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Canada

Promotion Opportunities

Food and Beverage Shows

2002

Approved by:

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U.S. Embassy

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Report Highlights:

This Food and Beverage Shows report (including Health Food Shows) is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa [CA1], CA

This Food and Beverage Shows report (including Health Food Shows) is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Shows with USA Pavilions and FAS endorsement are highlighted by an asterisk. For further information on participation in these shows please contact the FAS office at the U.S. Embassy in Canada at agottawa@fas.usda.gov.

Food and Beverage Shows

ApEx 2003

Feb. 16-18, 2003

International Centre, Mississauga, ON

Type of Show: Trade

Established: 1953

Objectives: To enhance the quality of food services and hospitality industry.

Products Displayed: Food products, technological services, and equipment that interacts with any aspect of food services and hospitality industry.

Attractions: Educational seminars along with culinary competitions.

Attendance: 4,000

Exhibitors: 350

Net Space: 35,000 sq.ft.

Rates: Min. booth 10' x 10' \$949; \$999 (corner booth); \$14.40/sq.ft.

Show Manager: Pawla Lunney. Email: plunney@crfa.ca

Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. W., Toronto, ON M5S 1W5 Phone: (416) 923-8416, (800) 387-5649.

Fax: (416) 923-6164 <http://www.apextradeshows.com> or
www.ofbshow.com.

Official Service Contractor(s): Freeman Decorating Company.

Official Sponsor(s): Atlantic Provinces Restaurant Hotel, Motel Food Services
Exposition Association.

ARFEX Alberta Restaurant & Foodservices Exposition

Apr 8-9, 2003

Northlands Park Agricom, Edmonton, Alberta

Type of Show: Trade

Established: 1980

Objectives: A show to display and market products to the hospitality and food service industry in western Canada.

Products Displayed: Food and beverage products, equipment, machines and supplies.

Attractions: Hospitality stage features, cooking demonstrations and fashion show.
Topical seminars.

Attendance: 11,000

Exhibitors: 430

Net Space: 900,000 sq.ft.

Rates: Min. booth 10' x 10' \$950. Corner Booth (10' x 10') \$950, Single Booth (10' x 10') \$900, 2nd Booth \$850, 3rd Booth \$800, 4th and additional \$750, Single Booth (10' x 6') \$600

Show Manager: Laurina Milne

Show Producer: Alberta Restaurant & Foodservices Association, 10085-166 St.,
Edmonton, AB T5P 4Y1 Phone: (780) 444-9496, (800) 461-9762.
Fax: (780) 481-8727 <http://www.arfa.net>. [Email:arfex@arfa.net](mailto:arfex@arfa.net)

Official Service Contractor(s): Stampede Display.

Official Sponsor(s): ALTA. Restaurant Assoc.

Bridge Brand Food Show

May 20-21, 2003

Roundup Centre, Calgary AB

Type of Show: Trade

Established: 1989

Objective: To provide an opportunity for those in the industry to view various food products and services.

Attendance: 4,000

Exhibitors: 135

Net Space: 50,000 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Don McKinlay, Phone: (403) 235-8552.

Show Producer: Bridge Brand Food Services, 1802 Centre Ave. N.E., Calgary, AB T2E
0A6 Phone: (800) 332-1118 Fax: (403) 273-6071
<http://www.bridgebrand.ca>.

Bakery Showcase 2004

May 16-18, 2004

Toronto Congress Centre, Toronto, ON

Type of Show: Trade

Established: 1964

Objectives: A trade and convention event that provides an educational, business and networking forum for companies or individuals who produce finished baked products for sale or resale in Canada.

Products Displayed: All ingredients, finished products, equipment, services and technology sold to and through stores carrying baked products.

Attractions: Seminars

Attendance: 4500

Exhibitors: 200

Net Space: 30,000 sq.ft.

Rates: Min. booth 10' x 10' \$995 (members); \$1395 (non-members).

Show Manager: Rosemary Dexter

Show Producer: Baking Association of Canada, 7895 Tranmere Dr., Ste. 202 Mississauga, ON L5S 1V9 Phone: (905) 405-0288. Fax: (905) 405-0993 E-mail: info@baking.ca <http://www.bakingassoccanada.com>.

Official Service Contractor(s): Stronco Show Services

Official Sponsor(s): Baking Association of Canada

Canadian Coffee and Tea Expo 2002

September, 2002

Metro Toronto Convention Centre, Toronto, ON

Type of Show: Trade

Established: 1998

Objectives: A show to present new products, trends and equipment to those in the coffee and tea industry in Canada.

