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For Immediate Release

Ethnic & Specialty Food Expo Caters to Canadian Eating Trends

Thursday, August 7, 2008 (Toronto, Canada) – The third annual Ethnic & Specialty Food Expo including All Things Organic™ pavilion revisits Toronto this fall, bringing a delectable array of culturally diverse, specialty and organic foods. The show runs from October 5th to October 6th at the International Centre (6900 Airport Road).

Visitors to the trade expo, including large chain super markets, restaurants, hotels and hospitals, can enjoy educational seminars, cooking demonstrations as well as source innovative food manufactures and importers/exporters.

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.

Canadians are eating more organic fare, so many ethnic foods, especially the Latino and Asian, have started to join the “ethnic gone organic” trend, while the specialty food market shows a move towards the more flavourful tastes of ethnic cuisine.

With the rise in gas prices and the rise in cases of food borne illnesses, Canadians are looking to “buy local” and be able trace from where the products are coming. This in turn helps support Canadian farmers.

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

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Show Dates: Sun. Oct. 5th – Mon. Oct. 6th, 2008
Location: International Centre, 6900 Airport Road
Hours: Sunday – 10am - 5pm
Monday – 10am - 5pm
Website: www.ethnicandspecialtyfood.com

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