



**Markets & Trade Team Ontario /
L'équipe du marché et commerce de l'Ontario**

Competitive Insights*

February 2006

The Canadian International Food & Beverage Show

Issue No. 1

Introduction

The 2006 Canadian International Food & Beverage Show provided an excellent opportunity to view some of the industry's new products and catch up on some of the latest trends.

The Canadian International Food & Beverage Show ran for three days, from February 19th-21st at the International Centre in Toronto, ON. The Show is owned and managed by the Canadian Restaurant & Foodservice Association (CFRA) and this year the show hosted approximately 650 exhibitors and between 7,500 and 10,000 trade only visitors.



This year, the show attracted twelve Trade Commissioners from Japan, Venezuela, and the USA. As well, approximately twelve buyers from Japan, Mexico and the USA utilized Agriculture & Agri-Food Canada's Business Office at the show to meet with Canadian companies about their products. There were approximately eighty one-on-one meetings that took place at the show, as well as meetings taking place outside of the show between international buyers and Canadian companies.

There was a variety of products displayed, everything from microwaveable or steam cooked dinners, to pub food, to rich desserts. There was an organic sector exhibit and pavilions from New Zealand, South Korea, United States, India, Greece, Great Britain and Barbados.

* A series of period reports that provide observations and insights on market conditions, market structure or other related marketing or investment aspects that may influence the marketing or investment strategies and decisions taken by Canadian companies in their pursuit of export opportunities and business growth.

Innovative Products



Sea•Gem Caviar is a Quebec based company which produces **Kelp Caviar**. Kelp Caviar is seaweed based, nature identical, health and eco-friendly caviar alternative that looks smells and tastes just like the real thing. Kelp is one of the world's healthiest foods and is rich in essential minerals, amino acids, vitamins and iodine. Sea•Gem states that kelp helps to lower cholesterol, improve blood circulation, strengthen immune systems, clear heavy metals from the body, as well it has proven anti-cancer effects, and cleanses the body of toxins. Kelp Caviar is pasteurized, giving it a longer shelf life, and is also available in natural beluga, salmon, and wasabi flavours. The product can also be sold and shipped without refrigeration, thus reducing shipping costs. Kelp Caviar is sold in 100ml and 640ml jars.



Burnbrae Farms is a company known for their innovative egg products. This year they featured **Eggbites**, a breaded nugget filled with scrambled eggs. Eggbites are made with fresh Canadian Grade A eggs and are available in a plain or cheese variety. They are quick and easy to prepare and are ideal for snacks, drive-through, buffets or hors d'oeuvres. They are great for dipping in salsa, ketchup or any other innovative sauce. Eggbites was a finalist in the North America Foodservice Grand Prix New Product Awards. The gross weight for a bulk box of Eggbites is 4.5kg which includes approximately 180 bites.



The customers of **Terra Beata Cranberry Farm** claim that their **Cranberry Mincemeat** product is 'the taste of Christmas in a jar.' Their Cranberry Mincemeat is a different kind of mincemeat, which is a blend of cranberries, apples, raisins and spices. The product contains no additives, preservatives or fillers and is delicious in crepes, tarts, or warmed over ice cream or cheesecake. Terra Beata Cranberry Farm's Cranberry Mincemeat is sold in 500ml or 250ml containers.



McCain, while best known for potato products, has developed a new product in the dessert category. At this year's show they were promoting their **Double Chocolate Brownie Bites** and **New York Cheesecake Bites**. McCain has been targeting the hotel and restaurant sector specifically for these products. The Double Chocolate Brownie Bites are bites of chocolate in chunks of extra moist chocolate brownie covered in a rich, semi-sweet chocolate batter. They can be served cold or be popped in an oven or deep fryer and served hot. The New York Cheesecake Bite is a miniature wedge of creamy New York-style cheesecake covered in a sweet graham cracker crust. Both of these products are very versatile and can be served with ice cream, fruit

or any other innovative way. The Double Chocolate Brownie Bite is 330 calories per 4 pieces, while the New York Cheesecake Bite is 250 calories per 2 pieces. The net weight of the brownie and cheesecake bites is 8 lbs each (brownie = 20 pieces per pound, cheesecake = 11 pieces per pound).



