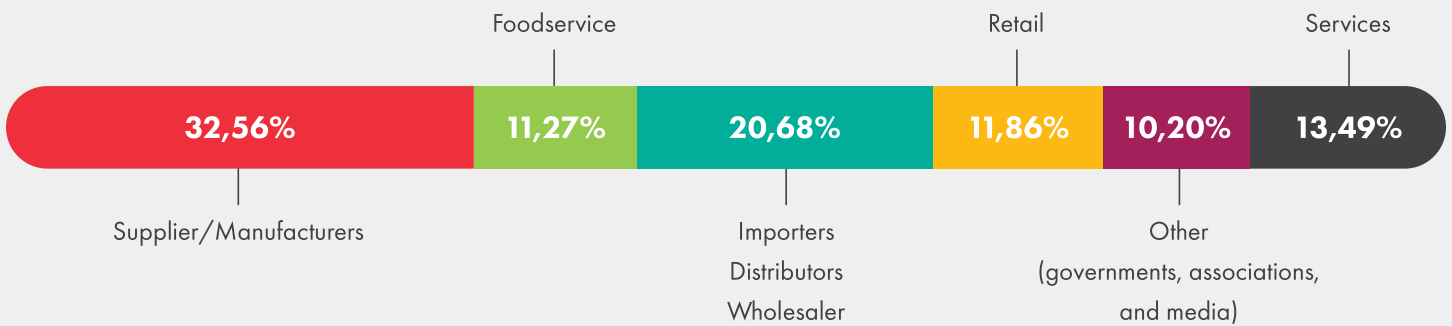
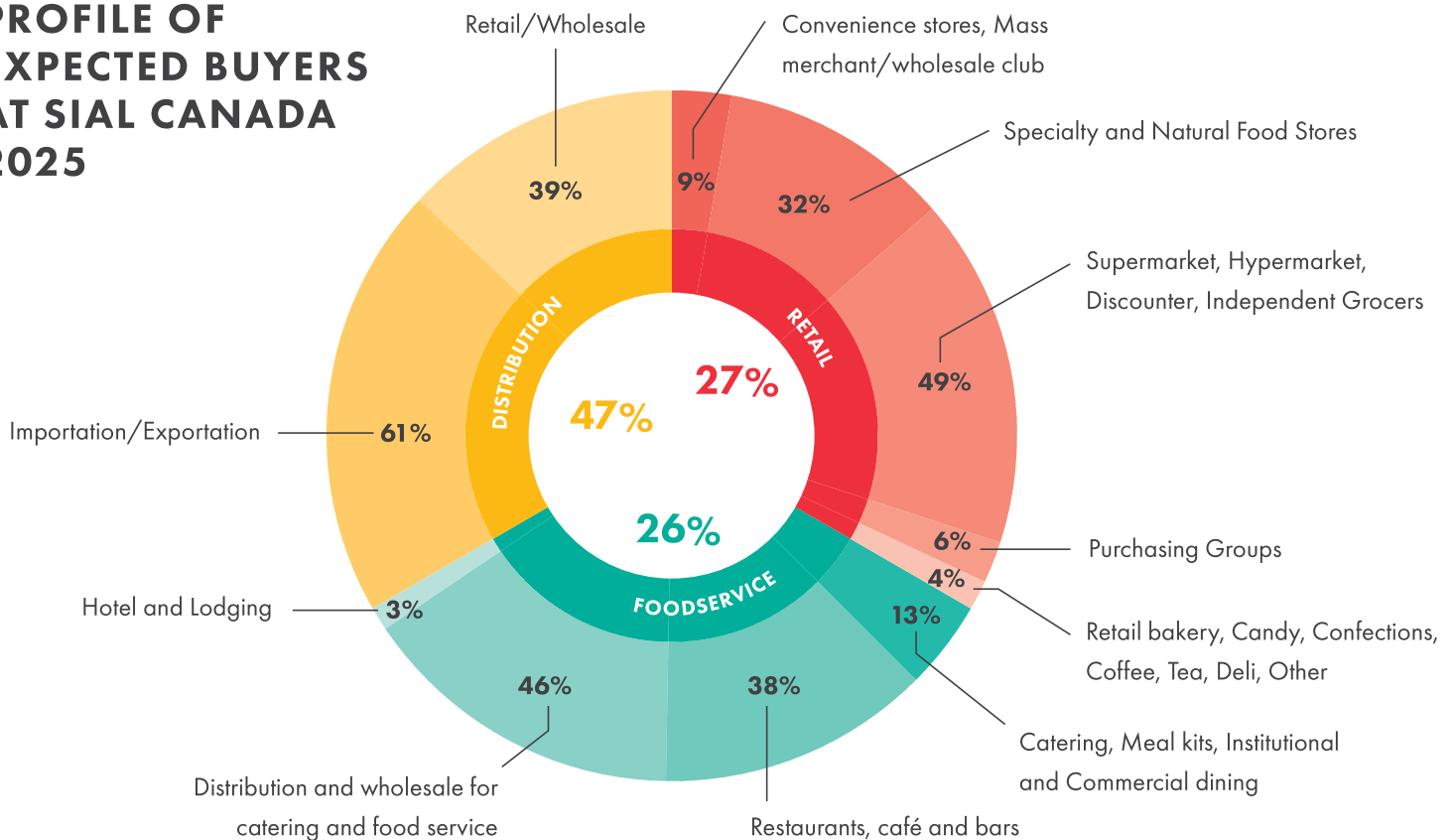


# TARGETED VISITORS

## VISITOR PROFILES FOR TORONTO 2023



## PROFILE OF EXPECTED BUYERS AT SIAL CANADA 2025



## TOP 3 REASONS FOR ATTENDING



**25,000**  
expected professionals from  
**Canada and 70+ countries**

**85%\***  
have a decision-making role  
**in purchasing**

**95%\***  
of visitors plan to return to  
**SIAL TORONTO 2025**

\* Source from exhibitor and visitor surveys 2023-2024

## OVERVIEW BY SECTOR OF THE TOP COMPANIES THAT VISITED SIAL CANADA 2023

### RETAIL

Sobeys, Metro, Costco, Loblaw Companies Ltd, T&T Supermarket, Whole Foods Market, IGA, Adonis, Walmart, Longo's, Super C, Maxi, Avril, Farm Boy, Couche-Tard, Buy Low Foods, Aldi, Dollarama, Denninger's, Georgia Main Food Group

### FOOD SERVICE

Gordon Food Service, Sysco, Aubut, Sodexo, 3 Brasseurs, Sigma Foodservice, Compass Group Canada, Air Canada, Air Transat, Benny&Co, Colabor, Mayrand, McDonald, St-Hubert, Blue Apron, Grace Foods Canada, MTY Food Group

### IMPORTERS/DISTRIBUTORS

Agro meat Inc, ID Foods, Arc Iberico Import, Grace Import & Export, Distribution Paral, Regal Confections Inc, Alaska, Nutrifresh Foods Ltd, Tootsi Impex Inc, Groupe Mayrand, Acosta, Atalanta Corp, Impex Group, Kehe International, Bedesse Imports, Camerican

## OUR 2025 VISITOR PATHWAYS BY CATEGORY TO SIMPLIFY THE VISITOR EXPERIENCE

Beverages, cheese, regional products, kosher, food service, take-out, convenience stores, gluten-free, halal, private brands, sold in USA, organic, fair trade, ethnic, technology, sustainable development, supply chain, traceability, ready to export, new exhibitor, sweet & salty, plant-based

