

MARKET WATCH

**G**rocery Innovations Canada 2007, the country's premier grocery showcase, was held at the Toronto Congress Centre on Oct. 29 and 30. Presented by the Canadian Federation of Independent Grocers (CFIG), this year's event was the largest and most well-attended ever. Featuring over 500 exhibitors and attracting more than 6,000 industry attendees, the show highlighted both national and regional or local brands, as well as importers, offering a diverse sampling of the Canadian food and beverage industry.

Of course the highlight of the event is always the new products. Trends included healthy, convenient, on-the-go and creatively indulgent new beverage and food innovations. Here's just a small sample of new launches:

- **Premium White Honey** from **Bee Maid Honey** is a milder, delicate tasting new honey. With a lighter colour and flavour, this honey is perfect stirred into tea or as a spread. The premium honey is available in 250-g and 500-g containers.

- **Sealtest** introduces **Blue Raspberry milk**, a one-per-cent, partly skimmed product that adds a unique flavour to the milk category. Targeted primarily at children age eight to 14, the milk is a vibrant blue colour, with a light, not-too-sweet raspberry flavour. The product is available in 500-mL containers.

- The **Hard Boiled 2-Egg Snack Pack** from **Burnbrae Farms** is a fresh, wholesome and nutritious way to snack. The 88-g package contains two hard-boiled and peeled, ready-to-eat Naturegg Omega 3 eggs, and features an "easy peel" film top, making the pack convenient to grab and go.



- **Schneiders'** new **Smart Lunch Combos** line offers kids a variety of healthier lunch options. As well as a main lunch item – including Pepperoni Pizza, Chicken Fajita, Bagel or Chicken Taco – the bags each feature 100-per-cent pure fruit juice and a healthy snack, while three contain dried fruit. The lunches are packed in a reusable, resealable and compostable bag.

- **King Cole Ducks** now offer fully cooked, **ready-to-serve duckling entrées** for the retail market. The value-added entrées feature either 400 g of duck, or a 1.5-kg whole duck, and are available in five varieties: Half Duck à l'Orange, Whole Duck à l'Orange, Peking-Style Half Duck, Peking-Style Whole Duck Kit, and Bar-B-Q Half Duck. All of King Cole's ducks are fed all-natural grains and fresh well water, and are antibiotic-free.

- **Bagel O's** are a unique new snack product from **Bagel O's Bakers Group Inc.** The bite-size bagels are pre-filled with cream cheese, have no added preservatives, contain zero trans fat and are kosher certified. The pre-baked snacks are available frozen, and can go from the freezer to the toaster. Varieties include Salmon Cream Cheese with poppy seed bagel, Classic Cream Cheese with sesame seed bagel, and Blueberry Cream Cheese with golden flax seed bagel.

- **Vital Lifestyle Water** has launched a new line of vitamin-enhanced **functional waters** in four varieties: Burn with Acai Berry; Vitality with Citrus Starfruit; Calm with Guava; and Energize with Dragon Fruit. Each water contains just a hint of fruit flavouring, and a mix of different active ingredients. Available in 591-mL bottles, the beverages contain only 15 calories per serving, and half the recommended daily intake of B vitamins.



	Latest 52 Weeks				Latest 52 Weeks Year Ago			
	\$ Vol	\$ Vol % Chg	Unit Vol	Units Vol % Chg	\$ Vol	\$ Vol % Chg	Unit Vol	Units Vol % Chg
TL FROZEN FRUIT BEVERAGES	240,094,263	-3%	247,867,195	-11%	246,344,508	-2%	278,225,405	-7%
TL ORANGE	82,948,278	1%	66,507,701	-19%	82,211,382	-5%	82,016,880	-12%
TL BLENDED CITRUS	4,348,060	7%	3,476,902	-4%	4,064,733	-12%	3,632,057	-10%
TL LEMONADE	13,707,036	-2%	16,333,347	-8%	13,990,926	3%	17,738,434	-4%
TL APPLE	3,373,055	-5%	2,968,121	-9%	3,533,849	14%	3,276,153	38%
TL GRAPE	17,277,603	-9%	18,739,544	-13%	19,066,462	-1%	21,438,801	-2%
TL CRANBERRY BLEND	4,955,059	-11%	4,853,068	-15%	5,596,965	-2%	5,692,477	3%
TL GRAPEFRUIT	1,280,432	-23%	757,177	-32%	1,670,649	-3%	1,115,561	-15%
TL TROPICAL	1,109,673	-5%	1,684,619	-8%	1,167,726	-24%	1,826,981	-23%
TL MANGO	5,439,980	3%	6,915,250	-2%	5,307,239	0%	7,026,352	-4%
TL PINEAPPLE	862,210	-2%	667,692	0%	882,297	-1%	670,436	-5%
TL PEACH	8,015,200	-5%	11,022,894	-9%	8,461,681	-6%	12,137,586	-9%

Source: Nielsen MarketTrack, National All Channel (Total Grocery+GM+WC), latest 52 weeks ending Aug. 4, 2007