



Canadian Trade Successes 01-06

TRADESHOW PRESENCE A BOON FOR MAXI CANADA

Company contact information:

Maxi Canada Inc.

Steven Silverman, Vice-president of Sales & Marketing
Saint-Lin–Laurentides, Quebec
Tel: (450) 439-2500
Email: stevens@maxi.com
www.maxi.com

Key Quotation:

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Story details:

When the world’s food industry professionals want to know more about the market, find out what the latest innovations are, and establish new commercial relations, they inevitably focus their attention on Alimentaria in Mexico, the largest and most successful tradeshow in the food and drink industry.

And that’s exactly why Maxi Canada Inc.—an innovative Montreal frozen-food company specializing in processed chicken products—decided it absolutely had to be at Alimentaria 2004.

“Alimentaria is the thermometer for gauging the state of the food and drink industry,” says Steven Silverman, Maxi Canada’s vice-president of sales and marketing. “It’s a great vehicle to see who is out there and to better understand the market. We were absolutely delighted to

have the opportunity to connect with so many high-calibre decision makers during the show.”

Perhaps most important, he adds, the Alimentaria experience gave Maxi Canada welcome exposure to key players in the international marketplace. Founded in 1970, Maxi is already a major Canadian supplier of processed chicken products to customers in the United States and Mexico. It operates a modern 140,000 square foot (13.006 m²) facility just outside of Montreal.

“We supply retail products under the Yummy® brand name, and produce private-label retail products, as well as products for food service operators, distributors and industrial customers,” Silverman explains. “Our Dino Buddies® are the best-selling specialty-shaped chicken nuggets in North America. And we are constantly praised by our customers for our originality in products, shapes and flavours.”

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Maxi also used Alimentaria to introduce a new product, Yummy Chick’n Teasers®. Like the company’s overall experience at the tradeshow, the Teasers are an overwhelming success with retailers.