Attractions: Cooking demonstrations, seminars and workshops.

Attendance: 2,750

Exhibitors: 250

Net Space: 50,000 sq.ft.

Rates: Min. booth 10' x 10' \$13/sq.ft.

Show Manager: Saria Beig.

Show Producer: Coffee Culture Magazine, 161 Fredrick St., Toronto, ON M5A 4P3
Phone: (416) 596-1480 ext.229. Fax: (416) 596-9793

<http://www.coffeeandbeverage.com>

[Email:coffeeandbeverage@warwickgp.com](mailto:coffeeandbeverage@warwickgp.com)

Official Sponsor(s): Coffee Culture Magazine.

BC Foodservice Expo 2003

Mar 2-4, 2003

Vancouver, BC, BC Place Stadium

*CAEM Member

Type of Show: Trade

Established: 1967

Objectives: To showcase products, equipment and services specifically for the hospitality industry.

Products Displayed: Food lines, equipment and support services to restaurant industry.

Attractions: Junior chefs' competition, ice carving, along with demo cooking.

Attendance: 14,500

Exhibitors: 450

Net Space: 60,000 sq.ft.

Rates: Min. booth 10' x 10' \$1290.

Show Manager: George Acs, E-mail: gacs@bcdfa.com.Show Producer: BC Restaurant & Foodservice Association, 140-475 W. Georgia St., Vancouver, BC V6B 4M9 Phone: (604) 669-2239, (800) 663-4483. Fax: (604) 669-6175 E-mail: service@bcdfa.com <http://www.bcdfa.com>.

Official Service Contractor(s): Levy Show Services.

Official Sponsor(s): BCRFA.

Future Dates: Feb 29-Mar 2 2004, Mar 6-8 2005

Canadian Automatic Merchandising Show

March, 2004

Toronto, ON

Type of Show: Trade

Established: 1953

Objectives: A trade show that caters to anyone involved in the vending industry, suppliers and operators.

Products Displayed: Vending, office coffee service, machine equipment and product supplies.

Attractions: Special events, sporting events, presidents dinner, entertainment, and theatre.

Attendance: 1,000

Exhibitors: 80

Net Space: 28,000 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Amanda Curtis.

Show Producer: Canadian Automatic Merchandising Association, 2121 Argentina St., Ste. 404, Mississauga, ON L5N 2X4 Phone: (905) 826-7695. Fax: (905) 826-4873 E-mail: info@vending-cama.com, www.vening-cama.com.

Canadian Fine Food Show

May 25-26, 2003 (Memorial Day)

International Centre, Mississauga, ON

Type of Show: Trade

Established: 1985

Objectives: To display fine food to consumers.

Products Displayed: Specialty foods, beverages, accessories, packaging and services.

Attractions: Keynote speakers, seminars, demonstration kitchen, sampling spotlights, and new product display areas.

Attendance: 2,750

Exhibitors: 275

Net Space: 70,000 sq.ft.

Rates: Min. booth 10' x 10' \$1250: \$1200 (C.A.S.F. members).

Show Manager: Richard Swayze.

Show Producer: Meteor Show Productions Inc., 298 Sheppard Ave. E., Willowdale, ON
M2N 3B1 E-mail: weil@meteorshow.com. Phone: Vincent Mancuso
(905) 761-9951

Official Service Contractor(s): Ainsworth Electric, GES Canada, Lange Transportation and Storage.

Chocolate Fest 2002

Aug 5-11, 2002

Town of St. Stephen, St. Stephen, NB

Type of Show: Trade & Consumer

Established: 1985

Objectives: A non-profit organization which promotes a local community festival highlighting chocolates and candy from the Ganong Bros. Limited candy factory.

Products Displayed: Chocolates and candy from the Ganong Bros. Limited, chocolate products from sponsors and New Brunswick crafts.

Attractions: Children's entertainment and local talent will perform throughout the festival. Tours of Ganong Bros. Limited.

Attendance: 6,000

Exhibitors: 40

Show Manager: Susan Arsenault.

Show Producer: Chocolate Fest Inc., PO Box 5002, 1 Chocolate Dr., St. Stephen, NB E3L
2X5 Phone: (506) 465-5600. Fax: (506) 465-5641 E-mail:
chocolatefest@ganong.com <http://www.ganong.ca>.

Official Sponsor(s): Ganong Bros. Limited.

Exposition Provinciale Colabor

Sep 27-30, 2002

Hotel Gouverneurs, St-Hyacinthe, QC

Type of Show: Trade

Established: 1988

Objectives: To provide a retail and food service selling show to trade members.

