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Serving the Grocery Industry Since 1916

NOVEMBER/DECEMBER 2019

**Kin's Farm Market**

# All in the Family

(L-R) Victor Lau,  
Queenie Chu and  
Kin Wah Leung

*Their success is due to a relentless focus on freshness, service, fair pricing and a commitment to the community*

+ PASTA & SAUCES • DIPS • THE DAIRYCARE • FAIR TRADE • MANITOBA FOOD REPORT

RETURN UNDELIVERED TO MERCURY PUBLICATIONS LTD., 1313 BORDER STREET, UNIT 16, WINNIPEG MB R3H 0X4 CPM SALES AGREEMENT #40062509

# Canadian Beef Benefits

BEEF FACTS THAT WILL SURPRISE YOU

## Beef's **BIG** on protein

One serving of **beef** (100 g at 245 calories) has the same amount of protein (35 g) as 3/4 cup of almonds (at 960 calories).



Canadians get only 5% of their total calories from red meat on average while 50% comes from ultra-processed foods (Canadian Heart & Stroke Foundation)

## Canada's food guide healthy plate

recommends eating a variety of protein foods including lean meat. The guide encourages eating plant sources of protein, but not at the reduction of animal sourced protein foods. **What comes off the plate?** With 50%\* of our calories coming from ultra-processed foods like pop, chips and baked goods, perhaps reducing these foods would be the best way to improve eating patterns.

\*For 100 grams cooked beef: 245 calories, 35 grams protein, 10 g fibre, 5 g monounsaturated, 3.2 (mg) iron (10% DV), 8.7 mg zinc (10% DV), 2.4 (mg) vitamin B12 (100% DV)  
 For 100 grams chicken breast: 21 g protein, 1 mg iron, 1 mg zinc, 0.34 (µg) vitamin B12  
 Source: Health Canada, Canadian Meat Council, 2019, Beef 1172, Toronto, 2014, Chicken 142  
 \*Tenderness: Aniseed Fat Food  
 https://www.canada.ca/en/health-canada/services/food-nutrition/food-safety/164116



## New innovation from Canada's No. 1 Hummus brand!

**Dark Chocolate Delight: the delicious, all-natural, plant-based dip**

Nutrition Facts Valeur nutritive	
Per 2 tbsp (30 g) pour 2 c. à soupe (30 g)	
<b>Calories 70</b>	% Daily Value* % valeur quotidienne*
<b>Fat / Lipides 5 g</b>	7 %
Saturated / saturés 0.5 g	
+ Trans / trans 0 g	3 %
<b>Carbohydrate / Glucides 8 g</b>	
Fibre / Fibres 1 g	4 %
Sugars / Sucres 4 g	4 %
<b>Protein / Protéines 1 g</b>	
<b>Cholesterol / Cholestérol 0 mg</b>	
<b>Sodium 35 mg</b>	2 %
Potassium 100 mg	2 %
Calcium 10 mg	1 %
Iron / Fer 0.4 mg	2 %

Same calories as traditional hummus<sup>1</sup>

Same amount of fat as traditional hummus<sup>1</sup>

Less than half the amount of sodium as traditional hummus<sup>1</sup>

Sweetened with dates and agave!

**Ingredients:** Cooked chickpeas, Water, Canola oil, Cocoa powder, Date paste (dates, water), Agave syrup, Brown sugar, Sea salt, Natural flavour. **Contains:** Sesame.



Health Canada recommends a healthy eating pattern where most sugars come from fruit, vegetables and unsweetened dairy products.<sup>2</sup>

**Give your shoppers the sweetness they deserve!**

**NOW AVAILABLE TO SHIP!**

<sup>1</sup>As compared to Fontaine Santé's traditional hummus  
<sup>2</sup>Source: Government of Canada website - Nutrients in Food



fontainesante.com



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*Kin's Farm Market's success is due to a relentless focus of freshness, service, fair pricing and a commitment to community.*

Cover Photography: Philip Chin



## publisher's perspective

### The Protein Wars



It is not a far stretch to say we are in the middle of what amounts to a "war" of the proteins. I recently attended Grocery Innovations Canada in Toronto and was struck by how many companies, many of them traditional meat companies, are jumping on the plant-based protein wave.

Beyond Meat had the advantage of being the first in this new space. Now valued at over \$14 billion U.S., Beyond Meat stock has steadily climbed with annual sales of only U.S. \$240 million. So many companies are now jumping into the market it makes one question how this is sustainable in the long run... are there really that many consumers who are Vegan or so-called Flexitarians, those that have not forsaken meat but consume more vegetarian meals? Or are we just experiencing a classic fad that will soon burn out?

Those promoting plant-based proteins argue it is a healthier alternative to red meat, whose over-consumption has been linked to health issues, and lessens our dependence on animal husbandry which plays a big role in the emission of greenhouse gases. One recent study found that those eating the most fruit-and-veg-dense diets had a 31 per cent lower risk of dying from cardiovascular disease and a roughly 20 per cent lower risk of overall mortality than those eating animal-focused diets.

The meat industry meanwhile points to the fact that plant-based proteins do not have the full range of essential amino acids found in meat. Moreover, certain compounds in plant foods can limit the absorption of amino acids (and minerals such as zinc and iron).

It should be noted that even with the plant-based craze there has been no decline in meat consumption to this point. And with all the companies offering plant-based products such as Beyond Meat, there is bound to be a shake-out eventually.

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### Puratos Canada has acquired Sandel Foods Inc.

SFI is one of the leading fruit fillings producers in Western Canada. It was established in 1979 by two business partners with a vision to provide custom ingredient solutions to the baking industry in Western Canada. Today, SFI has evolved to



offer the expertise and flexibility to formulate products to meet the evolving demands of customers and consumers, particularly in the areas of organic and preservative free fruit fillings. SFI is also the only Canadian company processing glacé fruit products, which is in high demand particularly for fruit cakes.

SFI operates out of their headquarters in Chilliwack, British Columbia Canada where they also have a facility that is over 70,000 square feet of automated production lines. Their ideal location places them in the heart of an abundant fruit growing region and enables them to deliver their products and services from Vancouver to Winnipeg as well as down the West Coast of the United States.



### Fresh Is Best Salsa Wins Big at Scovie Awards

Fresh Is Best Salsa & Company is celebrating its 20th year of business and took home 13 metals in Albuquerque New Mexico this past year at the Annual Scovie Awards. Competing in the fresh salsa, snack foods, condiments and unique categories Fresh Is Best products held their own against competition from the US, Canada and abroad.

For more information: [www.freshisbest.ca](http://www.freshisbest.ca)

### Federated Co-operatives Limited Adopts New Egg Quality Assurance Certification Mark

Egg Farmers of Canada is partnering with Federated Co-operatives Limited (FCL) to launch the Egg Quality Assurance (EQA) certification mark on select egg cartons in CO-OP Food Stores in Western Canada this month. The EQA certification mark quickly showcases to customers that their eggs are produced locally by Canadian farmers upholding world leading animal welfare and food safety standards.

"We know Co-op customers care where their food comes from and how it's produced," said Ron Healey, vice-president of Ag and Consumer Business at FCL. "We're working with Egg Farmers of Canada and using the EQA certification mark to assure our customers that Canadian eggs can be trusted for being a high-quality product with consideration for animal welfare."

All EQA certified eggs have met the highest standards of Egg Farmers of Canada's national Start Clean-Stay Clean® and Animal Care Programs. These standards matter and the EQA certification mark provides Canadian consumers with a visual way to recognize this right on the carton.

"For Canadian egg farmers, the EQA certification program is a testament to the decades of work spent building and strengthening standards across the Canadian egg farming industry," said Roger Pelissero, third generation egg farmer and Chair of Egg Farmers of Canada.

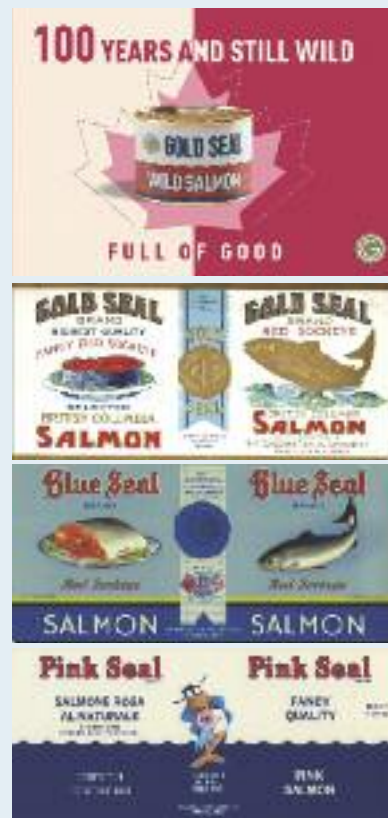
"By carrying the EQA certification mark on their products, Co-op is showcasing their commitment to sourcing quality, safe, local eggs. We're thrilled by their enthusiasm and support for the EQA certification and we can't wait to see more egg cartons in stores across Canada with the certification mark."

Visit [eggquality.ca](http://eggquality.ca) to find out more about Egg Farmers of Canada's EQA certification program.



### GOLD SEAL Celebrates 100 Years of Excellence in Sustainable Seafood

Gold Seal, a leading supplier of canned seafood under the leadership of Ocean Brands, will mark a milestone achievement as it celebrates its 100th anniversary. In the century since the Gold Seal brand first came into existence, it has become a renowned industry leader, known for its commitment to sustainability, excellence and providing consumers with responsibly sourced, wild caught seafood.



The Canadian Fishing Company first began producing Gold Seal in 1868 and in 1919 the Gold Seal name received its own trademark. Since that time, Gold Seal has grown to its current leadership position in the marketplace and is widely distributed across Canada. While Gold Seal also offers sardine and mackerel products, the pillar of its product line remains its iconic wild salmon (pink and sockeye), the recipe for which hasn't changed since it came into being 100 years ago: salmon and salt. This tried and true recipe has been delivered from sea to table for the last century, underpinning the success of the Gold Seal brand.

Today, Gold Seal sells more than five million cans of seafood each year. The iconic brand's century of success is clearly visible throughout Canada where it has become a household name and remains a trusted provider of quality seafood to this day.



Merry Christmas  
AND  
HAPPY NEW YEAR



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For more information, contact Ajay Handa (Country Head, Canada) at (403) 389-1724 or [ajayhanda@foodempire.com](mailto:ajayhanda@foodempire.com). Visit [www.kracks.com/canada](http://www.kracks.com/canada)

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## Ottawa's La Siembra Co-Operative Celebrating 20 Years of Fair Trade Camino Chocolate Bars and Cocoa



La Siembra Co-operative, producer of popular Camino chocolate bars and cocoa, is celebrating its 20th year. In 1999 three founders bought a small mixing machine and set it up in the basement of a church in Ottawa where they manually canned tins of hot chocolates and cocoa powders with the help of volunteers.

Long before fair trade and environmental concerns were front-page news, La Siembra became the first registered importer of Fairtrade Certified cocoa and sugar in North America. Fairtrade ensures better prices and labour practices for farmers and workers around the world.

"When we decided to join together as a worker-owned cooperative, our vision was to popularize organic and Fairtrade hot chocolate as a vehicle for change in the way consumers engage in the products they love," said Tia Loftsgard, a founder and now the executive director of the Canada Organic Trade Association. "We wanted to institutionalize that farmers in the global south earned enough money to stay farming their land, to invest in their communities and to be able to live a life with dignity and opportunity. I am so very proud of everything La Siembra has accomplished in the last twenty years".

Today the worker-owned co-operative works with 25 producer co-ops, supporting more than 47,500 family farmers in 14 countries. At a time when just 51 per cent of small- and medium-sized businesses survive for five years (Source: Industry Canada), celebrating 20 years is a major accomplishment. However, growing the business was not smooth sailing. La Siembra has had to overcome many challenging moments. From failed product launches, to exchange rate mitigation, and economic downturns, like many small mission-based enterprises weathering these storms can be difficult.

## iLevel Appoints Anderson

Nancy Anderson has joined iLevel Management as a brand manager. She has been in the food industry since 1991 starting her career in purchasing, inventory control & participated in the evolution of natural products in Canada. Through the years she has held roles in distribution & brokerage houses as senior brand manager, sales & marketing manager as well as director of business development. Throughout her diverse career she has established a keen sense of strategy and competitive insight from product development to retail shelves.



Nancy Anderson

## CONSUMERS PAID MORE FOR BEEF

The Consumer Price Index (CPI) represents changes in prices as experienced by Canadian consumers. On a year-over-year basis, CPI for fresh and frozen beef was up 4.7 per cent in September. Beef prices rose in every province except Quebec (-2.7 per cent). Prince Edward Island posted the largest increase (+12.8 per cent), followed by Alberta (+12.2 per cent), Manitoba (+10.4 per cent), and British Columbia (+9.9 per cent).

Looking at specific cuts, prices of prime rib roast were up the most (+9 per cent), followed by stewing beef



(+0.5 per cent); while prices of round steak, sirloin steak, blade roast were down one-three per cent in September. Moving into the end of the year, end meats for slow cook, ribs and some loin products are expected to see stronger demand with colder weather and the holiday season fast approaching.

CPI for fresh and frozen chicken (+7.3 per cent) grew faster than beef, while CPI for pork was up a modest 1.7 per cent year over year. Outside the meat case, fresh vegetables posted the largest year-over-year increase in the food category with CPI up 12.4 per cent. Despite this, prices in September were down 11 per cent from the peak in June.

Bottom line: Strong retail prices coupled with larger beef production (+7 per cent YTD) indicates strong domestic demand for beef.

## Sunrise Soya Foods Expands to Support the Consumer Demand for Tofu in Canada



Sunrise Soya Foods is the leading provider of high-quality tofu products in Canada. As one of the pioneers of soy foods, the company is renowned for bringing traditional and innovative tofu to the market, such as introducing organic, dessert and smoked tofu. Owned by the Joe family, Sunrise celebrates over 60 years of tofu making and growth with the opening of their third production facility. The new plant marks a significant milestone for both the company and the Joe family.

Demand for tofu continues to grow as more Canadians become interested in reducing their consumption of animal products and seek to substitute them with high-protein, non-meat and dairy-free alternatives. Canadian eating habits are changing, and so is their grocery shopping behaviour. According to Nielsen data, the meat and dairy alternatives category was one of the fastest growing fast-moving consumer goods (FMCG) categories in 2018. As Canada's only tofu manufacturer that distributes nationwide, Sunrise is proud to be fulfilling the consumer demand for plant-based foods.

Being Canada's largest tofu producer, Sunrise aims to increase public awareness around the health benefits of tofu as a nutritious and versatile ingredient. "We take pride in being the leader of quality soy products, as well as educating consumers about tofu and the creative ways it can be used in everyday recipes," states Peter Joe, chief executive officer at Sunrise. "It's very exciting to see more people embrace tofu, and we would love to have Sunrise tofu in every fridge across Canada."

## Dalmatia Fig Spreads Earn Superior Taste Award by the International Taste Institute

Dalmatia earned the Superior Taste Award, a rigorous certification by the International Taste Institute, for outstanding product quality. Taste experts and top chefs judged the spreads in a blind sensory analysis on the visual, olfaction, taste and texture, scoring the spreads in the 84th percentile.



"We are constantly evaluating our formula to ensure our consumers get the best ingredients and most flavourful products on the market," said Neb Chupin, co-founder of Dalmatia Import Group, Inc. "We are honoured to receive this award, a mark of our commitment to quality."

