



North American Food Marketplace (SIAL Canada)

The Trends & Innovations competition reveals the 10 award recipients for its 2010 edition: Québec companies take top honors for their remarkable innovations!

Montréal, April 12, 2010 — Last Wednesday an independent, multiprofessional jury determined the 10 finalists for the 2010 Trends & Innovations competition. A group of hotel and restaurant management students from Institut du Tourisme et de l'Hôtellerie du Québec (ITHQ) is now set to select the recipient of the SIAL Canada 2010 *Trends & Innovations Grand Prize* from among these finalists. On the menu this year? A host of innovations and a profusion of Québec products!

The trend for 2010

This edition of SIAL Canada 2010 is particularly rich in innovation. The jury, made up of nutritionists, marketing, packaging, and design specialists, and specialized journalists, called attention to products that appeal to consumers and are also healthy, convenient, and good for them. Exhibitors presented a variety of innovations that were closely in line with today's major trends. The focus was notably on convenience and health, with an all-natural approach. Once again small companies set themselves apart with bold innovations that combined pleasure with fine dining while remaining ultramodern and tailored to current consumer behavior.

Winners

The jury determined the 10 product finalists of the 2010 Trends & Innovations competition under various selection criteria:

Innovation

Food fusion or the use of unusual ingredients in certain categories helps create a value-added futuristic aspect. Under this criteria the **ginger maple butter** from **Citadelle Maple Syrup Producers' Cooperative** and the **basil ice cream** from **Monsieur Basilic** were selected.

Interactivity

New technology increases possibilities for consumers, especially those who wish to control what they eat. Consequently, increasingly more products are emerging that provide consumers with more useful information thanks to interactive features. In this respect **Complait** from **Nutrinor coopérative agro-alimentaire du Saguenay–Lac-Saint-Jean** stood out, because it helps consumers discover where the milk in this product comes from (traceability).

Handling and new needs

Much progress has been made in terms of product packaging and handling in the past ten years, but there is still a long way to go. **Vanilla Caviar** from **Aust & Hachmann (Canada) Ltd.** provides consumers with Madagascar vanilla without bean extraction. The jury was also impressed with **Evolulu** from **Mets petits choux**, a line of microwave dishes that offers recipes with textures tailored for 10 month old infants.

Timesavers

Consumers are increasingly seeking to save time on boring tasks to have more time for pleasure. The recipes for **confit pork cheek** from **Industrie gastronomique Cascajares** drew favorable attention from the jury because the dishes are prepared and seasoned so that restaurateurs and cooks can apply their culinary skills in a jiffy. In the same vein the jury loved the **Fresh Attitude** complete, ready-to-eat salads from **Vegpro International Inc.**, whose various ingredients come in the package compartments.

Natural and risk free

This trend promotes plant-based innovations, which have the double benefit of being natural and functional (vitamins, fiber, etc.). Many producers at SIAL Canada opted for this trend. **Algues Kombu Royal** from **Les Gaspésiennes** was selected because it is high in vitamins and trace elements, along with **100% fruit sorbets** from **Solo Fruit Inc.**

Ethical attitude

Lastly, awareness that our environment is fragile is leading to the production of responsible products. Also of note is the development of organic products in recent years, which focus on respect for nature. Under this criteria the jury selected the **D'Origina – A boreal moment** line from **Coopérative Forestière Girardville**, which features flavors and aromas from Québec's boreal forest.

A few words on SIAL Canada

SIAL Canada is an international food tradeshow part of the SIAL network of 5 Tradeshows on 4 continents (France, Canada, Argentina, China, and United Arab Emirates), 7,500 exhibitors from over 100 countries and 200,000 visitors from more than 200 countries. In 2001, the Quebec Food Retailers Association (A.D.A.Q.), the Agri-Food Export Group—Quebec-Canada and the Exposium Group joined forces to create a SIAL that was specific to the North American marketplace; SIAL Canada was founded, and the exhibition was then held every two years. In 2007, SIAL Canada became an annual event enabling clients of the exhibition, exhibitors and visitors alike, to stay attuned to the ebb and flow of the market and of prospective business opportunities. For more information on SIAL Canada, visit <http://www.sialcanada.com>.

Media Briefing

Please note that Xavier Terlet of XTC World Innovation, expert for SIAL (Paris, Shanghai, and Montréal) and jury chair for the Trends & Innovations competition, will be at SIAL Canada for a media briefing followed by a brief tour of the exhibitors on Thursday, April 22 at 2 p.m.

– 30 –

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