

CONNECTING AT THE HEART OF THE FOOD INDUSTRY

The 21st edition of **SIAL Canada**, North America's agri-food business accelerator, concluded splendidly at the Palais des Congrès in Montreal on May 17th. This triumphant return, marked by a festive all-pink ambiance, reaffirms SIAL Canada's position as the flagship event of the agri-food industry in Canada.

AN EAGERLY AWAITED AND, ABOVE ALL, SUCCESSFUL RETURN!

The latest edition of SIAL Canada was a resounding success, with nearly **800 exhibitors and brands** from **51 countries**, spanning an impressive area across two floors of the Palais des Congrès in Montreal. This edition was particularly exceptional as it celebrated the 60th anniversary of the SIAL network, providing an opportunity for industry stakeholders to reflect on six decades of innovations that have transformed the sector and to look forward together to the future. We extend our heartfelt thanks to all participants and partners for their contribution to this outstanding success. The event attracted a show floor traffic of over **24,000 industry professionals** from **75 countries**, with representation from every province in Canada.

SIAL Canada 2024 not only showcased a diverse range of commercial offerings but also drew a remarkable influx of visitors, comparable to what was seen in 2018 in Montreal. This unprecedented success reinforces SIAL Canada's position as a must-attend event for the agri-food industry, offering an unparalleled platform for innovation, business exchanges, and growth. We look forward to welcoming you to the next edition, which promises to be even more spectacular.

KINGDOM OF MOROCCO, COUNTRY OF HONOR

We would like to express our special gratitude to the **Kingdom of Morocco**, our **country of honor** for SIAL Canada 2024 in Montreal. With nearly 20 Moroccan exporters, Morocco has brilliantly showcased the quality and sustainability of its agri-food and seafood products.

Moroccan companies presented a variety of products such as olives, confections, chocolate, cereals, seafood products, dates, snacks, pasta, couscous, capers, and aromatic herbs. The culinary demonstrations at the Moroccan pavilion allowed visitors to enjoy authentic dishes like tagines and traditional salads. Morocco is recognized for its sustainable practices and unique culinary heritage, making it a valuable commercial partner.

We warmly thank Morocco for its exceptional participation and commitment to strengthening international commercial relations at SIAL Canada 2024.

INTERNATIONAL COCKTAIL AND SOSIAL PROGRAM

The International Cocktail of SIAL Canada 2024 enchanted guests on May 16th, celebrating the sensory richness of Morocco. Amid culinary discoveries and lively exchanges, this evening was the perfect meeting place for professionals from around the world. Over **460 professionals** gathered on the rooftop terrace of the Palais des Congrès in Montreal to participate in our exclusive annual event.

We took this exceptional opportunity to share our commitment to fighting hunger through our **SoSIAL program**. We are honored to have raised over \$20,000 to support our partner **Moisson Montréal**. This amount was generously matched by the **"Fight Against Hunger"** program, bringing the total donation to **\$40,000** for this 21st edition of SIAL Canada. Additionally, the Moisson Montréal team collected over **1800 kg** of food from Canadian exhibitors on May 17th, at the close of the show. We extend our heartfelt thanks to all our visitors and exhibitors who contributed to this cause!

This evening will remain etched in our memories as a perfect blend of enjoyment, generosity, and networking, celebrating the cultural and gastronomic diversity of the Kingdom of Morocco.

According to **Mr. Tony Melis, CEO of SIAL Canada**, the success of SIAL Canada 2024 reflects the unwavering commitment and collaborative spirit of all stakeholders, including partners, exhibitors, and visitors.

"For SIAL Canada, this year's show was a resounding success, filled with dynamic energy and a lively atmosphere. Celebrating Morocco as our Country of Honor added a rich cultural dimension that resonated with all attendees. The renewed conference format fostered engaging discussions and innovative ideas, setting a new standard for industry events. We extend our heartfelt congratulations to all the winners of the various SIAL competitions for their outstanding achievements. We are immensely grateful for the support and participation from exhibitors, visitors, and partners. As we look ahead, we are filled with excitement and anticipation for SIAL 2025 in Toronto, where we will continue to drive the food innovation industry forward".