McCain has also taken a new twist on the traditional deep-fried appetiser with their Brew City® line of appetisers. This beer battered product line contains **Brew City® Onion Hot Scoops**, **Brew City® Jalapeño Bottle Caps**, and **Brew City® French fries**. McCain has stated that they will be adding more products to the line in the future. The products are sweet Spanish onions, jalapeño peppers and French fries that are coated in a combination of Brew City premium beer batter with red jalapeño pieces. McCain claims that the hot flavours make patrons order more drinks. The net/gross weights of a package of the Onion Hot Scoops are 22.5/24.5 lbs. The net/gross weights of a package of the Jalapeño Bottle Caps are 15/17lbs.



Concept to Shelf is the Canadian marketer for **Callison's Seasoned Skewers**. These Seasoned Skewers bring seasoning to the middle of the meat and vegetables. The skewers are all naturally flavoured with natural essential oils and herbal extracts. The flavours consist of citrus rosemary, Mexican Fiesta, Honey Bourbon, Garlic Herb, Thai Coconut Lime and Indian Mango Curry. The skewers are fat free and sodium free and can be cooked on a grill, stovetop, electric grill or in the oven. The skewers are also good for sticking in whole roasts, turkeys, chickens, etc. Each package contains approximately 20 skewers.



Meaty Meats Inc. has developed two new flavours of pork sausages. The first is a **Mexican Chorizo** sausage, which has a spicy Mexican flavour to it. The second is a **Bourbon Pork Sausage**. Both types are made in the traditional European style. A regular portion pack is a 5kg box.



Vienna/Quality Meat Group Ltd. showcased a new twist on the traditional smokie, Fletcher's Jalapeño & Cheese Sausages. These sausages are a 'complimentary favourite of oozing cheddar cheese and spicy jalapeño pepper.' The sausages are naturally smoked in the finest European tradition. The product can be prepared in numerous ways according to each client's preferred tastes. These sausages can be microwaved, cooked in water, pan-broiled and barbequed. The unique taste of the cheddar and jalapeño allows it to be used creatively such as using it in pastas, on pizza or as an appetizer. There are 10 smokies per package with eight packages per case. Each case weighs 1 kg and each link measures at 100g.



Janes Family Foods Ltd. has taken advantage of the growing interest in the nutritional convenience food market. They have produced a new twist on the microwavable dinner. One of the products Janes Family Foods Ltd showcased at the show was **Janes Steam Cuisine**, a microwave innovation that locks in more nutrients and flavours than traditional microwave or oven cooking. Currently, Janes Steam Cuisine is offered in three flavours: Teriyaki Chicken, Spicy Tomato Chicken and Chicken Alfredo. Each flavour contains two full servings of vegetables and is low in saturated fats. There are approximately 300 calories per each 325 gram bowl. The product is also recognized by the Heart & Stroke Foundation and bears the 'Health Check' Symbol.

Janes has patented their innovative steam valve that allows the dinner to retain its nutrients while being cooked.



Renée's Gourmet has a reputation for innovative sauces and products. One of their new innovative products this year was their **Chili Tequila Lime Sauce and Marinade**. The Chili Tequila Lime Sauce and Marinade is a bold blend of all the flavours that make TexMex famous, including chilli, real tequila and tangy fresh key lime juice. This product is a great marinade for chicken, pork, lamb, beef or fish. It is delicious as a sauce for fajitas and a great kick to any chilli or jambalaya. The health benefits of the sauce are egg-free, cholesterol -free, low-fat, low in saturated fat and trans fat-free. There are approximately 87 calories per 100ml. The product comes in a 4L jug.

Beverages



The Mill St. Brewery has tapped into the growing organic market with the first Ontario brewed organic beer. The Mill St. **Original Organic Lager** is brewed with only imported, certified organic New Zealand Hallertau Hops and Breiss Organics 2-Row Brewers Malt. The product contains 4.2% alc./vol and is certified organic BioGrow New Zealand and the Organic Crop Improvement Association (OCIA). The product comes in sizes of 50 Litres or 20 Litres. A light, refreshing beer, this product holds potential in the organic market.



