

For Immediate Release

## Trends in the Canadian Food and Beverage Industry at Ethnic & Specialty Food Expo

- Trade Show Presents Popular Key Panel Discussion with Moderator Margaret Webb -

**Tuesday, September 16, 2008 (Toronto, Canada)** – As people take more notice of what they eat, Canadian eating trends are changing. At this year's Ethnic & Specialty Food Expo a key panel discussion, presented by Guelph Food Technology Centre, takes place on Monday, October 6<sup>th</sup>, 2008 from 9am to 11am at the International Centre (6900 Airport Road) and is already fully booked. The topic up for deliberation is **Navigating Niches - Mapping the Diverse Palate of a Complex Consumer**. 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.

Topics discussed include: Global Consumer Trends – products and trends from around the world; What are World Foods – Layered, Fusion Foods – exploring changing flavour preference; Growing with Organics – opportunities in Canada's organic market; Halal Market – size, demographics and demands of the market; and Local / Slow / Ethical Food Movement.

Discussion Moderator is Margaret Webb, author of the much-loved book, *Apples to Oysters: A Food Lover's Tour of Canadian Farms* (Penguin, Spring 2008). Margaret grew up on a farm just outside Barrie, Ontario. She held senior editorial positions at several national and city magazines before embarking on a adventuresome freelance career that has taken her to Montreal to write poetry and fiction; Los Angeles where she worked on two screenplays for Walt Disney Studios; and back to Toronto where her magazine articles have appeared in The Globe and Mail, Saturday Night, Chatelaine, Toronto Life and Canadian Geographic.

Panelists include Matthew Holmes, Dana McCauley, Ehsan Sairally, Paul Sawtell and Alison Tulett. Matthew Holmes is the managing director of the Organic Trade Association in Canada and chair of the processing working group of the Canadian organic standards. Dana McCauley & Associates Ltd. is a with company portfolio including a wide range of national grocery and beverage manufacturers. Dana is a former writer, food editor and frequent contributor to many publications and television shows. Ehsan Sairally is a food professional with over 27 years experience in providing a variety of services to Canada's agri-food business. Paul Sawtell is the co-founder and co-owner of 100km Foods Inc, a new company partnering with chefs and producers to bring locally grown food direct from the farm-to-restaurant. Alison Tulett, Product Development Manager, Sobeys Inc. graduated with distinction and holds a Grand Diploma from French Culinary Institute, New York.

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: There is still room for media interested in attending the panel discussion. Please contact:

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