

For Immediate Release

# 2008 Ethnic & Specialty Food Expo Brings the Tastes of Hawaii to Toronto

**Thursday, September 25, 2008 (Toronto, Canada)** – Hawaii, a group of islands known to tourists for their beauty, beaches and flavourful foods, visits the Ethnic & Specialty Food Expo, bringing authentic Hawaiian taste with it. Canadians, with their open-minded and culturally adventurous dining habits, are bound to eat it up. The third annual Ethnic & Specialty Food Expo, including the All Things Organic™ pavilion, runs from October 5<sup>th</sup> to October 6<sup>th</sup>, 2008, featuring specialty and cultural foods from around the world, as well as your backyard.

Aloha Spice Company's line of organic Hawaiian seasonings is handcrafted in small batches on the Garden Island of Kauai. Their seasonings and rubs reflect the diversity of cultures and flavours unique to Hawaii, with all their seasonings made using organic herbs and spices, grown on certified organic farms. They also use 'Alaea red Hawaiian sea salt, which is unique to the Hawaiian Islands.

DCL Inc. is an exporter of food products exclusive to Hawaii. They feature exotic and fresh island fruits, Filipino and Southeast Asian produce, Hawaiian local favorites and authentic Hawaiian food. These tasty treats include calamungai, papaya, pineapple, lychee, basil, rambutan, ngo ngi and hasa hasa, to name a few.

Dr. Paulo's eleven 100% Kona coffee and macadamia nut farms make up the largest privately owned group of farms in the South Kona district of the Island of Hawaii. Their family's goal is to provide the highest quality of Kona coffee and macadamia nuts, by maintaining control of the product from seed to package. This requirement for quality has led to their triple chocolate coated peaberry coffee beans and macadamia nuts as being considered the best in the world. The plain or salted macadamia nuts and 100% Kona coffee are sought after by connoisseurs of the finest gourmet products.

A long-standing tradition in the Hawaiian Islands, Royal Hawaiian Seasoning is a unique mixture of the finest all-natural quality ingredients. This blend of seasonings was created in 1948 by "Grandfather" Lau Fook Yau, the retired master chef of a world-renowned golden era resort on Waikiki Beach. Now available to the world, Royal Hawaiian Seasoning has been enjoyed in Hawaii for four generations, and boasts all-natural ingredients with no preservatives.

Aloha Hana Herbs & Flowers presents Maui Fern Shoots. On Maui it is called pohole, on the other islands it is named ho`i`o, the Japanese name them Warabi and the Philippines say "pako". They come from the family of the fiddlehead, but are very different in taste and the way they are prepared – eaten raw or blanched. Maui Fern Shoots are gathered from the jungle of East Maui, Certified Organic and Certified Wildcrafter.

Hawaii Business Group Incorporated carries Hawaii's two most popular sauces and marinades: Lum's Char-Siu Sauce, a Chinese marinade which is in the top half-percent of all sauces; Huli-Huli Sauce, primarily for chicken, but delicious on all meats; among more than 300 other made-in-Hawaii products.

A native Hawaiian family owned business, Pelekunu's produces a variety of teri sauces that promote Hawaii's cultural mix of unique flavors like passion-orange and li-hing mui seasoning, found in their popular "Jawaiian Rainbow". Other teri sauce flavors include the original "Backside Special Teri Sauce", "Jawaiian Hot & Spicy", and their newest blend, made for people on low-sugar or low-sodium diets, called "Island Style's Favorite."

Keeping with Canadian trends, other foods at the Ethnic & Specialty Food Expo include Halal, Mexican fusion, organic pet, organic-ethnic, vegan, Kosher and buy-local, among many others. Canada Cooks demonstrations are presented throughout both days with a variety of chefs and an assortment of foods.

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

Show Dates: Sun. Oct. 5<sup>th</sup> – Mon. Oct. 6<sup>th</sup>, 2008  
Location: International Centre, 6900 Airport Road  
Hours: Sunday – 10am - 5pm  
Monday – 10am - 5pm  
Website: [www.ethnicandspecialtyfood.com](http://www.ethnicandspecialtyfood.com)

NB: Photos available upon request

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