



Competitive Insights: Ethnic and Specialty Food Expo 2007

December 2007



The Government of Canada has prepared this report based on primary and secondary sources of information. Readers should take note that the Government of Canada does not guarantee the accuracy of any of the information contained in this report, nor does it necessarily endorse the organizations listed herein. Readers should independently verify the accuracy and reliability of the information. This report is intended to provide a concise overview of the event, as well as observations and insights on market conditions and trends reflected in the shows, and is not intended to provide in-depth analysis which may be required by an individual reader. Although every effort has been made to ensure that the information is correct, Agriculture and Agri-Food Canada assumes no responsibility for its accuracy, reliability, or for any decisions arising from the information contained herein.

Please address any comments or suggestions you have on this report to:

Katrin Spence spencek@agr.gc.ca Kirsten Bray brayk@agr.gc.ca

Competitive Insights: Ethnic & Specialty Food Expo 2007

Table of Contents

Overview	3
Ethnic Food	4
Arvinda's Indian Spices and Cooking Ingredients	4
Devy Indian Gourmet Simmer Sauces	4
Eat-In Foods' Ethnic Frozen Ready-to-Eat Entrées	4
Maureen's Food World's Caribbean Sauces, Jamaican Patties, Crackers and Cakes	5
Plen Organics' Organic Empanadas	5
Zain Foods' Chilled and Frozen Halal Ready-to-Eat Entrées	5
Specialty Food	6
Everything Maple's Specialty Sauces, Jellies and Condiments	6
Kataria Foods International's (KFI) Indian Chutney Sauces	6
Perth Pepper and Pestle's Gourmet Sauces, Jellies and Condiments	6
Organic Food	7
Carlina's Cucina's Specialty Organic Oils and Infusions	7
On the Side Inc.'s Smiling Green Tomato Chutney	7
Pure Fun Confections' Organic Candy	7
Totally Organic Beverages' Organic Alcoholic Beverages	8
Company Contact Information	9

Competitive Insights: Ethnic & Specialty Food Expo 2007

Overview

The Ethnic and Specialty Food Expo took place September 30 to October 1, 2007 at Toronto's International Centre and showcased new and existing food and beverage products in the Canadian ethnic, specialty and organic retail grocery markets. The event hosted approximately 82 exhibitors and 1,395 attendees. The show drew exhibitors and buyers from around North America, but had a significant Toronto, Ontario exhibitor base, given the city is considered Canada's ethnic food mecca.

The exhibition provided Canadian industry with an excellent platform from which to showcase their new, high-quality and innovative ethnic, specialty and organic food products, as well as take note of key industry developments. Many of such goods and trends are highlighted by category in the following sections.

Products featured at the show ranged the entire spectrum of the food industry, with particular emphasis on healthy, natural, organic, ready-to-eat and portable ethnic and specialty food products. Major industry trends emerging from the event included food manufacturers focusing on ethnic products with added benefits (e.g. organic or natural, ready-made meals,), better-for-you specialty food products (e.g. organic or natural, low-fat, low-sugar, glucose-free), and a significant presence of products that support sustainable agriculture and the "buy local" trend.

Agriculture and Agri-Food Canada (AAFC) played a key role in facilitating international business for Canadian companies during the show through services offered at its business centre. AAFC hosted four Canadian trade commissioners and seven buyers from the United States throughout the event, and facilitated 75 one-on-one business meetings between trade commissioners and Canadian suppliers, and Canadian businesses and American buyers. The department also arranged a tour of a local retail grocery outlet for Canadian trade commissioners and their American buyers.

AAFC representatives also evaluated key trends affecting the national and international ethnic, specialty and organic food markets. From interviewing companies and gathering a wide variety of product information, AAFC has identified key trends and innovative products present at the trade show, as well as emerging developments in the industry.

Ethnic Food

Arvinda's Indian Spices and Cooking Ingredients

Arvinda's offers unique cooking ingredients for Indian cuisine with its fresh seasonings and masalas (i.e. spice blends). The company's products are designed to cut down on meal preparation time without sacrificing the authentic taste of Indian cuisine. Arvinda's is a believer in the "slow food" movement (i.e. a concept that supports local producers and seasonally-inspired cooking), and counters the fast food trend. Arvinda's spices are hand roasted and ground into traditional spice blends without the use of additives or preservatives. The company's blends include garam, curry, madras, tikka, and tandoori masalas, available in 1.55 oz to 2.61 oz canisters.