## CAROL STEWART RECEIVES FCPC'S 2019 AWARD OF DISTINCTION



Carol Stewart, retired president and chief executive officer at Kellogg Canada Inc., received the 2019 Award of Distinction at this year's annual Food & Consumer Products of Canada (FCPC) CEO & Executive Leadership Conference.

This prestigious award is presented to Stewart in recognition of her momentous career spanning over three decades. She has been an active member of FCPC for many years, including participation on the board and, most recently, as board chair. "Carol's perspective and counsel on many of the key issues affecting the consumer goods industry have helped FCPC to better serve its membership throughout her tenure on our board," said Michael Graydon, chief executive officer, FCPC. "It is my absolute privilege to celebrate Carol's leadership, passion and contributions to the CPG industry."

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## Online Grocery Ordering Increases Revenue by 15.8 per cent, According to New Research

Digital grocery sales will double over the next two years, and the number of grocers offering click & collect and third-party delivery will grow 150 per cent by 2021, according to a new research report from Incisiv, a research firm focused on digital disruption. "Online Ordering in Grocery: State of the Industry Benchmark" focuses on the business case for digital grocery and the process and technology improvements that grocers must adopt in order to succeed.

Grocers are currently ill-equipped to execute online grocery delivery effectively.



### KEY FINDINGS OF THE REPORT INCLUDE:

- Grocers see 15.8 per cent incremental growth with online ordering. This number is nearly double what retailers expected prior to launching online ordering. Most of this growth is net-new revenue, too, as 82 per cent of retailers reported that digital sales did not cannibalize in-store sales. Digital sales are expected to grow to \$150B by 2025, accounting for 14 per cent of overall sales.
- Online grocery ordering today is largely unprofitable. While online ordering drives topline growth, it typically comes at the expense of profitability. Other than shipping from distribution centres or drop-shipping by vendors, all other forms of online order fulfillment (third-party delivery, click & collect and curbside) negatively impact profit margins.
- Lack of real-time inventory visibility and increased store operations complexity reduce digital profitability. The grocery industry loses \$2.5B in revenue and \$800 million in profit each year due to inaccurate inventory visibility and inefficient fulfillment processes. Grocers face both supply chain challenges, such as managing inventory levels and ensuring on-shelf product availability, as well as technology challenges, including order status accuracy and availability of real-time inventory data.
- Grocers will prioritize technology investments that increase share-of-wallet and improve profitability. 100 per cent of grocers surveyed plan to use advanced analytics to increase basket size, and grocers will seek technology solutions that help them leverage their unique data. Analytics and data analysis will play a key role in helping retailers personalize content and offers in order to drive conversion and increase sales.

## Correction Notice

In the September/October issue of *Western Grocer*, Deli article Freybe was mistakenly referred to as a family-owned business. In 2013 however, Freybe was purchased by Premium Brands Holdings and is now part of a publicly traded company.

## events calendar

February 20-23, 2020  
**CHFA West**

Vancouver Convention Centre,  
West Building, Vancouver, BC  
For more info: <https://chfa.ca>

April 15-17, 2020  
**SIAL Canada**

Palais de Congrès, Montreal, QC  
For more info: <https://sialcanada.com>

April 27-28, 2020  
**Grocery & Specialty Food West**

Vancouver Convention Centre,  
East Building, Vancouver, BC  
For more info: <https://gsfshow.com>

May 31-June 2, 2020  
**IDDBA 20**

Indianapolis, IN, USA  
For more info: [www.iddba.org](http://www.iddba.org)

April 26-27, 2020  
**Bakery Showcase 2020**

Toronto Congress Centre  
Toronto, ON  
<https://baking.ca>

April 27-28, 2020  
**Grocery & Specialty Food West**

Vancouver Convention Centre, East Building  
Vancouver, BC  
<https://gsfshow.com>

May 19-21, 2020  
**Sweets & Snacks Expo**

McCormick Place  
Chicago, Illinois, USA  
<https://sweetsandsnacks.com>

May 31-June 2, 2020  
**IDDBA 20**

Indianapolis, IN, USA  
For more info: [www.iddba.org](http://www.iddba.org)



# Tons of Innovations this year at Grocery Innovations Canada (GIC) – A WORLD OF OPPORTUNITY

Taking place on over 110,000-sq.-ft., the 2019 Grocery Innovations Canada brought renowned speakers, incredible booths, master merchandisers, and of course the top innovations in the grocer industry all under the same roof.

The theme this year was "A World of Opportunities" and it showed. Companies focused on food from around the world, and featured innovations from all parts of the globe. The lecture sessions stood out as informative, and the speakers knowledgeable, with the likes of Joe Jackman of Jackman Reinvents, as well as retail expert Harold Lloyd. Also speaking were Robert Carter of the NPD Group, and speaking for the first time in Canada, former Amazon Executive John Rossman.

One of the most exciting aspects of the show was the New Product Showcase, where judges selected the top 10 in grocer new and innovative products, all of which will be hitting store shelves soon. These products are the best of the best and received the recognition they deserved at the awards ceremony.



Ron Welke, chair of the Canadian Federation of Independent Grocers and associate vice-president, food at Federated Co-operatives Limited said, "The Top 10 in Grocery reflects some of the key trends that consumers will see in grocery stores and food retailers, and showcases innovation in the marketplace."

### BEST PACKAGING



Bad Dad Tea Inc.

### BEST BEVERAGE



SeedLip Distilled Non-Alcoholic Spirits (TFB & Associates)

### BEST PET ITEM



Happy Pops for Best Frozen, Nature's Recipe Dog Treats (Smucker Foods of Canada Corp.)

### BEST ETHNIC PRODUCT



Ready to Heat Thai Premium Curry Sauces (Blue Elephant Royal Thai Cuisine Canada)

### BEST CONVENIENCE



Last Call Natural Hangover Elixir

### BEST HEALTH AND WELLNESS PRODUCT



Humble Seedz Vegan Cream Cheeze

### BEST FROZEN



Happy Pops

### BEST NON-FOOD ITEM



Eco-Max (Prism Care Corporation)

### BEST HOME MEAL REPLACEMENT



Rana Meal Solutions

### BEST SNACK



Sea Stick (Good Life Group Inc.)

## BEST BOOTH AWARDS

The Best Booth Awards were Dolce Chocolate for Best Single, Made Good Riverside for Best Double, Kruger Products for Best Marketed, and Canada Beef for Best Multi Booth.

## GALA DINNER & AWARDS

GIC hosted an extravagant gala dinner and awards presentation hosted by Thomas Shurrie of CFG, and Harold Lloyd. Each year, the Canadian Federation of Independent Grocers (CFIG) Awards Program recognizes the success of outstanding independent retailers and offers insights into innovations that are changing and enhancing the way retailers compete.

## NATIONAL GOLD AWARDS

The NATIONAL GOLD AWARD Winners for Top Independent Grocer of the Year for 2019 are:

Freson Bros. Fresh Market, Fort Saskatchewan, AB (Large Surface)

Safety Mart Foods, Chase, BC (Medium Surface)

AG Valley Foods, Invermere, BC (Small Surface)

## DAVID C. PARSONS AWARD OF EXCELLENCE IN SPECIALTY FOOD RETAILING (GOLD)

Choices Markets - Yaletown, Vancouver, BC

## SPECIAL AWARDS

CFIG announced that Mike Coleman, Frank Coleman and the Coleman Family of Colemans, Corner Brook, NL, were awarded THE ARNOLD RANDS HERITAGE AWARD. The award is given to the year's best multi-generational store that is privately owned, and that has been in the same family for at least two generations, in the same community for 35 years.

## HALL OF FAME

CFIG announced the following grocers into the HALL OF FAME (IGYA):

Justin Norman and Team, Colemans Garden Market, Corner Brook, NL

Choices Markets Kelowna Team, Choices Markets, Kelowna, BC

Aaron Coutts and Staff, Freson Bros., Barrhead, AB

Shelley Keim and Staff, Freson Bros., Manning, AB

Daniel Giroli and Team, The Market By Longo's - HBC, Toronto, ON

John, Mary, Joey, Vince, and Deanna Carnevale, Thorncrest Market Foodland, Etobicoke, ON

## MERCHANDISING EXCELLENCE AWARDS WINNERS

Additionally, one of the highlights of the event was the Merchandising Excellence Awards winners. There are 14 winners selected every year, recognizing the best point-of-sale merchandising in the grocery industry. This program enables retailers the opportunity to show off their new displays, promotions, and events, while industry judges determine winners based on creativity and visual appeal, effectiveness, among other qualifications. The full list can be seen here:

### MULTI-STORE INTERNAL CONTEST

Medium Surface Gold IGA Extra Pierre Patry, Vaudreuil, QC  
Pierre Patry, Marc Theriault, Robert Belair

Large Surface Gold Colemans Newfoundland Drive, St. John's, NL - Coleman Family

### THEMED EVENT

Small Surface Gold South Hill Fine Foods, Moose Jaw, SK  
Perry Chambers and Store Team

Medium Surface Gold Save-On-Foods, Edmonton, AB  
Roland Kostic and Store Team

Large Surface Gold Save-On-Foods Orchard Plaza, Kelowna, BC - Don Gandy, Eric Falkenberg and Store Team

### PERIMETER DISPLAY

Small Surface Gold Sharpe's Food Market, Campbellford, ON  
John, Steve and Mike Sharpe

Medium Surface Gold Fresh Street Market, West Vancouver, BC  
Alex Lee and Store Team

Large Surface Gold Marché St. Janvier, Mirabel, QC  
Daniel Reiley

### MULTI-MANUFACTURER

Small Surface Gold Sun Valley Market, Toronto, ON  
Jim and Vicki Bexis

Medium Surface Gold Crowfoot Co-op, Calgary, AB  
Gary Friend and Store Team

Large Surface Gold Dessureault Your Independent Grocer, Ottawa, ON - Carl & Nathalie Dessureault, Rene Larocque and Team

### SINGLE MANUFACTURER

Small Surface Gold Sun Valley Market, Toronto, ON  
Jim and Vicki Bexis

Medium Surface Gold Quality Foods, Parksville, BC  
Darcy Ginter and Store Team

Large Surface Gold Save-On-Foods, North Vancouver, BC  
Sean Cantin, Phil Miscio and Team

GIC - Oct 27-28, 2020 - Toronto Congress Centre  
[www.groceryinnovations.com](http://www.groceryinnovations.com)  
GSFW - April 27-28, 2020 - Vancouver Convention Centre  
<https://gsfwshow.com>

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2019 TOP 10 IN GROCERY

Photography: Philip Chin

Seeking a better life is an integral part of the immigration experience, and it played a key role in the Leung family leaving their homeland of China in 1981 to begin anew in British Columbia. **By Robin Brunet**

But a better life was also something they wanted to give others, and it is the driving force of their business, Kin's Farm Market — the specialty produce retailer well known for delivering freshness, superior customer service, promoting healthy lifestyles, and providing rewarding careers.

Indeed, the company's purpose statement says it all: "To inspire a better quality of life in our communities". This has become a rallying cry across the company and a key driver of all the activities they pursue. Over the past decade they have donated nearly a half million dollars to different organizations such as hospitals, medical research, university scholarships, new immigrant services, youth sport activities and nutrition education to elementary children. All this philanthropy is part of their community-based C.H.A.M.P.S. initiative.

It's not a stretch to credit this commitment to the community and the hard work of the founders and their staff for Kin's phenomenal growth over the decades (29 stores and counting). It has been the foundation for the company since 1983 when the Leungs opened a small produce table on Vancouver's Granville Island.

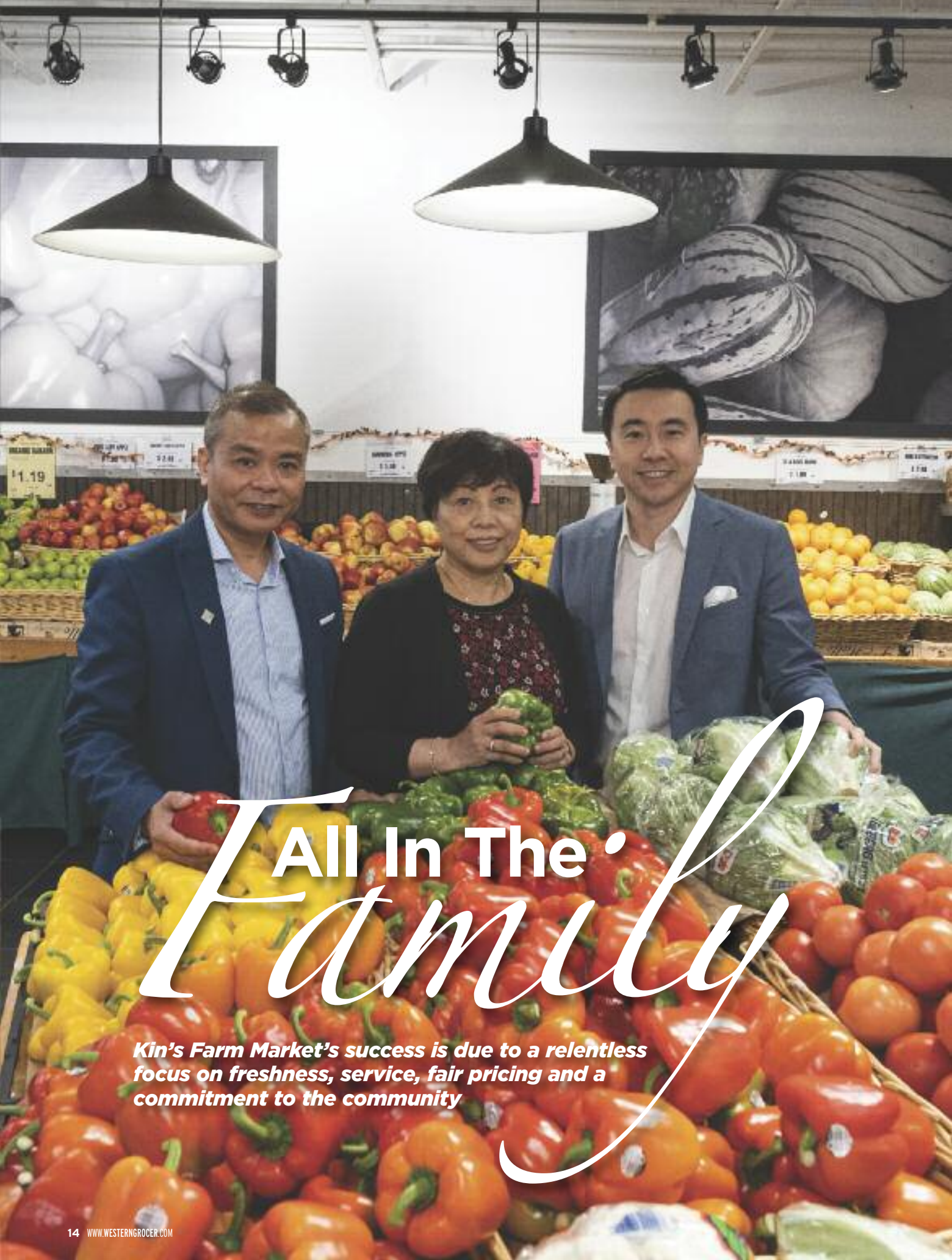
Kin Wah Leung, president, founding director of Kin's Farm Market, says, "We all worked hard: my brother Kin Hun, my sister Kin Fun, as well as my parents Chie Yau and Chie Wen, as soon as we landed in Canada. We spent a lot of time sourcing the freshest products. We priced the products fairly. And we served customers very well."

