



Canadian Trade Successes 11-06  
Maxi Canada Inc.

## TRADESHOW PRESENCE A BOON FOR MAXI CANADA

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### Key Quotation:

Maxi Canada was delighted with the valuable assistance it received – especially from the Government of Canada – in gaining a presence at Alimentaria. “The show is the ideal venue to meet and socialize with existing customers, to find new ones, and to learn more about the products we can expect to see on the shelves in the coming months,” Steven Silverman says. “We were able to solidify our contacts with key decision makers at major retailers across Mexico.”

### 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 m<sup>2</sup>) 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.