In addition to the growing popularity of prepared Indian meals for busy consumers, Arvinda's products reflect a "back to Indian home cooking" trend that is becoming increasingly prevalent in the Canadian ethnic food industry. This development also reflects current consumer demand for healthier, more wholesome ethnic meals.

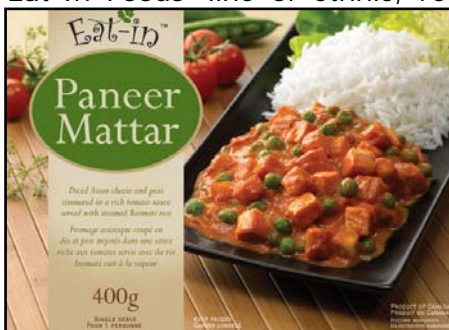
Devya Indian Gourmet Simmer Sauces



Devya Indian Gourmet simmer sauces are the first Indian food products in Canada to become certified organic. Based on traditional East Indian recipes, Devya Indian Gourmet offers four delectable simmer sauces including butter chicken, channa masala, vegetable curry and tandoori marinade. These flavourful sauces can be prepared in 30 minutes or less and offer consumers the convenience of restaurant prepared meals at home, allowing the company to cater to growing consumer demand for healthy and convenient "back to home Indian cooking" options.

Eat-In Foods' Ethnic Frozen Ready-to-Eat Entrées

Eat-In Foods' line of ethnic, ready-made frozen entrées responds to the growing trend for healthy and portable ethnic foods in Canada. The company's all-natural products, including dal chawal, paneer matter and tikka masala dishes, offer consumers convenient, gourmet meal solutions while maintaining the authentic flavours and quality of ethnic cuisines from around the world.



Maureen's Food World's Caribbean Sauces, Jamaican Patties, Crackers and Cakes

Maureen's Food World has identified "ethnic gone organic" as a market niche and incorporated it into its product line. The manufacturer produces authentic Caribbean sauces, ready-made Jamaican patties, crackers and cakes from traditional Caribbean recipes, and ensures that their products are made with natural and organic ingredients. Maureen's Food World caters to the market of 400,000 Canadians of Caribbean decent, as well as the mainstream population interested in exotic food.



Plen Organics' Organic Empanadas

Plen Organics combines outstanding Latin American flavour with natural and organic ingredients. The company's empanadas are made with high-quality Canadian wheat and have a multitude of flavours to appeal to a wide range of consumers including beef, chicken, and spinach and feta. In addition to being organic, Plen Organics' empanadas contain one-third of the fat of regular puff pastry, are trans fat-free, and have no preservatives, artificial colours or flavours.



Zain Foods' Chilled and Frozen Halal Ready-to-Eat Entrées

Zain Foods is currently capitalizing on the growing halal food market and consumer demand for convenience products with its chilled and frozen halal, ready-made meal offerings. The company produces a number of all-natural, preservative-free, authentic halal entrées for the retail grocery and foodservice sectors. Middle Eastern and South and Central Asian halal dishes range from chicken and vegetable biryanies, to sweet and sour meatballs with noodles, and bukhari rice with vegetables and veal. Zain Foods caters to Canada's 800,000 Muslim population, which is expected to increase 50% to reach 1.2 million by 2010, as well as mainstream health conscious consumers.



Specialty Food

Everything Maple's Specialty Sauces, Jellies and Condiments

Everything Maple's barbeque sauces, salad dressings, marinades, condiments, jellies and dessert sauces combine a classic Canadian product, maple syrup with the finest and freshest ingredients to create premium and flavourful products. At the 2006 Ethnic and Specialty Food Expo, Everything Maple won the Most Mentioned and Memorable Product award as selected by attendees in a post show survey. The company's products are available in a variety of sizes and range from \$4.95 to \$8.95, allowing Everything Maple to capitalize on consumer demand for such gourmet products. Specialty condiment sales have reached \$3.7 billion and account for 16% of all specialty food sales in the United States alone.