The friendly and enthusiastic Leung, now 59, adds, "We weren't business people. We had plenty of competition. But we were young and not afraid to compete."

There's a palpable sense of tradition to be experienced at any Kin's Farm Market, starting with size: a typical outlet is only 2,000 to 3,000 square feet, which helps make shopping intimate and also facilitates interaction between shoppers and staff. Produce is laid out neatly in their cardboard packing crates, illuminated by baby spotlights. The décor in most stores is equally simple, with an abundance of signage and banners pointing to sales and seasonal displays, and augmented by the green Kin's Farm Market logo.

The popularity of the produce derives not so much from being exotic (the vast majority of items is instantly recognizable) but from its freshness, the result of the Leung family practising direct farm-to-table sourcing long before it became a trend. Forensic detail is given to each product in terms of marketing, for example: the Kin's website says of a recent monthly focus on peaches, "Unlike peaches from elsewhere, local peaches are often harvested when they are almost ripe. Thus, you can expect the delicious taste from the fruits that reach the full benefits of sugar production from being ripe on the tree."

The website gives advice — as do Kin's store staff with regards to all produce — about how to select the best peaches. "You can gently press the shoulder and



# All In The Family

**Kin's Farm Market's success is due to a relentless focus on freshness, service, fair pricing and a commitment to the community**



Pictured left - (L-R) Kin Wah Leung, president and director, Queenie Chu, vice-president, operations and director, and Victor Lau, vice-president, supply chain & marketing.





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top of peaches to determine if the peach is ripe. If the peach starts to give with gentle pressure, it is ready to eat. If you are planning to use peaches for salads, select the ones that are still firm.”

Queenie Chu, director, vice-president (operations) and Leung’s wife, says of Kin’s staff, “They are thoroughly trained and can talk in great detail about the sugar content of produce, seasonality, who grew what and where. Today’s consumers require this degree of information, but they don’t always get it from other retailers.”

Overwhelmingly, the most successful Kin’s markets are situated in indoor shopping malls; in outdoor locations with tents and awnings connected to malls; or in pedestrian-oriented locales. “We also see opportunities in the mixed-use, pedestrian-oriented shopping hubs that are replacing traditional mall development,” says Leung’s son Victor Lau, vice-president, supply and marketing.

Leung, Lau, and Chu discuss business at their 27,000 square foot corporate headquarters in a quiet, tree-lined business park in south Richmond. While Leung and Chu are outgoing and talkative, Lau, 39, politely defers to them in all matters concerning the family’s history— which, given Leung and Chu’s enthusiasm, is an obvious source of pride.

Leung recalls, “My brother and I had just finished high school when we moved to Vancouver to build a better quality of life. It was tough to move, and we had no money — in fact, our entire family lived in a 200 square foot attic, just a single space for everything with mattresses on the floor.”

Chu adds, “There were lots of challenges: the culture was different, there was the language barrier, and back then there wasn’t any real support for immigrants in terms of



government programs. But the determination to build a better life was huge.”

The family found jobs almost immediately. Leung’s mother and father worked as a nanny and dishwasher respectively, and he and his brother secured employment in restaurants. “When our shifts were over we took English studies, and every payday mom grabbed our



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paychecks and pooled the money together,” he says. “After two years of this, we had saved enough to buy a house.”

Having obtained a degree of security, the Leungs’ fortunes evolved again when a family friend in the grocery trade one day took them for a tour of Granville Island, the peninsula across False Creek from downtown Vancouver whose Public Market includes a farmers’ market and day vendors selling artisan/cottage-industry foods.

Chu recalls, “We were amazed by how busy the place was. It really was a

major local shopping destination for Vancouverites, and during the tour we learned that it only cost about \$18 per day to rent a vendor table.”

Grinning at the memory, Leung adds, “Right then we said, ‘We can do that. Let’s set up a table and sell fruit and vegetables.’” With help from their friend, the family stocked an eight foot long table with less than 20 items, and steady sales followed.

In many ways, Kin’s hallmarks of freshness and customer service developed out of necessity. “At night we worked in the restaurants, and in the mornings we

drove to the Fraser Valley for produce, came back, and stocked our stand,” says Leung. “This was completely different from the competition, who stocked their produce in warehouses for over a week; and Granville Island shoppers appreciated the difference.”

As for customer service, when the business grew enough for the Leungs to rent three tables (one for the parents, one for Leung and his brother, and one for Kin Fun), the brothers noticed early on that Kin Fun’s table unfailingly attracted line-ups even though the quality of the

produce was no different. “We found out that she would talk to the children of the parents visiting her stand, and in turn the parents would talk with her,” says Leung. “There would be a nice chat, and even though she never tried to hard-sell them anything, they would wind up buying items anyway.”

The brothers, who were shy by nature and had previously hoped their produce would sell without promotion, quickly honed their conversational skills. This quickly evolved into them being able to talk at length about every item on their table, much in the way vendors embracing the buy local movement would inform inquisitive shoppers decades later.

Soon, the night work at the restaurants was abandoned so the family could focus exclusively on the food stands. Relations with regional farmers were fortified, with Leung keeping an eye



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constantly peeled for prospective new suppliers. “If I was driving past a field that had really nice cauliflower I would stop, ask the workers who owned the property, then drive to the person’s house and see if I could do business,” he says.

In 1987, the family established their first permanent location — a 2,000 square foot store in Blundell Centre, in Richmond. To save money, Leung did all of the millwork, and although the store provided a much larger variety of produce than the Granville Island stands, business was initially slow. “We would have maybe 200 customers daily and make \$800,” says Chu. “Back then Richmond was somewhat isolated from other parts of the Lower

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ourselves as a high-end retailer,” says Chu. “We were the first fresh produce store in an indoor mall in the region — and a success from the start.” The success confirmed that the future direction of Kin’s Farm Market would be in the high end product market, a direction that would later be reinforced by a new store design by the late Rob Kay.

Many other milestones followed: the company’s logo and ‘We Sell Freshness’ motto were trademarked in 1993; new



Mainland, and there was a lot of competition from the surrounding farms.

“However, we maintained our advantages of freshness, service, and pricing — the latter of which the competition definitely didn’t have. Eventually our store attracted lineups, and the lineups never stopped.”

Kin’s popularity grew to the point where by three p.m. the store was so packed you couldn’t even see the floor, recalls Chu. “People would drive long distances to shop, and they would bring homemade jam and cakes as gifts. It was an honour, because getting to know our customers was key for us.”

As Kin’s grew, Leung introduced an Assistant Manager Management Team Program to help bring the skill sets of

his staff to the next level.

Then, in 1990, a second store in Ladner was opened. “We lost money on that store,” says Chu. “The traffic simply wasn’t big enough.

We tried selling flowers, consignments, and other things in addition to produce, but nothing worked.”

However, a third store in Burnaby’s Brentwood Mall in 1992 was the turning point. Brentwood was an enclosed mall, and its owner ignored common wisdom that produce stores were too gritty for malls and offered to charge Leung only \$4 per square foot for the new outlet for the first five years (compared to \$20 per square foot the family was paying in Ladner). “We hired an interior decorator and positioned

stores opened in affluent West Vancouver (in ’94), farther afield in the Fraser Valley (in 2000, in Langley’s Willowbrook Shopping Centre), and in the heart of downtown Vancouver (on Davie Street, in ’04). Of the latter, Leung says, “We resisted Vancouver for years because it was such a big market— we wanted to get strong outside of the city first.” Hence, Kin’s opened in peripheral areas of the city such as Oakridge Mall, West 10th Street, and City Centre before tackling downtown, and following the success of

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Davie Street it opened a nearby store on Denman Street.

Along the way, further initiatives were undertaken to strengthen the business and staff. A management partnership program was established in 1995 under which store managers could become business partners. The following year, Greenfield Produce Ltd. was established to handle all the procurement and distribution aspects of the business. In 2005, a franchisee program was introduced, and this resulted in three corporate stores transferring ownership to a franchisee within a year. And in 2011, the company announced that it had made huge advancements in becoming more

eco-friendly, with the introduction of LED lighting in all locations and a new organic waste disposal system.

The remarkable rise of Kin's Farm Market was recognized formally too. In 2009, Kin Wah Leung, Kin Hun Leung, and Queenie Chu were awarded the Ernst & Young Entrepreneur of the Year in the category of business to consumers, and in February 2013 Kin Wah was awarded the Queen Elizabeth II Diamond Jubilee Medal for his achievements.

But as satisfying as these honours are, Leung and Chu are more interested in

future growth, and as they wind down the discussion of their company in their Richmond headquarters they point to Lau as the person who will eventually take over the family business.

Lau nods appreciatively. "There are challenges today in passing on our ideology to a workforce that numbers as many as 600 people," he says. "It requires visiting the stores frequently, talking to managers, putting out programs, and



preaching our values. It also requires careful hiring and thorough training of new staff via different systems and platforms, to enable them to communicate knowledgeably with shoppers.

"However, these efforts are well worth it. I think our traditional values and shopping experience are more relevant than ever in a retail landscape that now includes shopping online and home delivery. Many shoppers crave human interaction and the intimate experience of selecting produce in stores such as ours."

Lau goes on to note that the Kin brand has evolved to the point where it might be introduced in other provinces sometime in the future. "We are assessing markets in Vancouver Island, Alberta and south of the border," he says.

As Leung nods approvingly, Lau concludes, "We can never take anything for granted or rest on our success, because there are always new entrants to the marketplace — so we will continue to work hard in order to stay relevant. Meanwhile, we get emails regularly from people asking us to open new outlets. So we're in demand. We're keeping our eyes open for new growth opportunities, and we'll act as long as we can retain the elements — including the crucial interaction between staff and customers — that made us a success to begin with." ●



# More than Meatballs

*Premiumization and Plant-Based Proteins Products Invigorate the Pasta and Sauce Category*

The rising popularity of protein and the resurgence of low carb diets have made for a challenging environment for pasta to say the least. However, recipe innovation, artisanal formats, and the integration of whole grain and plant-based proteins are presenting alternatives to the traditional spaghetti and meatballs.

"Pasta is a commodity category with low to flat growth," shares Joel Gregoire, associate director Canada Food and Drinks Report, Mintel. "That being said — 96 per cent of consumers say that they have pasta at some point and time."

For retailers, indeed, pasta is a huge category with Canadians consuming on average 6.5 kg per year. Revenue amounts to US\$392m in 2019 with the market expected to grow annually by -1% (CAGR 2019-2023), according to Statistica.

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## PASTA INNOVATIONS

Gluten-free pasta continues to grow exponentially. For Bosa Foods, according to Bruno Benedet Jr, president and CEO, it is exceeding double digit growth. To respond to this demand, Bosa has expanded their line to include unique gluten free cuts including a pasta nest and lasagna sheet.

The gluten free segment has also shifted towards vegetable lines of pastas. "People are travelling and seeing other alternatives to wheat including chickpea and quinoa products," says Kae Woodland, founder and president, Lifestyle for Life. "These two products are not only wheat free but responds to the segment of consumers who are seeking additional protein in their meals."

Naturally plant-based, the pasta category presents an opportunity to connect with this growing segment of consumers who are turning towards plant-based options, in particular, plant-based protein.

Italpasta has identified growth in their pulse-based pasta line, in particular chickpeas and lentils, with some consumers shifting from their gluten free products to a vegetable-based one. "Consumers

*Italissima from Bosa Foods offers a variety of pastas.*



*Lifestyle for Life offers vegan options with their Cashumel line.*

are seeking products that are better for them and plant-based protein pasta fulfils this need," says Frank DeMichino, chief operating officer, Italpasta Limited. "They are wanting a form of pasta that they feel good about consuming."

One of the greatest draws to the pasta category remains in its ability to create innovative, elevated meals, that are fast and fairly inexpensive.

## ENTICE CONSUMERS WITH ARTISANAL PRODUCTS

With cooking shows, foodie magazines and even meal preparation kits, consumers are also gravitating towards artisanal pasta created in traditional manners. "I am seeing more recipes for tagliatelle and other long forms of pasta," says DeMichino. "We place close attention to the restaurant industry, as what

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\* Based on refrigerated pasta sales



Nonna Nicoletta from Italtasta is an artisan pasta created in Italy.

ever is popular there tends to transfer over.” Recently Italtasta launched their Nonna Nicoletta pasta line, an artisan pasta created in Italy, providing an indulgent option for consumers who want to elevate their pasta offerings.

Short cuts, such as penne and farfalle (bowties) are gaining popularity. While lasagna, manicotti and jumbo shells continue to grow.

Nicolas Pouliot, director of sales and marketing, O’Sole Mio says pasta fits in well with consumers’ desire for convenience and quality at the same time, a trend which he sees as giving rise to demand for Meal box services for example.

To respond to this ready-to-go consumer, O’Sole Mio launched an al dente line of fresh pasta products offering consumers precooked fresh pasta that they can take home and prepare in only a few minutes.

Tortellini remains one of the top sellers for O’Sole Mio. While, their new imported cheese line, which includes imported Italian cheeses



O’ Sole Mio’s al dente line of fresh pasta offers consumers precooked fresh pasta. O’ Sole Mio Tortellini is one of the brand’s top sellers.



photo courtesy shutterstock.com

like parmigiano reggiano, offers an elevated alternative for the fresh pasta consumers.

Unico’s whole grain pasta line offers consumers the health benefits of whole grain while also providing consumers with a new format to experience their favourite meal. “What’s exciting about pasta is although it’s been around for while, people are experimenting more and more,” says John Porco, chief operating officer, Unico Food. “It’s no longer spaghetti and meatballs—some of the healthy pasta are becoming a big part of the category including whole grain and gluten free.”

Aurora’s Dry Pasta Line focuses on traditional attributes including bronze die cut, slow drying and made with 100 per cent Durham wheat semolina. “There is a definite shift to premiumness in both categories and consumers are willing to pay a slight premium for quality,” says Morello. “This presents a tremendous opportunity for retailers to trade up consumers by bundling more premium pasta products.”



Aurora’s Dry Pasta Line focuses on traditional attributes including bronze die cut, slow drying and made with 100 per cent Durham wheat semolina.

Bosa Foods worked with a specialty pasta producer to create an artisanal line of products including infused with squid ink and a rainbow pasta nest. “We’ve also added a bronze die extraction to our traditional pasta line which allows the pasta to bind better with certain sauces,” says Benedet.

The pasta cut is only part of the story — in order to deliver a complete meal, grocers need to also focus on the sauce category.

#### THE FULL PACKAGE

When it comes to sauces, Canadians are gravitating towards the traditional with tomato and basil remaining the fan favourite. “Canadian consumers are wanting a high-quality product with consistent, familiar flavours,” shares Benedet. “Over the years, we’ve tried different variations, like a sauce made from a yellow tomato, but it failed to have a significant impact on the category.” Bosa Foods selection of traditional flavouring, includes tomato basil, arrabiata, and puttanesca sauces.



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Unico Foods three varieties of 680mL pasta sauces features new and updated branding.



Aurora Food's ready to make pasta sauces also responds to consumers who are seeking authentic, imported products. Their two Alessia products, Authentic San Marzano and Sicilian Cherry Tomato Sauce are made in Sicily with all-natural ingredients.

For those consumers who are seeking a local sauce, Unico offers a full line of locally grown and canned sauces. "Our sauces are made in season in Leamington, Ontario and canned within 24 hours," says Porco "We put a lot of effort into producing the highest quality sauces from locally grown tomatoes." One of the elevated offerings that Unico launched was their Primo Pezzetoni, a chunkier tomato cut that can be used on its own or added to a sauce.