A special thank you goes to **Christine Plante**, founder of Les Lauriers de la Gastronomie Québécoise, whose guidance and energy significantly contributed to the event's dynamism and success.

As we celebrate the achievements of SIAL Canada 2024, we are already looking forward with excitement to the next editions of the show. Building on this success, we are confident that SIAL Canada will continue to drive innovation, foster business growth, and inspire the entire North American industry in the years to come. **Join us at the Erencare Centre in Toronto from April 29 to May 1, 2025, for the 22nd edition of SIAL Canada!**

Thank you to our partners

A LOOK BACK AT OUR 2024 CONTESTS



SIAL INNOVATION

Montreal, May 15, 2024 - Precisely at 12:30 PM on the first day of the show, the SIAL Canada Innovation stage, set up this year in the grand Hall Viger, buzzed with excitement as the four grand winners of the prestigious SIAL Innovation contest were unveiled in the presence of enthusiastic visitors and journalists. It was a moment of anticipation and celebration!

For the 16th edition of the SIAL Innovation contest, **74 products from 13 countries** were selected from **200 applications** by co-presidents **Isabelle Marquis** and **Xavier Terlet**. We thank the jury members and all participants for presenting remarkable innovations and congratulate the 10 finalists: **.pepper..field**, **ABC Emballuxe Inc.**, **Aliments Bela Peko**, **Dear Goodness SARL**, **Kinsbrae Packaging**, **La Presserie**, **SAVO**, **Tertulia Brugge S.A**, **Tootsi Impex Inc.**, and **WC&Co Brands Management**.

- Congratulations to **TERTULIA BRUGGE, S.A** for their product **EL GUSTO**, a single-use compostable coffee bag to be placed directly in the cup. Selected for its practicality and quality of execution, it allows for enjoying quality coffee anywhere.
- Congratulations to **Dear Goodness SARL** for their product **HUILE D'OLIVIA** and its range of olive oils created to complement specific dishes. Selected for the assembly of olive varieties chosen to match distinct dishes and for the detailed aromatic description provided for each reference.
- Congratulations to **La Presserie** for their line of **frozen, vacuum-sealed Asian-inspired soups** made from natural ingredients. Selected for the authenticity of the recipes and the product presentation in its skin pack packaging.
- Congratulations to **ABC Emballuxe Inc.** for their **reusable pizza box**, suitable for three sizes of pizza. This box was selected for its sustainable features and its design that accommodates different pizza sizes.

Thank you to our partners



STARTUPS PITCH COMPETITION

On the second day of the show, at 10:30 AM, the highly anticipated pitch competition took place, featuring 13 startups from the Startup Village. The goal of SIAL is to support and highlight young entrepreneurs offering innovative solutions that combine commercial performance and environmental responsibility, with strong growth potential in the North American market. Thus, in front of a large audience, 10 startups in the Food and Beverage category and 3 in the Packaging, Technology, or Equipment category had 3 minutes to captivate the jury, chaired by Jordan LeBel, and present their concepts. We congratulate all the participants and thank our partners, Grocery Business and Pigeon Brands, for supporting entrepreneurial growth.

Congratulations to Epic Tofu: 1st Prize - Food or Beverage Product Category

Epic Tofu stood out for its impact on the tofu category by introducing a missing ready-to-cook convenience. Additionally, the judges noted the coherence between the various elements of the brand strategy and its potential to attract new consumers to the category.

Congratulations to Dunord: 2nd Prize - Food or Beverage Product Category

Dunord impressed the judges with its products made from dehydrated ingredients from the boreal forest and its efforts to reduce waste. The potential to attract different consumers, both in-home and out-of-home dining contexts, was appreciated by the judges.

Congratulations to Maison Théir: 3rd Prize - Food or Beverage Product Category

Maison Théir surprised the judges by focusing on the gourmetization of a non-alcoholic sparkling tea-based beverage. The judges appreciated the research and development efforts behind this innovative product as well as the advancements it brings in terms of brand strategy and marketing.