Kataria Foods International's (KFI) Indian Chutney Sauces

Kataria Foods International specializes in authentic Indian cuisine for the retail and foodservice sectors. The company's Indian chutney sauces are available in six flavours, including the popular mild and spicy tamarind date chutneys, and coriander, mint, achari mango, and garlic chili chutneys. These chutney sauces can be used as dips, marinades, salad dressing and sandwich spreads and add a delicious twist to any meal. KFI's chutneys are currently sold in 455 ml 12-packs and 4 L two-packs to the retail and foodservice sectors in the Greater Toronto Area.



Perth Pepper and Pestle's Gourmet Sauces, Jellies and Condiments

Perth Pepper and Pestle offers a wide range of unique gourmet marinades, sauces, jellies and condiments that are sure to please. The company offers a broad line of products catering to the health conscious, ethnic and gourmet consumer market, e.g. 13 flavours of red pepper jellies that vary in "hotness" and are offered in regular and diabetic lines. Their spice blends and sweet mustards reflect the growing ethnic influence in Canada with curry and habanera flavours. For the sweet tooth, Perth Pepper and Pestle offers a new line of Winemasters' Muse Sauces for drizzling over crepes and French toast including flavours such as blackberry chocolate Shiraz, cranberry maple merlot and maple wine jelly.



Organic Food

Carlina's Cucina's Specialty Organic Oils and Infusions

Carlina's Cucina celebrates the art of flavour and culinary traditions through its line of specialty organic oils and infusions. Imported from the Abruzzo region of Italy, Carlina's Cucina's products are produced using traditional Italian methods; the olive oils are stone-crushed ensuring authentic Italian taste and quality. The oils and infusions include organic and hempseed, as well as truffle, orange, chili and lemon infused flavours. The oils can be added to any salad, vegetable, and meat dish (especially as marinade for chicken, beef and pork) or to soup, and can be used as flavourful dips. The company's oils are all priced at \$16.50 for 250 ml, with the exception of the organic olive oil flavour which ranges from \$14.50 for 250 ml, to \$22.99 for 500 ml, and \$29.99 for 750 ml. Products can be purchased online for delivery throughout North America; the company can be contacted directly for overseas purchases.



On the Side Inc.'s Smiling Green Tomato Chutney

On the Side Inc. is one company that is committed to supporting local farmers by purchasing all of its ingredients from Southern Ontario and using what is in-season in Canada. The organization's Smiling Green Tomato chutney, which was launched at the Ethnic and Specialty Food Expo, is processed within days of picking to ensure optimal freshness and nutritional content. On the Side's production practices adhere to geographical limits and ecological farming practices that restrict the use of synthetic pesticides.



Pure Fun Confections' Organic Candy

Pure Fun Confections' organic candies are truly original products in the confectionary industry. In addition to being certified organic, Pure Fun's candies are kosher and vegan, adhere to fair trade practices, and are only made from all-natural and organic ingredients. Pure Fun offers cotton candy, candy canes, chocolate meltdowns, pinwheels, lollipops, and other hard candies in a wide range of flavours including tangerine, watermelon, green apple, pomegranate, goji berry and many others.



Pure Fun Confections' products cater to the growing market for better-for-you (e.g. added vitamin C and calcium, reduced sugar) non-chocolate candies in North America. Sales of dietetic candy in retail grocery stores increased almost 10% over August 2005 levels to reach US\$47.3 million by August 2006.

Sol Maté Beverage Group's Sol Maté Beverages

Sol Maté Beverage Group is fuelling Canada's growing demand for premium, exotic, healthy alternative energy beverages through its Sol Maté product, the world's first organic, sparkling maté energy beverage. The beverage is made from "yerba maté", an herb native to South America that is well-known for its fatigue fighting and digestion and energy boosting properties. Sol Maté provides soothing energy; plenty of antioxidants (i.e. equal to half a cup of wild blueberries); and a sparkling, refreshing taste. This USDA certified organic beverage is available in original and lemon lime flavours (with more to be developed) throughout Whole Foods locations in North America.



Totally Organic Beverages' Organic Alcoholic Beverages

Totally Organic Beverages has launched its T.O. Bevys, North America's first organic fruit juice-based alcoholic beverages. This innovative line of alcoholic beverages contains 5% alcohol, and no preservatives, artificial flavours or added sugar. Available in four trendy, "good-for-you" flavours (i.e. cranberry, pomegranate, mango and black currant), T.O. Bevys are unique products that will cater to increasing consumer demand for healthier, organic alcoholic beverage offerings.