Although the sauce category traditionally is tomato-based, there is growing interest in alfredo-based sauces. However, these products can present barriers to consumers that are either vegan or gluten free.

Recognizing this gap in the industry, Woodland created a line of vegan, preservative free sauces. Currently available in three flavours, including black garlic, spices and sundried tomato, and original flavouring, Woodland's hope is that these products will encourage consumers to eat meals that are full of flavour and healthy.

When it comes to merchandizing, retailers would benefit by pairing products with similar attributes together and sharing these values. While, cross-merchandizing and stand-alone displays makes it easy for consumers to put recipes together.

"The beauty of these products (pasta and sauces) is that you really can't eat them alone," says Morello. "What a glorious opportunity for retailers to build basket size by promoting recipes, building easy shop displays and offering promotion bundles."

The pasta category is far from stagnant. To drive sales in this category, retailers would benefit by offering a range of products that responds to both the culinary and dietary needs of their consumer. A quick, easy to prepare meal that is fairly inexpensive, there is no question that pasta and sauce will remain core staples on the grocery shelf. ●



Alessia offers Authentic San Marzano and Sicilian Cherry Tomato Sauce that are made in Sicily.

## DIPS

By Frank Yeo

# The Dips Category Shows No Signs of Slowing Down



photo courtesy shutterstock.com

# Dipping In

When it comes to the dips category, products which address healthful snacking and meal preparation made easy are making the most impact, especially with the increasing trend for transparent and clean ingredient labels such as preservatives and gluten free, according to a recent study by Win-sight, a leading B2B insight and market intelligence company.



Zoe Currelly, Saltspring Harvest

The dips category is broken out into deli, dairy, produce and shelf stable dips. Total dips in Canada is a \$361MM category and growing +5.9% L52 Wks. "Refrigerated dips are driving the growth," says Stephen Knight of Kraft/Heinz, manufacturers of the Philadelphia line.

Zoe Currelly of Saltspring Harvest, a B.C. based manufacturer of vegetarian pâtés, concurs saying, "Refrigerated options have

been especially successful as consumers seek out fresh foods with the clean, preservative-free and all-natural examples driving growth."

Saltspring Harvest offers four unique flavours of vegan végé-pâté — a spread made of organic seeds and vegetables. "Végé-pâté is a versatile product and can be eaten as a key ingredient within a meal, for example inside a salad wrap or sandwich, or as a snack/appetizer and accompanied with other items. This versatility allows the product to cross categories and increases its consumer accessibility," says Currelly.

### Purchase Drivers

Taste is the No.1 purchase driver in the total dips category, says Knight. "Flavour and enjoyment are the primary reasons behind purchasing any dip. With that in mind, it's important that we continue to innovate alongside flavour trends and ensure that our top flavours are undergoing benchmark testing with consumers."

Kraft Heinz competes today in dairy dips, with Philadelphia being the share leader in the segment. The portfolio has nine skus across two size formats and six flavours.

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Saltspring Harvest offers four flavours of vegan vegé-pâté.

“Indirectly, the Philly brand also competes in dips through Philadelphia Whipped Cream Cheese, says Knight. “The whipped texture and top deli dip flavours, such as Tzatziki and Roasted Red Pepper, lends itself to snacking and dipping occasions.”

While Philadelphia Dips are most commonly used as a chip dip, Philadelphia Whipped Cream Cheese is most commonly used on crackers or veggies.

Secondary purchase drivers, says Knight, are health and convenience. “All Philadelphia Dips contain no artificial colours or flavours, which is increasingly important for consumers. Equally important is ensuring we are innovating in the right sizes and formats to deliver on convenience.”



Philadelphia Dips are commonly used for chip dips.

### Plant-based Options

Another trend influencing the dips market is the growing interest in plant-based options.

A recent Nielsen study showed a 20 per cent sales growth in the plant-based market over the period, with sales exceeding \$3.3 billion USD. The previous year the plant-based foods industry grew eight per cent; the market more than doubled sales from the previous year.

According to Currelly, citing a 2018 survey by Dalhousie University, “9.4 per cent of Canada’s population is either vegetarian or vegan — two thirds of which are under the age of 35.” Saltspring Harvest’s line of vegé-pâté are ideally positioned to meet these rising demands for plant-based products that are fresh, nutritious, and convenient with ‘clean’ and ‘clear’ labels.

“With the update to the new Canadian Food Guide,” says Lee Cote of Fontaine Santé, “plant-based products are increasingly becoming sought out by consumers as they are key to a healthy body, and to a healthier planet. Our focus is really on innovative

uses of plants in all their forms to create the best tasting products in the market. For example, look for our new natural Chocolate Hummus that’s great as both a dip for fruits and a spread on toast, pancakes, or anything else you fancy!”



Fontaine Santé provides natural preservative free hummus as well as premium dips.

Fontaine Santé’s Natural Chocolate Hummus is a great dip for fruits or as a spread.

Fontaine Santé makes natural, preservative free Hummus in both classic and topped with premium ingredients such as Caramelized Onions, Greek Olives, and Roasted Garlic. They also manufacture premium dips like Tzatziki and Spinach and a Tofu Dip/Spread.

“Retailers as well have taken notice of the demand for plant-based, fresh products as you see the perimeter departments growing in size and offerings. Products typically reserved to being found in the aisles are now being re-invigorated and brought into fresh offerings, such as Fresh Salsa’s,” says Cote.

### Smart Merchandising Helps Category Growth

For merchandising, Currelly says their products are best positioned with other spreads such as plant-based cheese alternatives and dips, as well as featured in ready-made deli items.

Knight suggests shelving dairy dips next to cream cheese and sour cream/cottage cheese. Specifically, place on the top shelf above whipped cream cheese, due to overlapping usage occasions of these segments.

Cote recommends separating hummus from the rest of the dips as these products make up most of the category. “Ensure that you offer an assortment of not only flavours, but formats too such as portable and snack-able for those on the go.” ●



# DOING DAIRY

are difficult to navigate due to clutter and there is frequently inadequate signage that fails to communicate benefits or emphasis suggestive selling.

By re-inventing the dairy department, retailers can build sales by more than two per cent. Dairy is often treated as another centre store department rather than as a leading fresh food department. It is often merchandised in a linear fashion down one side of the aisle. Retailers can optimize the department by enlarging the existing space, utilizing existing space more efficiently or extending the availability of core dairy products in secondary display locations. Customers can be better engaged by creating more of a three-dimensional space.

It is clear, however, that product innovation is also critical to engaging consumers. One of the most innovative introductions has been ultra-filtered milk.

Ultra-filtered milk starts with real milk, but through filtration can change the milk to decrease the lactose or increase the protein. Milk can also be micro-filtered to separate out bacteria that could eventually cause spoilage, resulting in a milk with an especially long shelf life.

Studies of consumer behaviour in grocery stores shows that 72 per cent visit the dairy department on their shopping expedition. That number should not surprise because dairy is a critical component of most diets, despite continued declines in milk consumption due to changing demographics.

The dairy department is also critical to a retailer’s bottom line. Dairy generates close to 25 per cent of centre store profit while only accounting for less than five per cent of space. It generates significantly higher profit per base foot than other departments — 2.6 times greater than produce and 6.2 times more than the grocery department.

But in many cases, space allocation is underdeveloped relative to profit contribution. The shopping experience in dairy has lagged because visual appeal does not effectively engage the consumer, sections

**CREATING A MORE ENGAGING DAIRY DEPARTMENT WILL GROW SALES**





The ultra-filtered milk available in Canada is typically ultra pasteurized too, which means it is heated to a higher temperature for a shorter time than is regular pasteurized milk. This gives the product an extra long shelf life before it is opened. After it is opened, it would have a similar shelf life to ordinary milk, about two weeks.

Canada's dairy leading fluid milk and cream processor, Saputo recently launched JOYYA ultra-filtered milk, considered next step in the superfood movement.



photo courtesy shutterstock.com

## Dairy by the Numbers

The Canadian dairy sector contributes approximately \$18.9B yearly to Canada's GDP, and sustains approximately 215,000 full-time equivalent jobs. On average, two-thirds of Canadian dairy produced is sold as raw milk while the remaining one-third is refined into other dairy products such as milk, cheese and butter. Dairy processing accounts for close to 16 per cent of processing sales in the Canadian food and beverage manufacturing industry and is the second largest agri-food sector in Canada.

Despite the rise of milk-alternative trends and a very cluttered "dairy" aisle, Canadians are still fiercely dedicated to milk.

- 87 per cent of Canadians still drink or cook with milk regularly
- 40 per cent consume it daily
- 43 per cent of Canadians choose milk for its protein
- 27 per cent of Canadians wish milk had more protein



For your customers:  
**LOCAL FARM  
FRESH EGGS**

For you:  
**A SOLID  
BUSINESS  
PARTNER**

Ask about growing your business  
with our local egg brands.



Coming Winter 2019 to Calgary:  
New state-of-the-art egg grading and packing  
facility, reinforcing our commitment to local

**We Know Eggs.**

JOYYA ultra-filtered milk challenges the long-standing status quo of regular milk, serving up to 16g of protein per 250ml serving. It offers 75 per cent more protein and 25 per cent less lactose (sugar) than regular milk.

This followed in the footsteps of Coca-Cola's fairlife brand, which has dominated the ultra filtered milk space for the last several years.

Now, Organic Valley has debuted its Ultra line of ultra-filtered milk as well, the first that is organic. Organic Valley's filtration process gives Ultra 50 per cent more protein than the average milk and strips out the sugar.

Not all sectors of the dairy market have been as impacted as milk consumption. Yogurt consumption has been steadily increasing over the past ten years, growing an average of 43.7 per cent, passing from 7.66 litres to 11.01 litres per capita. Functional and fortified yogurt remains one of the most dynamic dairy segments in Canada due to consumers' growing demand for ingredients such as probiotics. Drinkable yogurt is also becoming increasingly popular among Canadians on the go.



photo courtesy shutterstock.com

## Innovations and more artisanal products are helping to grow the dairy category once again.

Cheese consumption per capita has also grown from 12.4 kg to 13.38 kg, with most of the growth in the cheddar and fine cheese categories, and a decline in the cottage and processed cheese categories.

Going forward, innovations and more artisanal products are helping to grow the dairy category once again. But better merchandising is required to draw more consumers in more often. ●

## FAIR TRADE

By Karen Barr

# Keeping it Fair

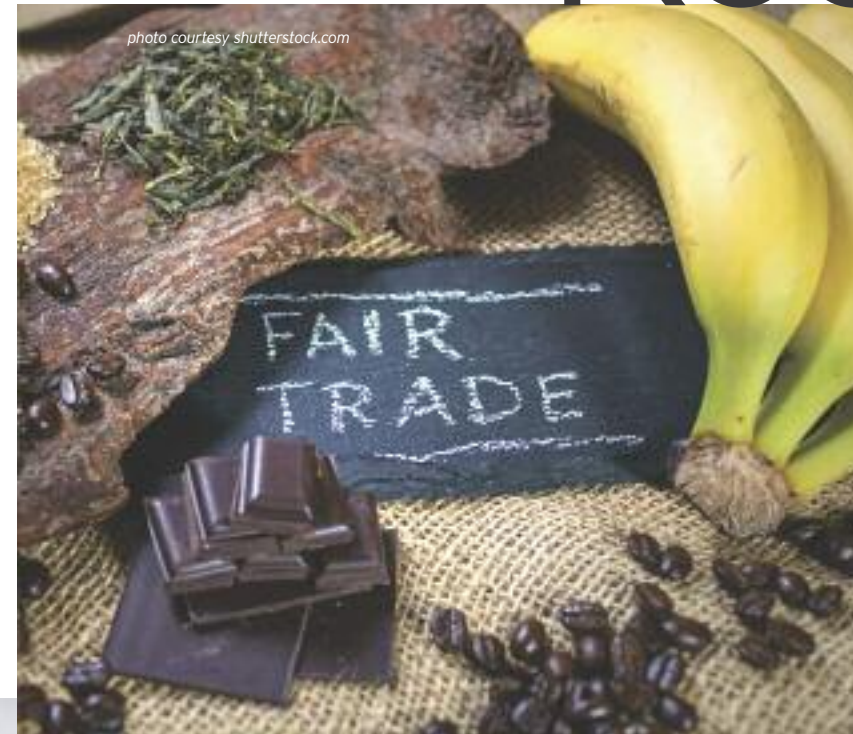


photo courtesy shutterstock.com

## Supporting developing countries with fair trade

The Fairtrade Mark certifies that the produce or ingredients in the product have been grown to Fairtrade standards. The focus is on developing nations and includes small scale farmers, their workers and the organizations they are represented by. Protection of the rights of these workers and well as the protection of the environment are key aspects.



John Marron, director of commercial relations, Fairtrade Canada

“Consumers are becoming more conscious about fair trade and what they are putting in their shopping carts,” says John Marron, director of commercial relations for Fairtrade Canada, in Ottawa, Ontario. Why? “The growing interest in Fairtrade relates to the increasing consumer demand for ethically sourced and sustainable products in Canada,” he explains further. “Fair trade is no longer a niche market. It has become part of the mainstream.”

According to Fairtrade Canada, 36 per cent of all Canadians have seen the Fairtrade Mark — up from

survey results from the previous year of 34 per cent. Awareness is highest in British Columbia. Overall, more than 80 per cent of all Canadians who recognize the mark, also trust it.

Data collected illustrates sales across the country were up from last year, with a seven per cent increase in coffee. Over the last four years Fairtrade coffee volumes have doubled in Canada. As for bananas, the sales for these lunch box staples were up 33 per cent. And there is considerable room to grow.

According to Marron, Sobeys is the only national banner to carry Fairtrade bananas, which the company implemented in 2014. “They were also the first Canadian retailer to have a consumer facing campaign to highlight their Fairtrade banana offering during Fairtrade Month in May 2019,” he says

Chocolate sales rose a whopping 122 per cent over last year. “Despite the global rise in demand for cocoa, there is growing evidence to demonstrate that farmers are not benefiting from the rise in the price of this commodity and in fact remain in poverty, as their incomes fail to keep up with rising production costs,” says Marron. “Here in Canada there is also a growing media and consumer awareness of the considerable labour issues in the cocoa supply chain and in response we are increasingly seeing consumers making ethical purchasing decisions and choosing cocoa and chocolate products that are carrying the Fairtrade Mark.”

There are also smaller retailers that have helped to fuel the fair trade movement forward. Choices Markets, a Vancouver-based grocery store, with eleven stores in the area, first started carrying fair trade products back in 2009. Today, fair trade items in the produce department make up 10 per cent of the overall selection. The mix changes continually depending on what is available. The one consistent item customers will find is Fairtrade bananas, which comprise about two per cent of the overall produce department sales.

As for grocery items fair trade coffee represents 90 per cent of the overall coffee brands, 50 per cent of teas, 30-50 per cent of sweeteners and 60-80 per cent of chocolate

Continued on page 36

**OVER HALF OF CANADIANS SAY THE FAIRTRADE MARK HELPS THEM SHOP FOR ITEMS THEY CAN TRUST WERE ETHICALLY PRODUCED**

CONNECT WITH OUR COMMERCIAL TEAM TO FIND OUT MORE  
INFO@FAIRTRADE.CA

FAIRTRADE

## MERCHANDISING SHOWCASE

### Logical Positioning

John Marron, director of commercial relations for Fairtrade Canada, in Ottawa, Ontario suggests retailers move their fair trade items in right beside the conventional products. "Don't separate the items. When Canadian shop for coffee, they visit the coffee aisle," he says. Here, their interests can be peeked to try something new.