Attendance: 8,000

Exhibitors: 350

Net Space: 80,000 sq.ft.

Rates: Min. booth 10' x 10' \$32.50/sq.ft.

Show Manager: Gilles C. Lachauce.

Show Producer: Production Colabor Canada (1973) Ltée., 2025 de la Métropole,
Longueuil, QC J4G 1S9 Phone: (450) 651-8291. Fax: (450) 646-7487.

Official Service Contractor(s): Decor Expert Expo.

Grocery Showcase West 2003 (*USA Pavilion)

Mar 23-24, 2003

Vancouver, BC, Vancouver Convention and Exhibition Centre

Type of Show: Trade

Established: 1989

Objectives: To provide a trade show and conference for western Canada's retail/wholesale grocery industry.

Products Displayed: Manufacturers and distributors of fresh, frozen and convenience foods, beverages, imported specialty foods, health foods, store equipment and industry service organizations.

Attractions: Conference, seminars and social events.

Attendance: 4,000

Exhibitors: 300

Net Space: 33,500 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Andrea Hazard.

Show Producer: Canadian Federation of Independent Grocers, 902-2235 Sheppard Ave. E.,
Willowdale, ON M2J 5B5 Phone: (416) 492-2311 x 224. Fax: (416)
492-2347 <http://www.groceryinnovations.com>

Official Service Contractor(s): Levy Show Service Ltd.

Official Sponsor(s): Canadian Federation of Independent Grocers.

Food & Beverages Conference

Jan 13, 2003

BC Place Stadium, Vancouver, BC
Type of Show: Trade
Established: 1996
Objectives: To provide an educational conference specifically geared to the food and beverage industry.
Attendance: 300
Exhibitors: 400
Net Space: 40,000 sq. ft.
Rates: Min. booth 10' x10' \$12.00/sq.ft.
Show Manager: Heather Angeared.
Show Producer: BC Restaurant Association, 475 West Georgia, Ste. 140, Vancouver, BC N6B 4M9 Phone: (604) 669-2239, (800) 663-4482. Fax: (604) 669-6175.
Official Sponsor(s): Diners/enRoute

Grocery Innovations Canada 2002 (*USA Pavilion)

Oct 27-29, 2002

Toronto, ON

Type of Show: Trade
Established: 1962
Objectives: A convention and trade show for Canada's retail/wholesale grocery industry both domestic and international.
Products Displayed: Manufacturers and distributors of fresh, frozen and convenience foods, beverages, imported specialty foods, health foods, store equipment and industry service organizations.
Attractions: Convention, seminars, banquets, Pete Lockett's Produce and Centre Cut Charlie's Meat Pavilions.
Exhibitors: 367
Net Space: 71,200 sq.ft.
Rates: Min. booth 10' x 10'.
Show Manager: Cara Carey. Vice President (Phone: 416-492-2325; ext. 224. Email: info@cfig.ca)
Show Producer: Canadian Federation of Independent Grocers, 902-2235 Sheppard Ave. E., Willowdale, ON M2J 5B5 Phone: (416) 492-2311. Fax: (416) 492-2347
E-mail: info@cfig.ca <http://www.groceryinnovations.com>.
Official Sponsor(s): Canadian Federation of Independent Grocers.

Capital Hospitality Show

Mar 6, 2003

Congress Centre, Ottawa, ON

Type of Show: Trade
Established: 1996
Objectives: A trade show for industry professionals from the restaurant and hospitality industry to gather to buy new products, taste test food and beverage products, source suppliers and see new trends.
Products Displayed: Foodservice equipment, products, services, food products and beverage products.
Attractions: New Products, Education and Networking.
Specific Location: Still Being Developed
Rates: \$1,325 per exhibit space and \$5,000 per sponsorship (including one booth)
Show Manager: Kevin D'Entremont
Show Producer: InBusiness Media Network Events, 1686 Woodward Dr., Ottawa, ON K2C 3R8 Phone: (613) 786-2619; Fax: (613) 230-1554. E-mail: inbusinessmedia.com. <http://www.ibmnevent.com>.
Official Sponsor(s): InBusiness Media Network.

Serca's Carnival Food Show - Toronto

Apr 8, 2003

Kingston, ON

Type of Show: Trade
Established: 1990
Objectives: A show to display food and products for the food service industry.
Attractions: Seminars.
Attendance: 1,000
Exhibitors: 115
Net Space: 35,000 sq.ft.
Rates: Min. booth 10' x 10' \$1500.
Show Contact: Randi Galloway. Phone: (905) 670-8605 x2306.