Congratulations to UpTaste: 1st Prize - Packaging, Technology, or Service Category

UpTaste offers an effective solution to the challenges faced by retailers and manufacturers. This solution, leveraging technological advancements, enables the collection of consumer behavior data and makes in-store tastings more accessible. The growth potential did not go unnoticed by the judges.

Thank you to our partners



BEST CANADIAN CHEESEMONGER COMPETITION 2024

Supported by the Dairy Farmers of Canada, this first edition, hosted by Karyne Duplessis Piché, was a great success. Five talented candidates from three Canadian provinces (BC, QC, ON) were selected to participate in the competition on May 15, 2024, at the Palais des Congrès in Montreal. The event took place live in front of a jury and was encouraged by an enthusiastic audience. The candidates demonstrated their mastery, creativity, and knowledge in four demanding challenges: creating an artistic cheese platter on the theme "Cities of the World," a blind tasting, a persuasive presentation before the jury, and a knowledge test. The winner, Ms. Amélie TENDLAND from Laiterie Charlevoix (Quebec), will have the honor of representing Canada on the international stage in France in September 2025.

Thank you to our jury members:

President of the Jury: Yannick Achim - **Jurors:** Caroline Bédard, Danny St Pierre, Elyse Rivera, Gurth Pretty, and Josie Krogh

Thank you to the 5 candidates who participated in this 2024 edition:

Amélie Tendland, Anne Gauvreau-Sybille, Bryan Hackney, Pascal Fortin, and Sarah McNulty.

Congratulations to the Grand Champion Amélie TENDLAND from Laiterie Charlevoix, QUEBEC

"I am very proud to have participated in and won this demanding competition, which has highlighted the wonderful profession of cheese merchant. It was an intense and highly educational experience. It is with honor—and humility—that I will represent Canada next year at the Mondial du Fromage in Tours, France. I will spend the coming months preparing rigorously and passionately."

The event concluded with a special **Happy Hour Poutine** event hosted by Conseil des Industries Laitières du Québec (CILQ) to celebrate the 60th anniversary of poutine. Cheese curds from Bergeron, Boivin, and Saputo were provided to visitors.

Thank you to our 2024 Best Canadian Cheesemonger Competition partners



A LOOK BACK AT OUR 2024 ACTIVITIES

SIAL Podcast, for the third year, SIAL Canada welcomed The Food Professor Podcast, hosted by Dr. Sylvain Charlebois and Michael LeBlanc, to provide visitors with a dynamic live listening experience. The podcast series featured engaging and insightful discussions with SIAL experts, gold winners of the SIAL Innovation and Startups Pitch Competitions, and industry professionals such as Marc Vaucher from Scale AI and Jonathan Rodrigue from Still Good. The first podcast recordings are available [here](#).

Inspire Drink, an educational program hosted by SIAL Experts, partnered with experienced professionals to offer interactive workshops combining expertise, knowledge, and unique tastings around the world of beverages. The thematic mornings, led by Gail Gastelu from The Tea House Times, were dedicated to coffee with Robert Carter, President of the Coffee Association of Canada, and tea with Shabnam Weber, President of the Tea and Herbal Association of Canada, who respectively covered the production process and different terroirs. During the final morning, Kate Kendall, winner of the 2019 Tea Master Cup, demonstrated the art of Koridashi and cold infusion techniques. The afternoon sessions, hosted by Jean-Sébastien Michel from Alambika & Jesemi, were enriched by the participation of several industry actors to discuss innovation, exportation, communication, and trends in moderate alcohol consumption in restaurants. The event concluded with a discussion featuring the finalists in the Mixologist or Bartender of the Year category from the Gala des Lauriers de la Gastronomie Québécoise.

SIAL To Go, leveraging the shift towards "to go" for ready-to-eat meals, takeout, and delivery, presented an immersive journey showcasing trends, technologies, concepts, and innovations to help Canadian restaurateurs, convenience stores, and retailers seize this opportunity. To offer a modern ordering experience, AIRxTOUCH touchless interactive kiosks from INUI Studio were available, and Leav presented a mobile shopping platform. A thematic forum "To Go Food" related to this activation will be available online soon. Thank you to our partners HRImag, Détaillant Alimentaire, NielsenIQ, IGD, Bensadoun School of Retail Management (McGill University) and Doyon Després for their support in this project.