### Shelves that Talk

"Placing a series of shelf talkers in the ticket molding in the shelf immediately below our grocery store line-up has been positive for our sales," says Stacey Towes, owner of Level Ground, in Victoria, British Columbia that also carries fair trade tea, dried fruit, cane sugar, spices and vanilla.



### Pick a Theme

"Having promotions built around fair trade with an end aisle highlighting different categories is a good way of focusing attention," says Susan Hooper, senior brand development manager at Tree of Life, in Mississauga, Ontario. The company Green & Blacks carries fair trade chocolate, with 70 per cent or 80 per cent cocoa. And brand new: butterscotch chocolate!



### Micro-Manage It

Micro-Manage It "We encourage retailers to build an organic fair-trade endcap during the second week of October and the first week of May. This can feature Camino chocolate bars and baking supplies, Equal Exchange tea, Level Ground coffee, and Prana snacks and nuts," says Tom Hanlan-Wilde at Camino/La Siembra & Equal Exchange Co-ops, in Ottawa, Ontario.



### Engage Fairtrade Canada

Retailers can ask for point-of-sale kits from Fairtrade Canada. Choose from posters, shelf wobblers, strut cards, window cling, tents cards, customizable table posters, coffee and cocoa infographics, buttons, bookmarks and more!



**Organic. Direct. Delicious.**

List today at [levelground.com](http://levelground.com)

# GREEN & BLACK'S

## CANADA'S #1 ORGANIC CHOCOLATE BRAND HAS A NEW LOOK

But some things don't change: sustainable and ethical cocoa sourcing principles, based on our conviction that great taste comes from the finest ingredients.



Available through Tree of Life Canada

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Surrey BC V4N 4H1

Montreal  
5626 Boul. Thimens  
St. Laurent, PQ H4R 2K9

Calgary  
6745 76th Avenue SE  
Calgary, AB T2C 5M1

Mississauga  
6185 McLaughlin Road  
Mississauga, ON L5R 3W7



Fair trade items make up 10 per cent of the overall selection in Choices Markets' produce section.

bars. Home bakers will find most of the baking chocolate and vanilla beans as well.

And what does the company do to ensure these fair-trade items stand out and draw

customers in? It's all under the umbrella of merchandising: including advertising, visual displays, and special events.

"During ad weeks we feature all things fair trade and cross-promote within departments. During the rest of the year all items are merchandised within their respective categories," says Dave Wilson, program manager of produce and floral, for Choices Markets.

During Fairtrade Month every May, items are promoted on a much grander scale. "Every May we

commit one weekly print flyer which is four to six pages. We also have our monthly print newsletter. Both are also available online," Wilson explains.

Good staff training is vital. With fair trade products so well represented within the store, it is important that employees understand these products and relay this knowledge to customers. "Each department has an operations team leader, who typically holds monthly or bi-monthly team meetings," says Wilson. "In produce for instance, we meet once a month, 12 months per year, for new product training and round-table discussions."

Fair trade has become an important part of a grocery store merchandise mix today. Canadians are more becoming more socially conscious and demanding sustainable products that are grown in a way that protects the environment and supports the farmers and their community.

Grocers that continue to carry fair trade produce and products, and broaden their selection by keeping abreast of what is being offered by producers, product developers and importers, will meet consumer demands and stay on trend. By doing so grocers will increase profits and help support developing nations. ●

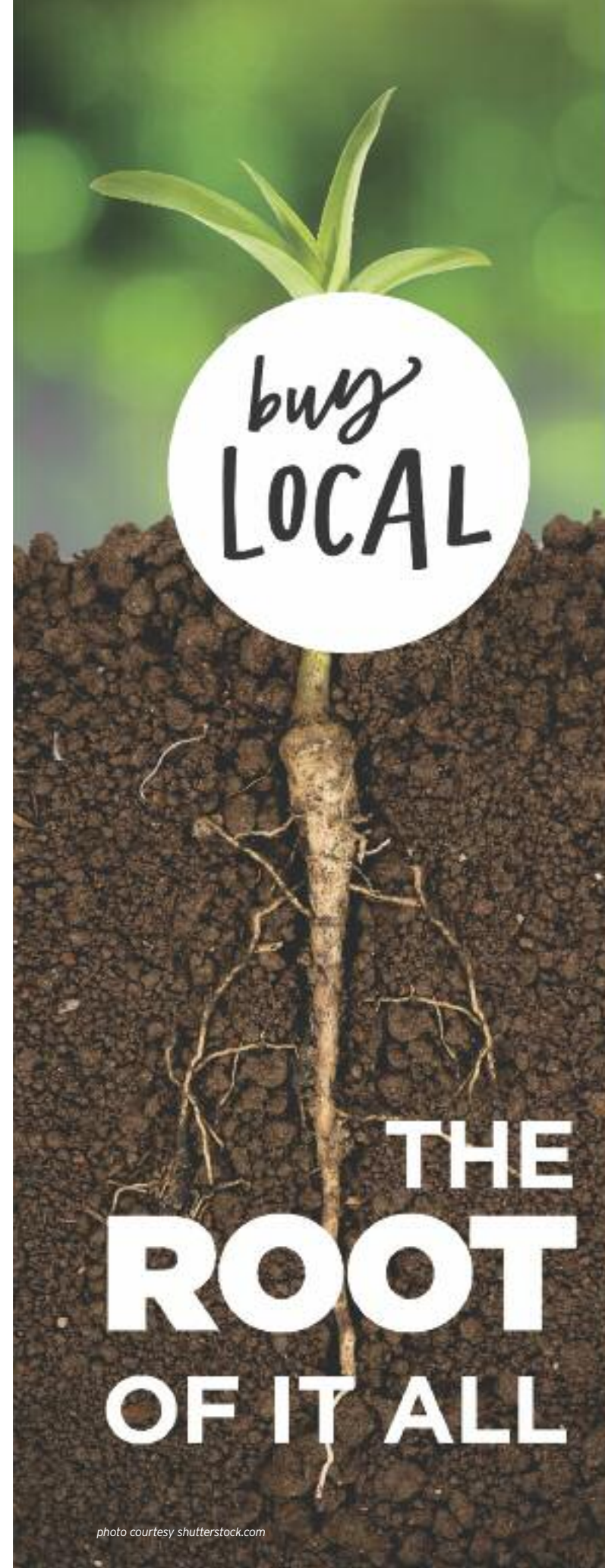


Dave Wilson, program manager of produce and floral, Choices Markets



With Western Canada's most comprehensive selection of certified organic and fair trade fresh produce, Discovery Organics can help retailers increase sales in the industry's strongest growth areas — organic and fair trade.

Discovery Organics has been awarded 2016 Trader of the Year and 2016 Fair trade All-Star for its commitment to growers and their communities. Ask us about the benefits of selling Fair trade organic produce to your customers.



**The buy local movement has been solidified by grocery's commitment to providing platforms for community producers, and the home-grown success stories customers love**

In order to know where you're going, you have to know where you've come from. The buy local movement is truly about celebrating those community roots and the passionate people who build their products from the ground up with love, care, and vision. Now more than ever, grocery retailers are understanding the responsibility they have to provide a platform for these producers; the role they play in being a springboard for a vibrant community who in turn supports them.

For Save-On-Foods commitment to community is just in their company DNA. Mike Olson, senior vice-president of merchandising for Save-On-Foods, points to their President, Darrell Jones, who grew up bagging groceries in Cranbrook, B.C. long before becoming the head of the well-established Western Canadian chain.

"He operates on this small town ideal of 'I live here, I have a responsibility to my community and helping my community succeed'," he states. "That just trickles out to the rest of the staff and stores. We are passionate about understanding the roots and fabric of each store's community."

Olson states this means they're not the kind of company where a person in a head office boardroom makes a decision about a local cracker brand. It's about decentralizing and letting each retailer find those local nuggets that make sense for their market.

Currently, across the chain's 171 stores there are approximately 3,000 products that get a "buy local" shelf talker, or whatever call-out the store wishes to display (merchandising is also tailored to each market). Some of the country's favourite brands — such as Kicking Horse coffee and Lesley Stowe's Raincoast Crisps — got their breaks because someone at Save-On-Foods believed in what they were selling.

"We're passionate about giving these producers an audience and proud to have seen so many success stories," says Olson. "And it's also good for us; it allows us to give customers a better shopping experience."

He adds stores will often have new producers in-store, demoing so customers can truly get a sense of where their food comes from. "It's a real 'ah ha' moment for customers because they can say, 'I've actually met the person who makes this product.'"

The following Western Canadian companies are all passionate producers who made those connections — whether it was with a forward-thinking retailer or an eager community who loves a good hometown success story — to become successful brands under the established buy local banner. ●

# Hope in Hemp... and Healthy Plant-based Nutrition

**Naturally Splendid** started in 2008 as two friends in a very tiny office with an idea they truly believed in – hemp as a commodity with multiple applications.

More than 10 years later those two friends - Craig Goodwin and Bryan Carson - now hold the titles of CEO and Vice-President of the first hemp company to go public on a Canadian Exchange. But it's not just their hope for this nutritional powerhouse that's made this B.C.-based company a national leader of hemp nutrition and now plant-based nutrition, but their down-to-earth approach to marketing and truly putting the customer first.

Today, the company runs three shifts of over 60 employees in their 20,000+ square foot facility, which recently received Safe Quality Food, Level 2 (SQF2) Certification and looks to double that space by 2020. Voted as one of Vancouver's fastest growing companies in 2019 by Business in Vancouver Magazine, Naturally Splendid has grown from bulk hemp options to include additional plant-based ingredients in their multi-brand, multi-product company with established product lines manufactured under their own brands as well as a contract manufacturing company offering a wide range of services. Naturally Splendid continues to expand and accelerate in new and innovative areas.

Naturally Splendid Founder and Vice-President Bryan Carson enthusiastically, "We are excited for the many new launches that we anticipate will be game changers similar to the success we are experiencing with our Natera Sport, keto-friendly, KEY-TO-LIFE bars. We have dynamic collaborative relationships that we continue to develop and anticipate in the future many of these relationships will expand and grow in very positive ways."



(Left to right) Bryan Carson and Craig Goodwin

While the market often dangles the latest and greatest trends in glittery campaigns, Naturally Splendid are firm believers that some of the best ways to market products is to simply make good, trusted quality items, along with providing a solid and positive customer experience. Company CEO Craig Goodwin reports, "Naturally Splendid has a trusted and long-time experience in the hemp and food production industry that has poised us very well to enter the CBD and edible market pending regulations. These are historic times with much potential. But this potential must be built on a strong foundation. And that is exactly what we have built at Naturally Splendid."

Director of Sales Rick Lum, a 31-year veteran of the food industry proudly states, "We genuinely enjoy engaging with customers online, at events, even if they are simply just calling in to ask for more information; every point of contact is an opportunity," he states. "If any customer was to spend a day at our office, we have no doubt they would feel good about the people behind our brand and products. We are a family here and very much down to earth, which is reflected in our business."

Goodwin states, "When we hear private manufacturing clients state

the reason they chose Naturally Splendid over the other options was because they felt everyone within the company had a genuine passion for what they produced and the products that are made reflect that we feel a great deal of pride."

"At the end of the day we want to make sure everything we are doing is in the best interest of our customers, shareholders, staff and community at large. We truly believe that we all share success. It might sound old-fashioned, but we believe in doing what makes sense, feels right and adds positives to people's experience inclusive of our customers, suppliers and staff," says Goodwin. "Relationships are what matter most to us and you can't buy those, you make them." ●

**"Naturally Splendid** has a trusted and long-time experience in the hemp and food production industry that has poised us very well to enter the CBD and edible market."



## EAT BETTER. PLAY BETTER.



- Available in 6 unique flavours
- 1g sugar per bar
- Plant-based protein
- Made in Canada
- Low net carbs
- No added sugar

**KEY-TO LIFE:** Keto & Paleo Friendly Bars



- Available in 3 unique flavours
- Plant-based protein
- Rich in superfoods
- Made in Canada
- Rich in magnesium, sodium & potassium
- Provides sustained energy

**SPORT BITES:** Plant-based Protein Bites



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natera.sport®  
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order at: [sales@naturallysplendid.com](mailto:sales@naturallysplendid.com)



# Extraordinary Eggs

**Country Golden Yolks** uses forward thinking to provide eggs the way nature intended.

Jeff and Joleen Bisschop will be the first to tell you that happy chickens lay the best eggs.

Back in the 1980s, Joleen's parents started Country Golden Yolks with just over 12,000 white laying hens, but with forward-thinking they also wanted to try something new. They added brown laying hens to the flock and let them roam outside to produce, as the company slogan states, "eggs the way nature intended."

"We realized there was a demand for this and this is where it all started," says Joleen, adding they started by dropping off the free range eggs at a few grocery stores and told them to sell them. "If they sold they could pay us back later, or we would take the eggs back. It worked. Having the consumers trust was important."

Today, the farms producing eggs for Country Golden Yolks have over 100,000 birds producing free-range eggs for independent and major grocery chains across the province. Joleen states that customer trust, the kind they got way back when they started, is what has helped fuel their success.

"Realizing that the stories of how the food is produced and grown matters to the consumer. Being transparent and letting them see what farm life is about. Showing the consumers that at Country Golden Yolks the chicken comes first. Welfare, nutrition and care of our hens is key to producing the best eggs," she says. "Our packaging has also been a big part of our marketing."



Amanda Brittain, director of communication and marketing, BC Egg



Being able to see from the carton what they are getting. Having trust with the same brand for over 25 years is what keeps us going."

Country Golden Yolks is just one of the 141 farmers in B.C. that supply the market with the local eggs customers are looking for.

"For a long time, we didn't talk about the fact that supply management means that Canadian egg farms produce the majority of eggs eaten in Canada. Because of the popularity of the buy local movement, we've started tooting our own horn," states Amanda Brittain, director of communication and marketing for BC Egg. "Most people recognize the benefits of buying local and since most eggs in B.C. are from B.C. egg farms, it's easy for consumers to get what they want."

She states the close knit-relationship between BC Egg, the graders, and egg farmers in the province means it's easier to follow the market and hit those consumer-driven trends. She mentions that the trends include an increase in demand for organic and cage-free eggs, as well as keeping affordable egg options that also address the welfare of the chickens. This includes moving from conventional cages to the new enriched cages that give hens double the space and access to nest boxes, scratch areas and perches.

BC Egg also helps consumers connect to farmers through the



Joleen and Jeff Bisschop

organization's marketing initiatives. This ranges from one-on-one interactions at events like the PNE in Vancouver to a video series called "Meet the Farmer" which gives more people the opportunity to get to know their B.C. egg farmers. ●

"Realizing that the stories of how the food is produced and grown matters to the consumer.

# What are the egg choices in BC?

Your customers want to know the difference between the cartons.

Do your customers know the difference between **free run**, **free range**, **organic** and **conventional eggs**? The cartons don't always tell your customers what they want to know.

BC Egg can help by providing custom designed, educational materials such as:

- shelf talkers and labels
- bag stuffers
- flier ads
- infographics for digital signage or for your website.

