



THE 2016 EDITION OF SIAL CANADA AND SET CANADA IN MONTREAL

Back in Montreal for its 13th edition, the SIAL International Food Show reached record attendance!

Montreal, April 20th, 2016 – The 13th edition of the international food & beverage tradeshow (SIAL Canada) and the equipment and technology section (SET Canada), which took place from April 13th to 15th, 2016, at Montreal's Palais des Congrès, just wrapped up as a historic edition. With its everything-under-one-roof offerings, SIAL Canada and SET Canada have established themselves as the not-to-be-missed happening for the North American agri-food industry.

A Record Edition That Shattered Expectations!

With **928 exhibitors and brands from 50 countries**, exhibiting on more than 200,000 square feet, and some **17,300 professional visitors from more than 60 countries**, this year's SIAL Canada and SET Canada has once again proven to be a success, both in terms of its offerings and its visitors. According to Xavier Poncin, Executive Director at SIAL Canada, the 2016 edition has proven that **SIAL Canada is the not-to-be-missed meeting for retail, food service, and food processing**, with strong local representation, a unique international presence and a variety of innovations developed by exhibitors of all kinds – which together makes up this unique event's winning formula. "If we want to look at the highlights for this year, first off, there were **a record number of visitors, with 17,300 professionals** from every agri-food sector (Retail, HRI and Food Processing), and from all over Canada and the United States. This constitutes growth of **17% as compared to 2014**. SIAL Canada has confirmed its unique position as a major North American one-stop-shop tradeshow, offering equal parts innovative food products, equipment and services!"

That last assertion is confirmed by the **81 files** submitted this year for the **9th edition of the SIAL Innovation contest**, which witnessed **Essence Desserts' Assorted Chocolates with Sorbet and Ice Cream Centers**, a Canadian product, taking home the 2016 Grand Prize.

The event kicked off with the official opening – and with the United States as the country of honour – where a number of Canadian and international dignitaries, including Bruce A. Heyman (United States Ambassador to Canada); Pierre Paradis (Quebec Minister of Agriculture, Fisheries and Food); Jean-Claude Poissant (Parliamentary Secretary of the Canadian Ministry of Agriculture and Agri-Food); and Richard Bergeron (Montreal City Hall Executive Committee Member Responsible for the Downtown Strategy); as well as many other international ministers such as Hungary's Minister of Agriculture, Mr. Fazekas. The Networking Event of the Agri-Food Industry, organized by the Agri-Food Export Group on the show's first day, was a triumph with 400 guests attending from all over Canada and the United States. It was an opportunity to hand out a number of prizes, including the SIAL Innovation's grand prize.

A Range of Exclusive, Captivating Events

This year, the show was host to no less than 25 conference touching on pressing topics. Added to that, more than 20 demonstration and discovery workshops were made available to promote our artisans' products and know-how.

SIAL FOOD HUB

With "Food-Service Costing and Increasing Profitability" as a topic, the first edition of SIAL Food Hub was a success: 50-odd food-service professionals gathered to discuss a major issue of the day. Over several hours, 11 guest experts put together a variety of recommendations which, in a few weeks, will be made available to participants via a "white paper".

OLIVE D'OR, the biggest international extra-virgin olive oil contest in North America, attracted record numbers with more than 100 participating oils from 15 countries. The 12 best extra-virgin olive oils submitted by producers from around the world were selected to be named the Golden, Silver or Bronze Drops in their respective categories. The level of quality at this year's contest increases each time, to the point that in 2016, the jury also selected 4 favourites to join the ranks of the best olive oils.

LA CUISINE by SIAL reinvented itself this year by offering up the high-tech, avant-garde kitchen that every food-service professional dreams of: one that's ergonomic, cost-effective in terms of energy consumption, and one which allows recipes to be knocked out as quickly as is needed. Jérôme Ferrer was also at the heart of that dream kitchen to talk about the importance of taste, and the ways in which the 5 core flavours can be married together. In this way, Jérôme was able to share a few culinary tips with the enthusiasts in attendance!

The LAB, in its 3rd edition, placed its focus on the senses, as well as on culinary chemistry. Yan Garzon, the corporate chef at Testek, took on the role of “Chief Chemist” at SIAL Canada. Over the course of 3 days, he managed 4 discovery stations where everyone’s senses were busy taking in new gastronomy experiences and learning more about the latest practices in food service.

Graduate Speed-Dating

In partnership with AQFORTH, culinary graduates up to tackle any culinary challenge came to SIAL Canada to showcase their talents. Over a one-hour period, 4 participants were able to demonstrate their know-how for potential industry recruiters.

Cheese by SIAL was a huge success, benefitting from a unique 6,000-ft² space for its 3rd edition, with dozens of cheeses from Quebec, Ontario and outside the country made available for tasting throughout the show, along with 6 highly-knowledgeable on-site artisans to share their passion. The workshops were a true success as the art of cheese-tasting attracted a number of visitors.

With its new SOSIAL commitment, SIAL Canada is proud to have taken on its social responsibility with the new SoSIAL program and its spokesperson, young chef Guillaume Cantin. This program aims to reduce food wastage by redistributing nearly 1,000 portions of surplus food and food products from the show. SIAL Canada is also providing support to Moisson Montréal and La Tablée des Chefs by presenting the two organisations with a \$15,000 cheque.

To have a look at the photo highlights from each of these events and activities, visit sialcanada.com.
The next SIAL Canada and SET Canada tradeshow will be held from May 2nd to 4th, 2017, at Toronto’s Enercare Centre.

About SIAL Canada

SIAL Canada and SET Canada is the only show to offer up a complete range of food-related products, all under one roof – and in so doing, simultaneously fulfil the needs of the retail, food-service, and food-processing sectors. It’s an ideal “one-stop shop” experience that’s one of a kind in North America.

SIAL Canada at a Glance:

- A total surface area of more than 200,000 square feet – for the first time, the entire 2nd floor has been reserved.
- 928 exhibitors from nearly 50 countries
- Growth of 21% in terms of exhibitor-reserved space
- 17,318 visitors from 60 countries
- 17% growth in terms of number of visitors
- More than 50 workshops and conferences at the show, including for the 1st time anywhere in the world: SIAL Food Hub.

SIAL Canada is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, ExpoVinis Brasil, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies’ labour, all of whom are shareholders in the event: the ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.

SIAL Canada is the only show with support from Agriculture and Agri-Food Canada; the Ministère de l’Agriculture, des Pêcheries et de l’Alimentation du Québec; and the Ontario Ministry of Agriculture, Food and Rural Affairs.

We’d like to thank our partners:



Source:
SIAL Canada

Press relations:
Sophia Scaletta // BICOM Communications
sscaletta@bicom.ca // (514) 223-6770