Conclusion

Year after year, the Ethnic and Specialty Food Expo features a wide spectrum of new and innovative products from Canadian companies. The 13 products featured in this report, ranging from organic ethnic sauces and spices, to frozen ready-made ethnic entrées, and organic condiments and beverages, mirror Canada's continually evolving food and beverage industry. The result is a report that highlights such unique, high-quality products and reflects current consumer demand and trends in the Canadian food and beverage market.

Report prepared by:

Kirsten Bray
Market Analyst
Agriculture and Agri-Food Canada
Sir John Carling Building, Room 737
930 Carling Avenue
Ottawa, ON K1A 0C5
brayk@agr.gc.ca

Katrin Spence
Markets and Trade Officer
Agriculture and Agri-Food Canada
174 Stone Road West
Guelph, ON N1G 4S9
spencek@agr.gc.ca

Approved by:

Bill Robinson
Deputy Director
Agriculture and Agri-Food Canada
174 Stone Road West
Guelph, ON N1G 4S9
robinsonb@agr.gc.ca

Company Contact Information**Arvinda's**

1334 Creekside Drive
Oakville, ON L6H 4Y2
Tel: 905-842-3215
info@arvindas.com
<http://www.arvindas.com>

Carlina's Cucina

2837 Saskatchewan Drive
Regina, SK S4T 1H3
Tel: 877-275-6866
Fax: 866-371-6521
info@carlinascucina.com
<http://www.carlinascucina.com>

Devya Indian Gourmet

689 Tuxford Drive
Milton, ON L9T 5L3
Tel: 905-875-1606
Fax: 905-875-4139
info@devyaindiangourmet.com
<http://www.devyaindiangourmet.com>

Eat-In Foods

PO Box 12378
5100 Rutherford Road
Woodbridge, ON L4H 2J0
Tel: 877-213-0080
<http://www.eat-in.ca>

Everything Maple

23 Ward Ave., RR2
Orillia, ON L3V 6H2
Tel: 705-325-8945
Fax: 705-325-1720
everythingmaple@rogers.com
<http://www.everythingmaple.com>

Kataria Foods International (KFI)

81 West Drive
Brampton, ON L6T 2J6
Tel: 800-387-2585
Fax: 905-452-1324
kfi@kficnada.ca
<http://www.kficanada.ca>

Maureen's Food World

7-8145-130th Ave.
Surrey, BC V3W 7X4
Tel: 604-5943384
Fax: 604-594-3304
maureensfoodworld@telus.net
<http://www.maureensfoodworld.com>

On the Side

82 Concord Road
Toronto, ON M6H 2P1
Tel: 416-588-5731
ontheside@sympatico.ca

Perth Pepper and Pestle Co.

29 Benwick Street East
Perth, ON K7H 1B4
Tel: 613-267-7737
Fax: 613-267-3648
perthpepperandpestle@bellnet.ca
<http://www.perthpepperandpestle.ca>

Plen Organics

2222 South Sheridan Way #208
Mississauga, ON L5J 2M4
Tel: 905-403-8500
Fax: 905-850-9421
service@plenorganics.com
<http://www.plenorganics.com>

Pure Fun Confections

490 Midwest Road
Toronto, ON M1P 3A9
Tel: 416-923-7886
Fax: 416-923-7682
Derek@purefun.ca
<http://www.purefun.ca>

Sol Maté Beverage Group

684 Belmont Avenue West, Suite 303
Kitchener, ON N2M 1N6
Tel: 519-883-7911
Fax: 519-880-0214
info@drinksolmate.com
<http://www.drinksolmate.com>

Totally Organic Beverages

44 Higgins Avenue
Winnipeg, MB R3D 0A5
Tel: 204-982-4720
Fax: 204-943-8624
tobeverages@mts.net
<http://tobevys.com>

Zain Foods

538 Laird Blvd.
Ville Mont-Royal, QC H3R 1Y4
Tel: 450-435-0535
Fax: 450-435-8365
ricelinks@videotron.ca
<http://www.ricelinks.com>