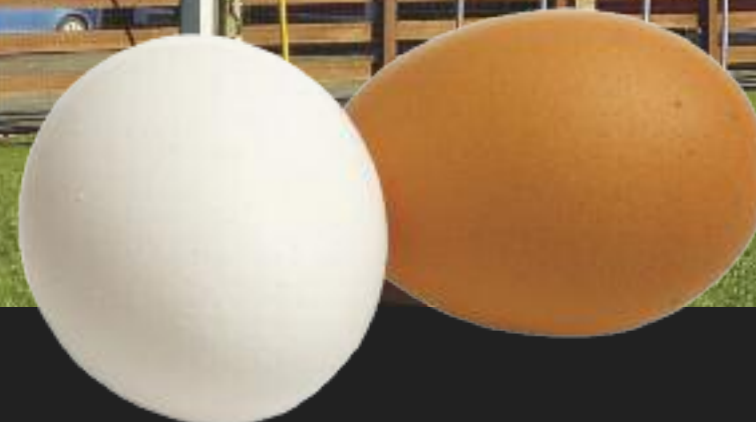
All materials can be customized with your brand and can feature a local farmer.

**BC egg CONVENTIONAL**  
Hens live in cages that allow easy monitoring of health and high food safety.

**BC egg ORGANIC**  
Hens are free-range and are fed certified organic feed.

**BC egg FREE-RUN**  
Hens have access to the entire barn where they can perch, scratch, and lay their eggs.

**BC egg FREE-RANGE**  
Hens have access to the entire barn plus access to the outdoors.



FOR MORE INFORMATION CONTACT

Amanda Brittain, Director Communications and Marketing  
amandab@bcegg.com ● 604 854 4498



# More Than Milling About

**Pizzey Ingredients** and its owners have a long history with flaxseed.

Amongst the waving fields of wheat, Manitoba also has one of the hottest, health conscious commodities available – flax. In fact, about 50 per cent of the world's exportable flaxseed is grown within about 300 kilometres of Manitoba Milling Company's Angusville, Manitoba plant.

Linda and Glenn Pizzey, who own Manitoba Milling Company's parent company, Pizzey Ingredients, have had a long history with the nutritious seed. The Pizzey family had been growing flax and other crops in Western Manitoba since the late 1800s. But it wasn't until the 1980s that flax's untapped health potential really came to the forefront. By the '90s, Linda was making flax bread in her farmhouse kitchen, which she sold at local farmer's markets and eventually in area stores.

"As the company grew, it became obvious that it would be logistically impossible to distribute fresh bread across our growing market, so we shifted our focus to making bread mixes with our own milled flax, and eventually to just milling flax," she explains, adding the company name at the time was Pizzey's Milling, which became the largest flax supplier in North America before the pair sold it to a multinational corporation in 2007.

While an unfortunate fire at the Manitoba mill forced production south of the border, the couple never stopped wanting to provide product in their home province. In 2013, Glenn and Linda restarted milling flax with the intention of selling products only to other food manufacturers, but by 2015, two of their daughters, Mary



Glenn and Linda Pizzey

and Julie, had rejoined the business and became very interested in selling flaxseed products direct to consumers. Together with their sister Lisa, they created the brand Manitoba Milling Company to sell Pizzey Ingredients' flaxseed direct to consumers and to create beyond the traditional flax product offerings.

Mary, who had extensive experience in the dairy industry, developed the company's line of Flax Beverages, which is now launching across Canada.

"We're very excited to see where the market goes with our new Flax Beverage, and we see a lot of opportunity to continue to grow in this category with additional skus in the Flax Beverage line, and perhaps even more lines in the plant-based space," says Linda, adding the Flax Beverages are being used in upcoming clinical trials at Winnipeg's St. Boniface Hospital Research Centre to investigate the product's impact on heart health for cancer patients, brain health, and blood pressure. "We are such believers in the health benefits of flax that our main goal is

to get more people to consume more flax, and we hope that's with our products."

As the founding president of the Manitoba Food Processor's Association, Linda also attributes the company's success to the increasing awareness of the benefits of buying local as a way to support the local economy, create jobs, and enjoy higher quality, artisanal products.

"We have definitely seen a lot of excitement in Manitoba about the launch of our Flax Beverage and are very pleased with the reception it has had from Western Canadians in particular." ●

"We are such believers in the health benefits of flax that our main goal is to get more people to consume more flax, and we hope that's with our products."



AND PROUD OF IT.



Manitoba Milling Co.'s flax beverages are made from whole flaxseed grown on our farm in the cool, clean Canadian prairies. For more healthy ALA Omega 3s – not to mention protein and fibre – and great taste. Gluten and allergen free. In unsweetened, vanilla and chocolate flavours.

To learn more, email Don Budnarchuk, NuStart Marketing Ltd., at [don@nustartmarketing.com](mailto:don@nustartmarketing.com) or call 604-531-5790.

# Sweet Success

“Out of adversity comes opportunity” is the backstory of one of Canada’s largest honey producers – **Bee Maid Honey Limited**

As the Great Depression took its toll on Canadian farmers, a group of forward thinking beekeepers in Manitoba formed a cooperative to market their high quality honey under a registered brand name. At the same time, Saskatchewan had a similar idea, packing and marketing their goods as the Saskatchewan Honey Producers Cooperative.

Bee Maid Honey Limited was born in 1954 when the Manitoba and Saskatchewan Honey Cooperatives agreed to work together to distribute their honey – marking its 65th anniversary in 2019. Alberta joined officially in 1962, and the co-operatives embarked on a journey to build Bee Maid Honey Limited and the BeeMaid brand.

Today, under the cooperative just over 300 Canadian beekeepers produce some of the best honey in the world in BeeMaid branded packaging, through private label, and to foodservice operators and food manufacturers across Canada and around the world.

“The fact that the suppliers are also the owners fosters a sense of pride in the honey that they produce for their own organization,” says Shannon Bowden, senior brand and communications manager for Bee Maid, adding it also means a level of consistency in the quality of the product and integrity in supply, bottle after bottle, year after year.



“Our members enjoy being part of our cooperative and we have multi-generational members, and often have a waitlist of beekeepers hoping to join the cooperative.”

The buy local movement has provided an opportunity to get the names, and literally faces, of those beekeepers out to a hungry market.

“The buy local movement has had a positive effect on our brand as consumers are aiming to choose products from local producers. Now that our brand has the faces of our beekeepers right on the bottle, it’s easier than ever for consumers to identify that we are a local choice,” says Bowden, adding retailers have also become receptive to this message. “[Grocery retailers] are seeking out local producers and want to know the country of origin for the products they carry. Our cooperative business model and being 100 per cent Canadian has been seen favourably by retailers.”

All in all, not too bad for a bunch of beekeepers forced to think different during tough economic times. ●



Shannon Bowden, senior brand and communications manager, Bee Maid

“Now that our brand has the faces of our beekeepers right on the bottle, it’s easier than ever for consumers to identify that we are a local choice.”



of beekeeper ownership  
and packing the highest quality  
100% pure Canadian honey.



**BeeMaid**   
**HONEY LIMITED**

beemaid.com



# How Does Your Garden Grow?

**Fresh is Best Salsa** is a home-grown story that resonates with consumers across the country.

It's 6 a.m. at the Kamloops Farmers Market in 1999, and Colin McGaffin is setting up a table with 20 jars of his homemade, medium heat salsa. Before noon, he has sold out completely. The next week, he brings 40, and different levels of heat. The week after that, homemade tortilla chips to ensure people were getting the true experience of what is now the No.1 selling salsa in Western Canada.

Fresh Is Best Salsa, which features 12 fresh fruits and veggies



without additives or preservatives, is currently available in two of their own branded stores in B.C., and other grocery retailers across Canada. They also expanded their product selection from salsa and tri-flavoured tortilla chips to taco shells, guacamole, branded sauces, black bean and layer dips, and new this fall, Garlic-o-licious Spinach Dip, and "family size" tortilla chips.

People's desire for something that's not over-processed and that straight-from-the-garden feel is one reason Fresh Is Best has resonated so much with consumers across the country. "Colin and I both grew up backyard gardening with [our] families. Now we're teaching [our] children, Kade and Maizy," says Co-Owner Lisa Graham-McGaffin. "Today people are inundated with information and Fresh Is Best has tried to define ourselves as straight forward with simple and short ingredient lists – items that come from your garden – with 'good inside' value."

The company continues to utilize tastings – much like those early farmers' market days – to get consumers excited about the products. And when they find it's also B.C. made, they're sold. "It's a great way to shout out, 'hey, this is a product from your 'hood'; people like that," she laughs.

That home-grown story is also a great foot in the door as B.C. grocery retailers are providing locally produced products more of a platform. "We're a homegrown Kamloops success and it is because Kamloopians and British Columbians have embraced our products that we thrive today." ●



Lisa Graham-McGaffin and Colin McGaffin

**Fresh is Best** continues to utilize tastings — much like those early farmers' market days — to get consumers excited about the products. And when they find it's also B.C. made, they're sold.



CONSUMERS KNOW

**FRESH IS BEST**

CHIPS • TACO SHELLS • SALSA

CONTACT OUR DEDICATED TEAM TO PLACE YOUR ORDER

**FRESHISBEST.CA**





# Take A Chill

**Arctic Chiller** helps businesses build their own brand in the bottled water business.

Even though Tom Hygaard runs a highly successful company, it's his customer's name he wants front and centre on their products. It's this push to see others succeed which has helped the family-run business become Western Canada's leading bottled water company – Arctic Chiller.

The Hygaard family are no strangers to the Canadian food and beverage industry. Tom's father, Dave, had over 30 years of prior experience making sandwiches under Hygaard Fine Foods, before tapping into the bottled water business. Both he and Tom, who serves as company president for the Alberta-based company, saw there was a niche market in customizing to help other businesses build their own brand and customer connection.

"We enable our clients to BE the local supplier of bottled water," explains Hygaard. "Rather than selling Nestle, Dasani, or Aquafina, which are the big national generic brands, our clients sell their brand, which is as local as possible."

He points to the Viking Lodge, located in the rural town of Cranberry, Manitoba, where guests are served the establishment's private label bottled water. "It's in the details like that which builds their company's culture with their clients."

Additionally, instead of buying water from outside Canada with big name brands, Arctic Chiller's bottles are filled with their Rocky Mountain Spring Water, sourced in pristine Kootenay Plains, just five kilometres from the Banff National Park boundary.



With current demands to improve packaging from an environmental impact standpoint, the company is working tirelessly to offer fully custom, private label products that feature packing options that are the best choice for the environment, such as biodegradable water bottles, hemp-based bottles, and 100 per cent recycled plastic water bottles.

With the need to innovate in terms of packaging material, as well as meet increased demand, Arctic Chiller is installing a new bottling line in January 2020.

"The new line aside from its high speed/high efficiency equipment design will offer many enhancements to offer flexible packaging (six/12/24-pack, poly wrap, or boxed), flavour infused products, carbonated water, and custom shaped/imprinted bottles," explains Tom. "We are very excited to work with the grocery segment to develop new skus to meet local market opportunities."

Arctic Chiller will also be launching a new product aptly named One Hundred. It is a Canadian Rocky Mountain Spring Water in a 24x500 ML boxed case that features their 100 per cent recycled plastic (r-PET) bottle. A portion from the sale of each case will go to their partner Plastic Oceans. Plastic Oceans is a charitable organization, which exists to do clean up of plastic waste from our oceans and educate consumers on the need to recycle.



Tom Hygaard

Currently, Arctic Chiller offers grocers various house brands – from their award-winning diamond bottle, to the Mini Chiller, to their infusedX HEMP Frosted Mint Spring Water – as well as custom POS material such as shelving/ stands, shelf talker price tags, decaled display coolers, and bottle tags. Tom adds all their products are available for custom labelling or they can create new, proprietary product lines, made to order, so grocers can create that customer connection one bottle at a time. ●

**Arctic Chiller** is working tirelessly to offer fully custom, private label products that feature packing options that are the best choice for the environment.



Arctic Chiller partners with Plastic Oceans Canada

## One Hundred Green Initiative

**ARCTIC CHILLER** has been Western Canada's leader in great tasting, high quality beverages since 1996. Through a combination of innovative award-winning packaging and personalized service, Arctic Chiller continues to grow in size and be an innovator in the beverage industry. Firmly committed to the circular economy where plastics are reused and eventually replaced with new bio-friendly products, the company is working hard to reduce its environmental footprint and address the issue of plastic waste and prevention.



100 Cree Rd, Sherwood Park, Alberta  
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# Packaging for Consumer Goods is Changing

## Canadian Companies Shine at Packaging Competitions

Great Little Box Company Ltd. won 1st place and the coveted Judge's Choice award in two categories at the AICC's 2019 Independent Packaging Design Competition. This biannual event features a variety of packaging categories providing a wider reach into the entire packaging market and idea diversity.

GLBC's design for the Liquidity winery four bottle wine carrier not only won first place but the Judge's Choice award in the category of Corrugated - Innovative Structural Design, Consumer and Industrial Focus. In this category judges not only consider the design's ease of assembly and set-up, the quality and converting complexity but how the packaging met the customer's needs. For this project Liquidity was looking for a more attractive solution than the standard paper bag for carrying out purchased wines. It also needed to subtly but successfully upsell by encouraging tasters to fill it with four wines but also the beautiful design gives it a second life as a marketing tool. The overall design ensured it accommodated and protected the various bottle shapes and sizes of Liquidity's entire product offering.

GLBC also won first place and the Judge's Choice Award in the Folding Carton - Retail Food & Beverages & Alcohol Packaging category with their Harken Coffee Box design. Harken Coffee wanted to push the envelope in designing a unique experience for their retail coffee in their Japanese inspired roastery and restaurant. They required the design to be from a sustainable paper substrate with an elegant minimalist style. This was achieved through a design that made the box appear seamless, beautiful gradient print and a high-end soft touch tactile feel.

In recognition of craftsmanship and exceptional customer collaboration, ProAmpac announced two of its flexible packages have received Silver PAC Canadian Leadership Awards, one for designing the packaging for new children's snacks and the second for graphics innovation in flexible packaging for premier hair-care products.

At its award ceremony in Toronto on June 4, the PAC Packaging Consortium named ProAmpac the Silver Winner in New Brand Food & Beverage for packaging of My First Bear Paws Vanilla and My First Bear Paws Oatmeal cookies by Dare Foods Ltd., the Cambridge, Ontario-based manufacturer of cookies, confectionery, fruit snacks, crackers and fine breads.

The intent was to develop packaging for a healthy snack alternative in an attractive design for children, ages five and under. Dare created "Pawley Junior," a younger version of the brand's classic mascot used on Bear Paw packaging. This successful graphic update, along with ProAmpac's HD flexographic printing expertise, maintained Dare's brand while enhancing the shelf appeal of this new package.



## How food is packaged and presented is changing the consumer experience.

Innovation and practicality are creating packaging that is more appealing, functional and sustainable.

One of the top trends is transparency. Consumers want to see the physical product before purchase. Yoplait, for example, introduced yogurt in glass containers which became a big hit with consumers. The same trend is accounting for more plastic containers or transparent window packaging.

Consumers want food packaging to go beyond simple recycling; sustainability and the option to reuse or recycle food packaging ties into trying to reduce landfills. Packaging materials that reflect a brand's environmental commitment whether that comes from sustainability, reuse, recycling or innovative materials is valued.

Brands wanting to better connect with consumers will expand label information, bar codes and innovative package messaging. Brands will tell their story through packaging from food origin points to connections with specific consumers.

