



Six Alberta Companies Showcased at Taste of Canada in Boston, Massachusetts

Six Alberta companies, Left Field Foods, Canyon Creek Soup, Gabriella's Kitchen, Oh! Naturals Flavoured Snacks, Stellas and Sunora Foods Ltd, participated in this year's Taste of Canada. Held in Boston, Massachusetts on June 5th and 6th, 2017, the event attracted a record 56 Canadian food and beverages exporters from eight Canadian provinces.



The Taste of Canada showcase was designed to highlight the participating Canadian companies with a distinctive Canadian flair. Companies promoted their products in various grocery categories such as bakery/deserts; dips, spreads and seasonings; edible oils; entrees and ready meals; non-alcoholic beverages, specialty foods, snacks etc. Thirty-four American buyers from the New England states, New Jersey, New York, Illinois and California met with Canadian companies in a series of business-to-business meetings. The retail and food service buyers, distributors and brokers sampled products and discussed potential business

opportunities.

“Taste of Canada is an excellent alternative to regular trade shows as the focused format allows Canadian companies and buyers to meet one-on-one, discuss companies’ capabilities, review buyer’s needs and negotiate possible synergies,” says Dusan Rnjak, Trade and Relations Officer, AF. “We arranged 275 meetings for the 58 exhibitors and this year’s edition was the largest both in terms of the number of Canadian companies participating and the provincial partners’ involvement.”

International Initiatives Officer Shelly Nguyen added that the show’s popularity reflects the high quality and appeal of Canadian products: “As a food aficionado, I was very impressed with the quality and innovation displayed by Canadian and Alberta companies in the showcase.”



Buyers sample Canadian products



Companies meet one-on-one with buyers



Left to Right: Keana Eakin (Nextep Enterprises), Colette Lekborg (Boston Trade Commissioner), Juli Bohm (Nextep Enterprises), Dusan Rnjak and Shelly Nguyen (Government of Alberta)

In addition to showcasing Canadian companies, the Taste of Canada program also featured a series of educational seminars on opportunities and trends in the US as well as store tours.

The United States is Alberta's largest export market with agri-food exports totalling \$4.05 billion in 2016.

The event was organized by Alberta Agriculture and Forestry, the Canadian Consulate in Boston and provincial partners from BC, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick and Export Development Canada.

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