Delicious Soy Enchiladas with Starlite Cuisine's Soy Taquitos* with First Vegetarian Foods Inc; *Organic and Gluten Free Cassava/Yucca Crackers* offered by Casabi Organics; Aloha Hana Herbs & Flowers owner Eileen Comeaux presenting, for the first time, *Maui Fern Shoots*; *Pelekunu's Special Teri Sauces* with Ted and Michele Kuahine; *Food Industry Growth and the Scarcity of Skilled Staff* with Nabil Ikram; *Debuting What's New on Work-wear Runway this Fall* by Cintas; *Cintas' Catwalk – from waiting on tables to stocking shelves, Cintas covers it all*; and *Come in and let Cintas Show You "What's Cooking" in Corporate Apparel*.

Educational seminars include such topics as: Going Halal – Market Strategies, Industrial Dimensions; Food Follows Population; Leveraging Business Building Opportunities through Supplier Diversity; Insights and Initiatives – consumers demand more organic and locally sourced food; and Canadian Organic Retailing Practices – retailer consultation pre-publication.

Trends in the food industry indicate that Canadians are looking for healthier, more flavourful foods, but because of busy lifestyles, these foods need to be easy to prepare. Halal and Kosher products are becoming more popular as are Indian, Caribbean and Mediterranean foods. These products can be found at the show.

The Ethnic & Specialty Food Expo including the All Things Organic™ pavilion, now in its third 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