Flexible packaging is still a big trend with packaging like pouches used in new ways. Brands find products are easier to



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*Flexible packaging is still a big trend with packaging like pouches used in new ways. Brands find products are easier to store, display, reuse, recycle or that take less of valuable shelf space.*

store, display, reuse, recycle or that take less of valuable shelf space. Flexible packaging options will need to include ways to address consumers' lifestyle needs. From baby and kid pouches holding applesauce and juices to resealable or portable package options, freshness, portability and an ease-of-use will be important daily considerations.

Innovation has brought water pouches made from seaweed and other food products with basically no packaging remaining after consumption. Food-based products like seaweed, sugar, water and corn starch are now being turned into edible straws. Seaweed-based packaging uses similar techniques to create halal, safety guarantee certified zero-waste, 100 per cent



photo courtesy shutterstock.com

biodegradable products that dissolve in warm water.

The interest in more sustainable CPG even goes home with zero waste produce bags, reusable lunch bags and bee's

wax reusable food wraps. Finding, creating and using the next CPG trend can be a tall order for brands and companies. However, it is a trend that will ultimately sell more, save more environment and attract new consumers looking to do the same with their foods, products and packaging. ●



The Food Development Centre is a significant factor to Manitoba's ongoing drive to food innovation.

# Manitoba Musings

FOOD ACROSS THE PROVINCE

*The Manitoba food industry continues to prosper. From new retail concepts to innovative product development, the sector appears to be holding its own — and then some.*

“We do between five and 50 prototypes in a year,” says Robin Young, COO, FDC, who adds that between 2018 and 2019, the FDC completed work on 41 new commodity food types, serviced 168 clients that were seeking technical information, and worked on 460 food labels for 98 clients. “We have hundreds of clients in any given year.”

According to Young, local food and grocery retailers are “stepping up” their game.

“There are several retailers here in the province who really want to connect with their customers,” she says. “They are improving their ability to sell to them by tailoring their programs to local suppliers.”

Young cites examples of retailers who make accommodations for local suppliers by allowing them the ability to service just a single store.

“You read the reports and they all say that the only exciting thing about the grocery sector is the local factor,” she says.

## BEHIND THE SCENES

The Food Development Centre (FDC) remains a significant factor in the province's ongoing drive to food innovation. The FDC encourages greater use of Manitoba food ingredients and the dynamic growth of the province's agri-food processing industry. It offers access to: world-class expertise; 54,000 square feet of commercially and federally accredited pilot plant services; nutritional labelling and regulatory advice for retail markets; research — and more.

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Mottola Grocery will be opening in the True North Square's Hargrave St Market in Winnipeg in 2020.



etc.; two stations offering ready-to-go hot and cold items; a Roman-style pizzeria; a prosecco cart offering licensed beverages — and more.

Additionally, the store will focus on seasonal fresh produce, locally sourced wherever and whenever possible.

Look for Mottola Grocery to open in the first quarter of 2020.

Another grocery store awaiting an imminent opening is the Seafood City Supermarket at the Garden City Shopping Centre. The American chain caters to the Filipino community, with an offering of produce, dry staples, and a food court (not to mention lots of fresh seafood!). It will be one of several tenants to take over the old Sears location at the shopping centre.

Also new to the Winnipeg grocery tableau will be the opening of Federated Co-Op's Marketplace in St. Norbert. The new store is expected to be between 25,000 and 30,000 square feet, with a tentative opening for the fall of 2020.

### TRIED AND TRUE

One long-time staple of the Winnipeg grocery scene that has been in the media as of late is the family-owned FoodFare chain of five stores.

General Manager, Wajih Zeid, recently came to media attention for his decision to remain open during Good Friday. The move resulted in a \$10,000 fine.

"The case hasn't gone to court yet, but we will definitely be fighting it," says Zeid, adding that he understands — and respects — people's religious beliefs, and doesn't force any of his employees to work on statutory holidays unless they express interest in doing so. "I can understand why the by-law was put in place originally, but times have changed. We have a very diverse customer base. Why should they be prevented from shopping if they want to?"

Plus, Zeid believes there is a double standard in place.

"Why can government-owned stores and casinos be open on statutory holidays but not grocery stores, which are deemed a 'necessity'?" he queries.

Zeid also made the headlines with his unusual way of dealing with shoplifters — a growing concern for all grocery retailers.

"We have decided to confront shoplifters ourselves, rather than call the police," explains Zeid. "We grab a baseball bat and approach the suspects, asking them to return our merchandise. And in 99 per cent of the cases, the person hangs his head and apologizes."

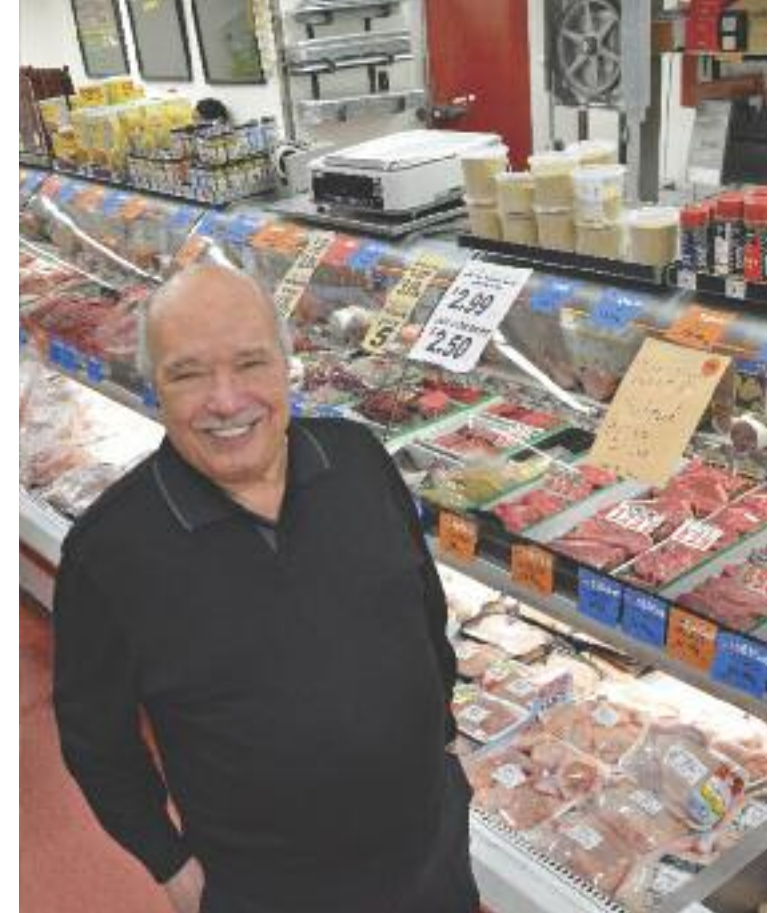
Zeid's approach may be a little out of the ordinary, but he is careful not to put any of his employees at risk or to use the bat in a threatening manner.

"If someone steals \$10 to \$20 worth of items, I almost feel guilty calling the cops," he says, adding that he experiences about 30-35 shoplifting incidents a week across the company's five stores so he feels he has little recourse but to carry a "big stick" so to speak. "If I took every incident to court, it would end up costing me a lot of money — in time and expense."

### THINGS ARE LOOKING UP

Despite his untraditional approach, FoodFare continues to remain one of the stronger independents in today's grocery sector. One of the reasons may very well be Zeid's ability to adapt to changing times.

"Grocery stores today are moving more to offering customers 'an experience,'" he says, adding that he is



Wajih Zeid, general manager, FoodFare Credit: Steve Salnikowski

actively seeking to add to his current offerings. "I'd like to open a larger store that has a coffee shop and a community space inside to better serve our customers. Right now, it's just a matter of finding the right location."

It looks like the Manitoba food sector is in for a lot of activity in the next few months. Suppliers' emphasis on new products and local ingredients will be one factor, while new stores — from both existing chains and newcomers — is another. Together, they will help generate more excitement and activity in the province's food sector. ●

### UP AND COMING

One of the new "kids" on the grocery block is Mottola Grocery, which will be located in True North Square's Hargrave St. Market.

The Hargrave St. Market developers describe the new grocery store as a "curated boutique grocery experience featuring prepared foods, fresh produce, specialty cheeses, pantry staples and specialty snacks".

Restaurateur Bobby Mottola and Executive Chef Jeff Friessen are the team behind the new concept — the same duo responsible for Pizzeria Gusto and Merchant Kitchen.

"This store will be different in that we are coming at it from a hospitality, experiential and quality-based approach," says Mottola. "This includes a chef-driven, food-focused model, vertical integration, as well as incorporating 'best of brands' partnerships. The experience at Mottola starts as soon as you walk in the door."

The 6,000 square foot "store" will include: a floral shop; an urban "Community" grab-and-go coffee bar that also offers sandwiches, pastries, snack food, salads,



Federated Co-Op Marketplace will be opening in St Norbert in the fall of 2020.

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## SPECIALTY BRANDS

By Nicole Sherwood



*Providing unique specialty products to today's consumer*

# Passion for Food

*Western Grocer Magazine* had the opportunity to discuss specialty brands and their importance with Todd McMullen, store manager, Urban Fare Mount Royal

### What is the size of your store?

Urban Fare Mount Royal is approximately 26,000 square feet.

### How many skus does the store have?

We carry over 15,000 skus at Urban Fare Mount Royal.

### Discuss the design elements of the store.

Our store design was inspired by Queen Ann Revival architecture which is represented in every department throughout the stores. One of the feature areas is the wine and charcuterie bar design. The sleek modern design blends well with the neighbourhood's heritage, featuring black-and-white checkerboard floors, intricate tilework and stunning brickwork.

### How do you define specialty products in your store?

We want to ensure we are always offering our customers the newest trends, unique products and the best quality items from around the world. We

are really proud of the unique Urban Fare offering but also offer traditional grocery items for your every day shop.

### What percentage of the store is devoted to specialty items?

Our specialty items are integrated throughout the store. We carry everything from fresh Wagyu beef to our very own Grate-able Balsamic Sphere. We also have a fantastic catering program that we can customize for any event, including beautiful gift baskets for any occasion.

We also have a Wine and Charcuterie Bar to unwind after a long work day featuring a selection of 16 wines, six beers on tap and two prosecco wines.

### Discuss how you work on your assortments.

We work closely with our category manager at our Langley Office to ensure that we offer the newest trending items and best quality products at Urban Fare Mount Royal. When sourcing new products for our store, our buyers watch food, restaurant,



Todd McMullen,  
store manager,  
Urban Fare  
Mount Royal



### How do you merchandise mainstream and specialty items together?

Our specialty product is merchandised on bump out shelving which we've highlighted with lighting. Today's shopper is very busy, and we want to make it easy for them to shop our store. We've integrated our specialty product into our regular merchandising which really helps to make our customer journey seamless.

Showcasing local supplier specialty product is also a priority and you'll see some of these amazing local products on 2x2 displays throughout the store, in addition to in our dedicated local section.

We've partnered with some really amazing local producers and suppliers and I'd highly suggest you come and check them out!

### What is the demographic you serve?

We are thrilled to welcome customers from all over Calgary that share our Passion for Food. ●



and foodservice trends very carefully to ensure that we are meeting the evolving needs of the foody consumer in a way that is unique and different.

We are also proud to work closely with local vendors to carry products that are unique to our Calgary customer base.

### What percentage of sales comes from specialty items?

Providing our customers with unique specialty products is something of a priority for us. We are constantly expanding our selection of specialty and local products to ensure that we carry the products that our customers want.

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## THE MEAT DEPARTMENT

By Deb Draper

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# What's New in the **Meat Department**

### More Choice, More Convenience, More Information

Canadians may be cutting down on meat serving sizes, but Statista reports that at least half of us are eating meat products every day.

Although the long-growing trend away from red meat continues, Canada Beef found that 90 per cent of customers who purchase meat are consuming and buying beef. “Beef is clearly a destination category,” says Derrick Ash, senior manager, business development and technical services with Canada Beef. “As beef has become more expensive, consumers are more discriminating with respect to quality, value and country of origin.”

Meanwhile, Chicken Farmers of Canada

knows that on average, each Canadian consumes 35 kg of chicken yearly with 59 per cent coming from grocery outlets. “There has been an evolution of different cuts and types of chicken offered,” says Lisa Bishop-Spencer, director of brands and communications.

Turkey has big potential as a white meat, but it's not well-known outside the holidays. “Part of the problem is that people don't know how to cook turkey properly,” says Jason Wertzman, chef and director marketing & product development for Granny's Poultry. “We've developed a line of natural, marinated turkey parts infused with

turkey broth so they stay moist, bringing them out in a vacuum package so it can be frozen or cooked right away.”

### Value-Added Convenience

“At Olymel, we are seeing growth in niche, value-added products and smaller brands,” says David Poirier, director of innovation. “And now we've found a way to ensure such products are 100 per cent nitrate-free.”

In response to consumers' needs for convenient meal options, Lilydale offers ready-to-eat solutions in smaller-sized portions of carved chicken and turkey with serving suggestions on the packaging. “All consumers have to do is open and add to their favourite salad or pasta,” explains Daniele Dufour, senior director,

# INNOVATION AND CUSTOMER SERVICE

## Calgary Co-op has the Winning Combinations

Calgary Co-op's Meat Department has held the reputation for some of the finest meat in the city for decades, as well as a commitment to extraordinary customer service.

The Co-op's most recent innovation is the Only Alberta Beef program, exclusively selling beef raised in Alberta under a unique three-tier grading system: Alberta AA aged a minimum of 14 days, the 21-days wet-aged Premium AAA Members' Reserve and the newest and most innovative Premium AAA 28-day dry-aged cuts.

"The unaged Members' Reserve gives customers the option to take this Premium meat home, cook it right away or keep in the fridge up to 30 days, aging it themselves for a different flavour profile," explains Shawn Jacks, senior director of fresh at Calgary Co-op. "This means the best possible eating experience from everyday to the niche market of special events."

"We've been running the program for one year and have seen tremendous success from the consumer standpoint as well as the visual and the product itself," adds Jacks.

James Lelonde, Calgary Co-op Meat Category Manager sees that prepared and ready-to-use items are also driving sales. "We look to our service case for the best variety and selection as well as unique items – from kabobs to pinwheel pork loins to glazed chicken breasts, artisan sausages and our dry-aged program."

Lelonde explains that the service case products are organized based on customer needs and expectations. "We focus on local items and partnerships such as with Spolumbo's Sausages and on what's trending in the market. Because our customers are looking for quick and easy meal solutions, we have value-added twists such as bacon-wrapped chicken breasts, new items such as pork skewers – they're doing very well."

"When we expanded the service case a few years ago to about triple the size, we opened it up so people can see what's going on behind and interact with the people working back there. We're always looking for new ideas and have a butcher on hand ready to make up smaller packages, certain cuts, thicknesses – we do it on the spot."

The department includes a wide selection of conventional items as well as not-so-everyday products. Recognizing a market for fresh duck as



opposed to the usual frozen, Calgary Co-op now offers several selections of cuts making sure customers can always find what they want.

"Many of the newer generation are looking for help with how to cook different cuts," says Lelonde. "As part of our value-added program, we have recipe cards with quick and easy cooking instructions, and we also offer recipes through our MIT (Make it Tonight) Program."

Front and centre in all the Calgary stores sits the Make it Tonight cooler containing one "Hero" meat along with several POS items and new recipes for making a meal three different ways, most recipes created by popular local chef Julie van Rosendaal. Jacks comments, "In just over one year, we have seen great success in this program, and we use it to promote a lot of our unique, local items, sometimes gearing it towards seasonal events and holidays."