Summit/Longo Foods & Equipment Show

Sep 18, 2002

London Convention Centre, London, ON

Type of Show: Trade

Established: 1992
Objectives: To provide those in the food industry with information on new products, equipment and services.
Products Displayed: Food related products, equipment and services.
Attendance: 1,850
Exhibitors: 200
Net Space: 25,000 sq.ft.
Rates: Min. booth 10' x 10'.
Show Manager: Claire Baillie.
Show Producer: Summit Foods, 580 Industrial Rd., London, ON N5V 1V1 Phone: (519) 453-3410. Fax: (519) 453-5148.

Trends Foodservice Expo

Oct 16, 2002

Victoria Conference Centre, Victoria, BC

*CAEM Member

Type of Show: Trade

Established: 1979
Objectives: A trade show for foodservice professionals.
Products Displayed: Food service equipment, food, beverages, and services.
Attractions: Opening day breakfast.
Attendance: 3,000
Exhibitors: 128
Net Space: 18,000 sq.ft.
Rates: Min. booth 8' x 10' \$595.
Show Manager: George Acs.
Show Producer: Restaurant & Food Services Association of BC, 475 W. Georgia, Ste. 140, Vancouver, BC V6B 4M9 Phone: (604) 669-2239. Fax: (604) 669-6175.
Official Service Contractor(s): Island Professional Displays.
Official Sponsor(s): Victoria Branch, BCRFA.

Centrex Hospitality Show

Oct 20-21, 2002 & Oct19-20,2003

Winnipeg Convention Centre, Winnipeg, MB

Type fo Show: Trade

Established: 1963

Attendance: 4,000 - 5,000
Exhibitors: 125
Space: 25,000 sq.ft.
Rates: Min. booth 10' x 10' \$800.
Manager: Jerry Weir.
Producer: Manitoba Hotel Association, 1505-155 Carlton St., Winnipeg, MB R3C 3H8 Phone: (204) 942-0671.
Official Service Contractor(s): Western Display Service Limited.
Official Sponsor(s): Manitoba Hotel Association

Rendez-Vous

Apr 2-4, 2003

Place Bonaventure Hotel, Montréal, QC

Type of Show: Trade
Attendance: 14,000
Exhibitors: 400
Show Manager: Jean Cyr.
Show Producer: Hotel Restaurant Suppliers Association, 2435 Guenvett St., St. Laurent, QC H4R 2E9 Phone: (514) 334-5161.

Hostex

Oct 20-22, 2002

Toronto International Centre, Toronto, ON

Type of Show: Trade
Products Displayed: Agri-food products, equipment, smallwares etc. For buyers in the foodservice sector.
Attractions: Seminars
Attendance: 13,000 - 14,000
Exhibitors: 1150
Rates: Min. booth 10' x 10' \$1800.
Manager: Pawla Lunney
Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. W., Toronto, ON M5S 1W5 Phone: (416) 923-8416. Fax: (416) 923-1450 1-800-387-5649 E-mail: plunney@crfa.ca

SIAL Montréal (*USA Pavilion)

Apr 2-4, 2003

Palais des Congrès de Montréal, Montréal, QC

Type of Show: Trade
Products Displayed: Food and beverages
Attractions: National pavilions

Attendance: 12,000
Exhibitors: 500
Net Space: 200,000 sq.ft.
Rates: Min. booth 100 sq.ft.; \$30/sq.ft.
Show Manager: Expositum
Show Producer: SIAL Montréal, 300 Léo-Pariseau St., Ste. 1100, PO Box 159, Place du Parc, Montréal, QC H2W 2M9 Phone: (514) 289-9669 1-800-363-3923.
Fax: (514) 849-3021 E-mail: info@sial-montreal.com <http://www.sial.fr>.
Official Sponsor(s): Québec Retailers, Québec Agri-Food Export Club.

Canadian Produce Marketing Association Trade Show and Convention

Feb 5-8, 2003

Montreal, QC

Type of Show: Trade
Products Displayed: Fresh produce
Attractions: Convention
Attendance: 15,000
Exhibitors: 250
Net Space: 60,000 sq.ft.
Rates: 10' x 10' \$1,500 (members); 10' x 10' \$2250 (non-members).
Show Manager: Mary Swain
Show Producer: Canadian Produce Marketing Association, 1101 Prince of Wales Dr., Ste. 310 Ottawa, ON K2C 3W7 Phone: (613) 226-4187 x 219. Fax: (613) 226-2984 E-mail: mswain@cpma.ca <http://www.cpma.ca>.
Official Service Contractor(s): Levy

Health Food Shows

Canadian Health Food Association Expo East Trade Show & Conference

Sep 30-Nov 3, 2002

Metro Toronto Convention Centre North Building, Toronto, ON.