The Mill St. Brewery's Coffee Porter Beer is an intense coffee flavoured beer made with premium dark roasted Balzac's Coffee Beans. This beer won the gold medal in the porter category at the 2005

Canadian Brewing Awards. This product has 5.5% alc./vol. Currently, there are no other coffee flavoured beers in the Ontario market and has sold well at the LCBO. The cost for a 50 Litre keg is CAD \$164, while a 20 Litre keg is CAD \$69.70.



Mixology Canada Inc. is a company that provides new and different beverage solutions to the Canadian beverage industry. One of the products they featured at the show was **Teafuzions**. Teafuzions is a tea concentrate which can be added to other drinks to gain the health benefits found in teas. This product makes excellent bases for smoothies and other drinks, while providing all of the health benefits of tea. Some studies, according to Mixology Canada Inc. credit tea with reducing the risks of cancer, lowering cholesterol, and reducing the risk of heart attacks and strokes. Tea has become the world's second most popular beverage after water. The Teafuzions line of products include Matcha concentrate (100g = 50 servings is \$19.95), Orange Pekoe concentrate (6*64oz is \$11.40), Natural Earl Grey concentrate (6*64oz is \$11.40), Green Tea concentrate (6*64oz is \$8.70) and Natural Chai concentrate (6*64oz is \$11.54).



Celestial Brands Ltd., a Canadian company, dedicates itself to providing new and innovative products to its customers. This year they exhibited **Vod-Ca Greenlabel**, a cannabis infused vodka. The product is a triple distilled pure grain vodka with extract of cannabis sativa. It is a smooth sipping vodka with a unique botanical flavour. Vod-Ca is 40% alc./vol. and is manufactured in the Netherlands. It is currently sold in London, UK and Toronto through select bars and restaurants.

International Products



While energy drinks and vitamin enhance water is not new, BookKoo's twist on these products is. **BookKoo** is a company out of Texas whose goal it is to produce the strongest and best tasting energy drinks. They have a list of 'first's' for their product – the first 24oz can, first zero carb energy drink and first double strength shot. **BookKoo Energy Drinks** come in three flavours – original citrus, zero carb citrus, and wild berry flavours. The pack size for this product is 24*16oz cans shrink wrapped, with a case weight of 28lbs.

BookKoo has also introduced BookKoo Water. BookKoo Water is an energy enhancing, vitamin enhanced water product. While the idea of vitamin enhanced water also is not new, BookKoo has taken it a step further by infusing it with more vitamins as well as natural ingredients. There are four types of **BookKoo Water**. BookKoo C has 'enough vitamin C to kill any stray cold germs.' It also has high levels of soluble fibre, is high in anti-oxidants and is packed with natural vitamins such as vitamins A, B4, B12 and Zinc. BookKoo Water Inner G includes Taurine, a naturally occurring anti-oxidant, Ginseng which has healing and stress reducing properties and Guarana, a

natural stimulant with 2-3 times the kick of caffeine. BooKoo Water MMMULTI is lemonade flavour water with 'all the vitamins your mom wants you to take.' It includes vitamins A, C, E, B4 and B12, as well as Niacin, Zinc and Folic Acid. BooKoo Water Rebound was developed to be a cross between a recovery drink and something to get you through the last few hours of work. This product includes potassium, which helps to prevent leg cramps, vitamins A, C, B4, B12, Niacin and Ginseng. It also includes natural Gotu-kola, which is meant to achieve peaceful and tranquil balance. A pack size of the product is 24 * 20oz Bottles, with a weight of 35 lbs each. BooKoo has taken energy drinks and vitamin infused water to a new level.



Stirrings is a Massachusetts, USA company that produces cocktail mixers, rimmers and sodas designed to complement fine spirits. While mixes are not necessarily a new concept, Stirrings has produced mixes that uses high end, quality ingredients such as the finest cane sugar, the freshest juice and triple purified water while staying away from artificial flavours and colours, corn syrups and preservatives. Stirring has developed new and interesting flavours such as the **Pomegranate Martini**. Pomegranates have become a hugely popular fruit in past year due to their potent anti-oxidant properties. Other flavours include

Espresso Martinis, Tangerinis, Wild Blueberry Martini, etc., all with corresponding rimmers. The mixes come in 32 Fl oz containers, with a price of \$10.95 USD per container.