By focusing on supporting its community through staying local – all fresh meats are Western Canadian including Only Alberta Beef and fresh lamb – Calgary Co-op is doing everything possible to make sure all its customers are well looked after. And that's what makes Calgary Co-op unique and successful in the market.



James Lelonde,  
Calgary Co-op  
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communications, public relations & consumer inquiries. "In response to consumers' concern for healthier habits, we have modified some products, such as smoked sausages, to reduce portions while maintaining overall expectations."

Canadian flavour choices are broadening with more experimentation, more value-added in grocery stores, meal kits, existing cuts offered in different ways such as butterflied chicken, meats seasoned and shrink-wrapped, ready to go onto the grill.

"Displaying marinades and sauces nearby offers easy ways to prepare fresh meats — and not just for barbecues," says Brent Hope, manager for Ghostriders Smokehouse Grill. "We offer a healthy choice marinating/basting sauce that is also good for winter recipes, such as in slow cookers. And our spices are great for both meats and vegetables."

"One of the strong growths we see, especially in Western Canada, is the assorted segment, catered by our deli brands, Mastro and San Daniele," says Dufour. "Consumers value the simplicity of the right combination of deli meat, the most popular flavours and discoveries allowing consumers to expand their palate; and imagery that educates them on ways to present the food."

"When it comes to the buying decisions at the fixture, appearance is critical," explains Ash. "It is cited by more than half of all shoppers and is the most important factor for one in three. This confirms the premise that, especially for meat, people shop with their eyes."

Companies are updating the look of logos with packaging that includes product information along with cooking suggestions for those who are unsure how to cook different cuts.

"We're seeing that consumers want to play a bigger role in the food they eat," says Bishop-Spencer. "And now we're seeing more stores offering our logo 'Raised by Canadian Farmers'. Consumers expect to be able to buy Canadian products."

With a wide range of choices, information and convenience, meat producers are helping retailers serve the needs and expectations of consumers across the generations and lifestyles of all Canadians.●

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## Cloud 9 Gluten-Free Products Now Available



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## Introducing Cashumel, the Vegan Mother Sauce

Lifestyle for Life has launched a line of creamy dairy-free sauces formulated to support healthy living while enticing the taste buds. Cashumel all purpose sauces are low in sodium and have no added sugar. The Original Mother Sauce can be used on its own or to add creaminess, flavour and thickness to any soup or sauce without the use of cream or flour. Also available in flavours like Black Garlic White truffle and Spicy Sundried Tomato, Cashumel offers the user a healthy alternative to jazz up to any dish without sacrificing flavour.



For more information: [www.lifestyleforlife.org](http://www.lifestyleforlife.org)

## Montana's Smokin' Hot Ribs Now Available at Your Local Grocery Store

Montana's BBQ & Bar restaurant chain is firing up the retail scene across Canada with the launch of its first-ever retail offering – fully-cooked and ready-to-eat succulent smoked ribs. Available this fall in the refrigerator section of supermarkets from coast to coast, the mouthwatering Texas-style, fall-off-the-bone barbecue pork back ribs take only 25 minutes to heat in the oven or even less on the grill. "We're excited to introduce our popular ribs in grocery stores so Canadian barbecue lovers can enjoy the great, signature taste of Montana's ribs from the convenience of home," said Chelsea Kellock, director of marketing, Montana's. Kellock explained that the ribs are pre-cooked for a couple of hours "sous-vide," a cooking technique that uses precise temperature control to deliver consistent, restaurant-quality results.



## More Delicious Deli Meats from Mastro and San Daniele

The newest product in the Mastro and San Daniele Charcuterie Trio line of specialty deli meats is Mediterranean Flavours. The new products feature a trio of carefully selected deli meats (Speck-Smoked Prosciutto, Chorizo, Salami with Prosciutto) and the same quality ingredients that have made Mastro and San Daniele products entertaining essentials for decades.

For more information: [sharemastro.com](http://sharemastro.com)



## Inspire New Occasions with New PHILADELPHIA Whipped Frosting

PHILADELPHIA blends the cool, creamy goodness of PHILLY with real milk and cream to create a fluffy and delicious Whipped Frosting – perfect for baking and pairing with fresh fruit. PHILADELPHIA Whipped Cream Cheese Frosting responds to consumer needs for fresh, homemade and time saving alternatives to shelf-stable frosting and 71 per cent of consumers agree that frosting is a perfect fit for PHILLY. Recently launched in Canada, PHILADELPHIA Frosting is available in a 280g tub that frosts two 8" cake layers or up to 24 cupcakes. PHILADELPHIA Cream Cheese traces its roots back to 1872, and it has been the standard of high-quality cream cheese ever since. Today, PHILLY still sets the bar high for what cream cheese should be and is perfect for adding creaminess to any recipe.



## Fresh Is Best Salsa & Co Rolls Out Chip Pallet Shippers

Fresh Is Best Tri Flavoured Tortilla Chips have been a staple in grocery stores in Western Canada for the past 20 years. The savour (not hot) flavours chili, jalapeno and stoneground yellow corn provide something for everyone! Get it all in one bag or all in one flavour. The company's new Pallet Shippers are available in a variety of bag sizes and Tortilla Chip flavours.

For more information: [www.freshisbest.ca](http://www.freshisbest.ca)



## Aurora Introduces Gluten Free Pasta

Le Veneziane is a gluten free line that is perfect for all consumers, even those that just want a healthier meal. This pasta is made with corn from the Veneto region, world-renowned for its corn production.

For more information: [www.auroraimporting.com](http://www.auroraimporting.com)



## Jack Daniels Premium Line of Pulled Meat

Jack Daniel's BBQ is hand-made with authentic Southern Style smoked meats and kettle cooked BBQ sauce. This premium line of Pulled Meats is perfect for sliders and sandwiches. The range includes Pulled Pork and delicious Honey Pulled Pork – the top two selling skus. Also in the line is Pulled Chicken.



## Introducing Nucane from Nutrition Innovation

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[www.nutritioninnovationgroup.com](http://www.nutritioninnovationgroup.com)



## Truss Beverage Co. Announces First of Six Cannabis Beverage Brands, Flow Glow

Truss Beverage Co. announces a partnership with Flow Glow Beverages Inc. – the team behind Flow Alkaline Spring Water – to manufacture and distribute a CBD-infused spring water. Flow Glow Beverages' flavoured CBD-infused spring water will be one of six cannabis beverage brands within the Truss Beverage Co. product portfolio. Backed by 150 years of beverage experience, Truss Beverage Co. is committed to developing a range of cannabis beverages that focus on great taste, consistency and choice. "As a cannabis beverage specialist we're excited to partner with the team behind Flow Alkaline Spring Water, a beverage brand Canadians know and love, on a CBD-infused spring water to round-out our product portfolio for launch," says Brett Vye, CEO, Truss Beverage Co. "The newly formed Flow Glow Beverages Inc. will produce products that are an important part of our Truss beverage lineup. We can't wait to bring Flow Glow and our other Truss cannabis beverages to market."



## Amerlux's Flexible Light System for Supermarkets



Amerlux has introduced its new supermarket lighting system that changes along with the aisles in a store. Amerlux's Cadence allows stores to easily change the location of the light source without the help of an electrician. In addition, the lighting system's attachments snap in and out. As online competition and dollar stores capture more dry-goods business, supermarkets need a lighting solution that allows them to accommodate the shrinking aisles that will make way for more featured fresh food. Cadence provides batwing aisle distribution, focused open-case distribution, general ambience distribution and a track lighting section that incorporates accent lighting to create heightened attention for high-margin products. In addition, Cadence features a unique trunking system that is pre-wired with two circuits, as well as an emergency circuit – right out of the box. Installation is easy: Simply connect power to one end of the trunking system, add sections with quick connects and then add lighting modules.

## Aurora Introduces Gavioli

Gavioli is a non-alcoholic fruit juice made with 100 per cent Italian grapes. Known for its delicious flavours, Gavioli is perfect for any celebration. With no added sugars, the sweetness of the Gavioli sparkling fruit juice comes from the natural sweetness of the grapes used.

For more information: [www.auroraimporting.com](http://www.auroraimporting.com)



## Green & Blacks Gets New Look

Canada's number one organic chocolate brand has a great new look. Some things remain the same: high quality ingredients, ethical sourcing and great taste. Available through Tree of Life Canada.

For more information: [Susan.Hooper@treeoflife.com](mailto:Susan.Hooper@treeoflife.com)



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# Innovative Packaging Solutions

## Western Grocer Q&A with the Great Little Box Company

**1. Can you describe the range of products and services Great Little Box Co. offers? Are there any specialties?**

Great Little Box (GLBC) is your one source solution for labels and packaging with all manufacturing done under one roof to ensure brand consistency of colours all while adding the ease of dealing with one company which is unique to GLBC. We are an award-winning team that designs and manufactures custom and stock corrugated boxes, point-of-purchase displays, folding carton and rigid boxes, pressure sensitive labels, flexible packaging, and foam protective



packaging, as well as a full line of shipping supplies through distribution. With an in-house Innovation Solutions Team and over 300 employees serving Western Canada and Washington State we can meet any of your packaging challenges.

**2. What have been the key trends and innovations in consumer goods packaging, especially with food and beverage products?**

Creating packaging that tells a story and speaks to the consumer are some key trends. Consumers want to feel connected and buy products that are aligned to their values. Packaging must be innovative and nimble enough to speak to a very wide spectrum of consumers and work to create this connection. Whether it's creating a unique shaped box, reducing material, changing from plastic to paper, using recycled material, printing high end graphics, or creating something very subtle. GLBC's job is to work with our customer to ensure we create packaging that speaks to their vision and connects with their targeted consumers.

**3. How are these addressing consumer needs/concerns?**

I believe consumers have three areas that are important to them; Meaning, Engagement and Environment. Consumers want to feel connected to the product and brand they are purchasing, which requires companies to think outside of the proverbial box and be innovative in many ways. Consumers also want to know why they should buy from one company over another, what do they stand for? A lot of packaging today is interactive and has the customer engaging as soon as they purchase it, either through downloads or by advising them if they buy this product, they are contributing towards something, either for the community or globally. Environment, sustainability and recyclability are only some of the things that customers are demanding, and the packaging has to walk the talk for consumers to buy in.

**4. How have these trends/innovations been reflected in the awards GLBC recently received at AICC's 2019 Independent Packaging Design Competition?**

The designs we won at the AICC's directly speaks to the trends regarding engaging and connecting with consumers and the need to be innovative:

The first design we won not only First place but Judge's Choice in the category of Corrugated. The box was for Liquidity Winery, a four-bottle wine carrier and was being judged on — Innovative Structural Design, Consumer and Industrial Focus. In this category judges not only consider the design's ease of assembly and set-up, the quality and converting complexity but how the packaging met the customer's needs. For this project Liquidity was looking for a more attractive solution than the standard paper bag for carrying out purchased wines. It also needed to subtly but successfully upsell by encouraging tasters to fill it with four wines but also the beautiful design gives it a second life as a marketing tool. The overall design ensured it accommodated and protected the various bottle shapes and sizes of Liquidity's entire product offering.

GLBC also won first place and the Judge's Choice Award in the Folding Carton – Retail Food & Beverages & Alcohol Packaging category with their Harken Coffee Box design. Harken Coffee wanted to push the envelope in designing a unique experience for their retail coffee in their Japanese inspired roastery and restaurant. They required the design to be from a sustainable paper substrate with an elegant minimalist style. This was achieved through a design that made the box appear seamless, beautiful gradient print and a high-end soft touch tactile feel. ●



Doree Quayle, vice-president, sales, Great Little Box Company

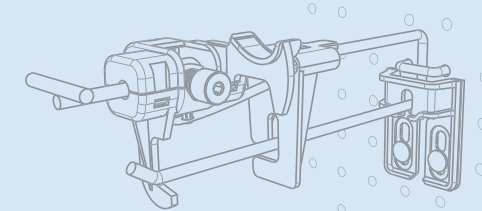
Increase Sales - Cut Theft - Reduce Labour - Improve the Shopping Experience



## SWIPEGUARD™ ANTI-THEFT DEVICE

The SWIPEGUARD™ anti-theft system prevents product sweeping from peghooks by allowing customers to access one product at a time.

- Installs quickly on existing peghooks
- Optional backplate prevents peghook theft
- Optional pusher converts peghook to pusher system
- Fits single wire and double loop peghooks

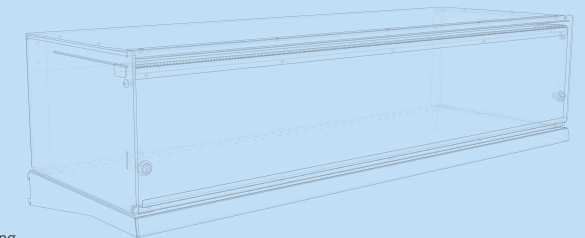


Canada and U.S. Patent Pending

## SLIDE-AND-HIDE LOCK BOX

Create a secure space on slatwall, pegboard or gondola shelves with our Slide-and-Hide Lock Boxes.

- Perfect for products like baby formula and small electronics
- Features lockable stow-away front door
- Fits standard gondola widths of 36" and 48"
- Custom sizes and configuration also available

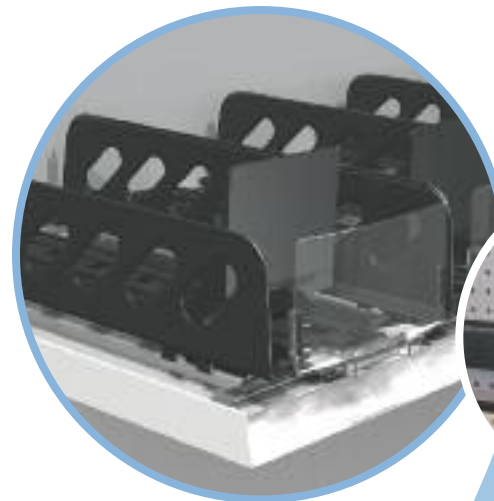


Patent Pending

## KWICKLOAD® PUSHER SYSTEM

The Kwickload® pusher system is perfect for displaying bagged salad, candy or deli meats on retail store shelves.

- Products kept upfront for easy customer access
- Pull-out tracks with locking paddles for quick restocking
- Different pushers and tracks for a wide variety of product sizes
- Available in shelf mount and crossbar mount configurations



Patented in Canada and U.S. Patent #9521913

GET IN TOUCH

1 800 410-0264

sales@displaypeople.com

displaypeople.com

NEW TO THE DAIRY CASE



# CREAM CHEESE FROSTING MADE WITH PHILADELPHIA CREAM CHEESE

Available in the refrigerated section

## PHILLY GIVES CONSUMERS WHAT THEY WANT!

- Cream Cheese is the #1 flavour in shelf-stable frosting, but is not made with real cream cheese<sup>1</sup>
- Philly Frosting is made with REAL cream cheese, milk and cream
- Responds to consumer need for fresh, homemade and time saving

## CONSUMERS LOVE PHILLY!

- Brand Equity is 10X stronger than next leading competitor<sup>2</sup>
- 71% of consumers agree that frosting is a perfect fit for Philly!<sup>3</sup>

<sup>1</sup>Nielsen Strategic Planner, Icing Mixes, 152W 5 Vol, period ending July 22, 2017  
<sup>2</sup>Cream Cheese BVC Equity, January 2018  
<sup>3</sup>Philadelphia Brand Stretch Study, August 2017