Type of Show: Trade

Established: 1977
Objectives: A buying show for suppliers, manufacturers, distributors, brokers of natural or health products, to display their goods to retailers.
Products Displayed: Natural products, health food products such as vitamins, supplements, herbals, organic foods, health foods and natural beauty products.
Attractions: Trade Show, education sessions, keynote speakers, workshops and social events.
Attendance: 2,000
Exhibitors: 350
Rates: \$800-\$1700.
Show Manager: Maureen Rego.
Show Producer: Canadian Health Food Association, 550 Alden Rd., Ste. 205, Markham, ON L3R 6A8 Phone: (905) 479-6939; 800-661-4510. Fax: (905) 479-1516. E-mail: mrego@chfa.ca <http://www.chfa.ca>.
Official Service Contractor(s): Levy Show Services.
Official Sponsor(s): Member Sponsors.

Canadian Health Food Association Expo West Trade Show and Conference

Apr 24-27, 2003

Vancouver Convention & Exhibition Centre Halls A/B/C, Vancouver, BC.

Type of Show: Trade

Objectives: A buying show for suppliers, manufacturers, distributors, brokers of natural or health products, to display their goods to retailers.
Products Displayed: Natural products, health food products such as vitamins, supplements, herbals, organic foods, health foods and natural beauty products.
Attendance: 2,000
Exhibitors: 300
Rates: Min. booth 6' x 8' \$600; 10' x 10' \$1265; 10' x 10' corner \$1380; pavilions: 400 sq.ft. \$5520, 600 sq.ft. \$8280, 900 sq.ft. \$12420, 1200 sq.ft. \$16560.
Show Contacts: Maureen Rego. Tel: (604) 689-8232 * Fax: (604) 647-7316
E-mail: admin@chfa.ca <http://www.chfa.ca> or Website: www.vanconex.com

CHFA Expo West

Sep 19-22, 2002

Metro Toronto Convention Centre, Toronto, ON

Type of Show: Trade

Attendance: 200
Exhibitors: 40
Products Displayed: Health food and related items.

Rates: \$350 flat rate for table-top.
Show Manager: Maureen Rego
Show Producer: Maureen Rego, 550 Alden Rd., Ste. 205 Markham, ON L3R 6A8 Phone:
(905) 479-6939. Fax: (905) 479-1516.
Official Sponsor(s): Nature's Path, Happy Planet, Greens Plus, Nature's Harmony.

CHFA Expo East

Apr 24-27, 2003

Vancouver Convention Exhibition Centre

Type of Show: Trade
Attendance: 200
Exhibitors: 40
Products Displayed: Health food and related items.
Rates: \$350 flat rate for table-top.
Net Space: 40,000 sq.ft.
Show Contacts: Maureen Rego. Phone: (905) 479-6939. Fax: (905) 479-1516.

Food Meetings of Interest

Canadian Specialty Food Association

General Meeting: May 26, 2003, second day of Canadian Fine Food Show, International
Centre, Toronto, ON.
Trade Show: Canadian Fine Food Show
Info: Phone: (905) 761-9951 Fax: (905) 761-9952.

Food Institute of Canada

General Meeting: Apr 23-25, 2003, Niagra
Info: Phone: (613) 722-1000 Fax: (613) 722-1404.

Confectionary Manufacturing Association of Canada

General Meeting: Jun 5-7, 2003, Blue Mountain Inn, Collingwood, ON
Info: Phone: (416) 510-8034 Fax: (416) 510-8044.

Food and Consumer Products Manufacturing of Canada

General Meeting: April 7-8, 2003, Inn On The Park Hotel, Toronto, ON
Info: Phone: (416) 510-8024 Fax: (416) 510-8043.

Canadian Importers Association, Inc.

General Meeting: Oct21-23, 2002, Holiday Inn Select, Toronto, ON
Info: Phone: (416) 595-5333 x 31 Fax:(416) 595-8226.

Baking Association Of Canada

General Meeting: May 16-17, 2004, Toronto Congress Centre, Toronto, ON

Info: Phone: (905) 405-0288 Fax: (905) 405-0993

Trade Show: Bakery Showcase 2004

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Contact FAS/Ottawa by e-mail: usagr@istar.ca

Related FAS/Ottawa reports:

Report Number	Title of Report	Date
CA1161	Canadian 2002 Foodservice Sales Forecast	11/16/01
CA2001	Organic Food Industry Report	37346
CA2002	Convenience & Non-Traditional Grocery Outlets Report	37346