Stirrings have also developed a product called **Cocktail Essentials**, which is made with natural herbs and flowers harvested from exotic locales. Flavours include 60 Petals Rose Martini, Hillside Lavender Martini, Mediterranean Rosemary Martini, and Summer Basil Martini. These products come in 12 oz containers and cost USD \$14.99 each. They have also developed a line of sodas, including Club Soda, Tonic Water, and Ginger Ale, which are all natural, made with triple purified water to make a cleaner, crisper, lighter soda that makes cocktails taste better. All of Stirrings products are easy to use and taste great.

Conclusion

The Canadian International Food & Beverage Show provides an excellent opportunity for Canadian companies to showcase and sample their new innovative food products to the domestic and international buyers attending the show. This report was completed by Agriculture & Agri-Food Canada, with the purpose of highlighting the new, innovative Canadian products that were being introduced into the market at the Canadian International Food & Beverage Show. This report showcases the quality, diversity and spectrum of Canadian products and is separated into three sections: Innovative Products, Beverages and International Products. Company contact information for the products featured can be found at end of the report. Overall, The Canadian International Food & Beverage Show is continuously successful in showcasing new and diverse Canadian products to the world and it is worth attending.

Competitive Insights Report prepared by:

Melissa Furkalo
Markets & Trade Officer
Agriculture & Agri-Food Canada

174 Stone Rd. W
Guelph, ON Canada N1G 4S9
Telephone: (519) 780-8099
furkalom@agr.gc.ca

Companies

BookKoo Energy

4287 Beltline Rd., Suite 222
Addison, Texas 75001
Telephone: (866) 568-3322
Fax: (972) 930-9463
info@BookKooEnergy.com
www.BookKooEnergy.com

Burnbrae Farms Ltd.

5434 Tomken Road
Mississauga, ON Canada L4W 1P2
Phone: (905) 624-3600, (800)565-3968
Fax: (905) 624-5298
<http://www.burnbraefarms.com>

Celestial Brands Ltd.

207 1020 Denison St Markham, ON Canada, L3R 3W5
Telephone: 416 754 8971
Fax: 416 732 3878
www.celestialbrands.com

Concept to Shelf

84 Wild Gingerway, Toronto, ON Canada M3H 5X1
Telephone: (419) 630-5999
Fax: (416) 631-9995
www.concepttoshef.com

Janes Family Foods Ltd.

3340 Orlando Drive
Mississauga, ON Canada L4V 1C7
Phone: (905) 673-7145
Fax: (905)677-0607
<http://www.janesfamilyfoods.com>

McCain Foods Canada

Florenceville, NB E7L 1B2
Telephone: 1-800-387-7321
www.mccain.ca

Meaty Meats

5359 Timberlea Blvd., Unit 44 Mississauga, ON
Canada L4W 4N5
Telephone: (905) 206-9466
Fax: (905) 206-9468
info@meatymeats.com
<http://www.meatymeats.com>

Mill Street Brewery

55 Mill Street Building 63, Toronto, ON
Canada M5A 3C4
Telephone: (416) 681-0338
Fax: (416) 681-0339
www.millstreetbrewery.com

Mixology Canada Inc.

171 Ambassador Dr. Unit 7
Mississauga, ON Canada L5T 2J1
Telephone: (905) 670-0770/ (888) 670-9511
Fax: (905) 670-5445
info@mixology.net
www.mixology.net

Renée's Gourmet

1880 Ormont Drive Toronto ON Canada M9L 2V4
Telephone: (416) 744-2124/ 1-888-4-RENEES
Fax: (416) 744-4369
www.renees.com

Sea•Gem Caviar**Fierté Inc.**

7355 Chouinard LaSalle, QC Canada H8N 2L6
Telephone: (514) 368-2012
info@fierte.ca
www.SeaGemCaviar.com

Stirrings

657 Quarry Street Fall River, MA USA 02723
Telephone: (508) 324-9800
Fax: (508) 324-9880
www.stirrings.com

Terra Beata Cranberry Farm

RR #1, Lunenburg, NS B0J 2C0
Telephone/ Fax: (902) 634-4435
terrabeata@ns.sympatico.ca
www.cranberryfarm.ca

Vienna / Quality Meats Group Ltd.

34 Bramtree Court, Brampton, ON Canada L6S 5Z7

Telephone: (905) 790-1589/ (866) 811-5596

Fax: (905) 790-7136

pkwok@viennaquality.com

Canada 