SIAL Dairy, formerly known as SIAL Cheese, expanded its offerings to include the full range of dairy products and provided dedicated educational sessions. Led by SIAL Dairy expert Gurth Pretty and accompanied by industry professionals, the sessions covered various topics to help visitors deepen their knowledge. Themes included ethnic dairy products, innovations in the dairy world in terms of marketing, programs, and products, the advantages and challenges of exporting dairy products across Canada and to international markets, and understanding the diversity and abundance of yogurts available. Additionally, the discovery of Canadian butter and spreadable cheeses was highlighted by David Beaudoin, ambassador of Dairy Farmers of Canada (DFC). These sessions provided a comprehensive learning experience, covering a wide range of essential topics in the dairy industry.

The Central Expert Hub facilitated connections with recognized industry professionals. This year, it innovated by bringing them together around targeted themes for 30-minute interactive sessions, inviting participants to ask their questions live and receive tailored advice. The experts included Bob Bauer (FDA Compliance), Carl Boutet (Tech Retail), Michi Furuya Chang (Food Health), Stéphane Crevier (Brand Strategy), Kim De Lallo (Organic), Robert Dion (Grocerant), Zeeshan Fazal (Export), Gail Gastelu (Tea), Jean-Sébastien Michel (Mixology), Jo-Ann McArthur (Food Marketing), Isabelle Marquis (Innovation), Louis Papineau (Packaging), Gurth Pretty (Dairy Products), Michel Rochette (Retail), and B.K. Sethi (Ethnic Products). These experts participated in insightful debates as part of the conference program or SIAL activities and were available for scheduled appointments via email for more in-depth exchanges.



Renewed Conference Program: 10 thematic forums

Presented by Farm Credit Canada – FCC, the conference program introduced a new concept of 10 thematic forums, each composed of three sub-topics, promising an immersion into the latest trends, innovations, challenges, and issues in the agri-food sector.

The forums, presented by industry experts, covered a variety of topics. These included eco-design, eco-valorization to reduce food waste, best practices for front-of-package nutrition labeling, and an update on the Canadian Food Guide five years after its implementation. Other topics included the impact of geopolitics on supply chains, market development opportunities, and strategies to maximize innovation and combat retail crime. Artificial intelligence, technology, sustainability, and food marketing were also central to several conferences, providing an overview of the critical issues facing the agri-food sector.

These conferences will be gradually made available online throughout the summer on the SIAL website and YouTube channel for replay.

Buyers Program

The SIAL Canada Buyers Program once again achieved remarkable results! Nearly **1,000 meetings** took place over three days, connecting over **140 buyers** and **400 exhibiting companies** from **58 countries**. Impressively, two-thirds of the exhibitors believe their meetings will lead to future sales, while 100% of the buyers expressed their intention to participate in the program again next year.

The program also attracted significant distributors from the United States thanks to our partnership with IMEX, including companies such as **KeHE, Sam's Club, Williams Sonoma, Rema Foods, Sysco, Nobu Restaurants, Fresh Market, and H-E-B**. We extend our sincere gratitude to our official partners: **IMEX, OMAFRA, MAPAQ, UGI, Agriculture and Agri-Food Canada, and EDC** for their invaluable support.

This program continues to demonstrate its effectiveness by facilitating strategic connections and opening new market opportunities, thereby reinforcing SIAL Canada's position as a must-attend event for the global agri-food industry.



For more information, visit sialcanada.com

Join us from April 29 to May 1, 2025, at the Enercare Centre in Toronto for the 22nd edition of SIAL Canada!

ABOUT SIAL CANADA

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 10 trade shows bringing together 16,700 exhibitors and 700,000 professional visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the collaboration of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and the Comexposium company. Additionally, it benefits from the support of Agriculture and Agri-Food Canada (AAC), the Ministry of Agriculture, Fisheries and Food of Quebec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and the United States Department of Agriculture (USDA).