

NEWS FILE

The Voice of the Canadian Food & Beverage Industry

Wineries target younger drinkers

Ready to leave their cooler and beer guzzling days behind, the 20-to-30-something age group is picking up a glass of wine instead, a trend that is giving wine producers a whole new demographic to target.

"The younger (19 to 29) adventurous consumers...are a very important market for us, and we are developing more wine styled and packaged to appeal to them," says Kim Kapoor, vice-president of Marketing for the Mark Anthony Group in Vancouver. Two years ago, the company launched a wine called Painted Turtle with the tag line that read "No hurries, No worries." The funky animal labels are entry-level wines that the industry has dubbed "critter" wines. Other labels include Australia's Little Penguin and Yellow Tail labels.

To further educate fledgling palates, two wineries in



Nova Scotia, Grand Pre winery and Jost Vineyards, offer wine tasting classes through local universities. "[The students] really want to like wine, but a very simple understanding of it has to be brought forward," says Hans Christian Jost, owner of Jost Vineyards in Malagash, N.S. The winery's Prima Rosa and Trilogy wines were created with this demographic in mind, and are therefore not bone dry and have a bit of residual. "They are more approachable," explains Jost.

In Ontario's Niagara Region, vineyard tours and tastings are also lightening up with a younger generation in mind. For instance, in past years Jackson-Triggs' summer concert series has featured classical music, but last year it featured artists such as Stephen Page from the Barenaked Ladies. Peller Estates and Reif Estate Winery also added a wine and food pairing this year to teach visitors how to serve the appropriate wine with various foods. In other words, wineries are realizing that before long these connoisseurs-in-training will be their future consumer base. "If I can get them from drinking coolers to drinking wine five or 10 years earlier, all the better," says Jost.

—Melanie Chambers

Making functional foods a priority

Although the new Richardson Centre for Functional Foods and Nutraceuticals held its official opening in late spring, the centre, located at the University of Manitoba SmartPark, has already drawn interest from some of the world's leading food manufacturers.

The Richardson Centre cost more than \$31 million to build, with the province and Ottawa contributing \$19 million, and the wealthy Richardson family and other private investors putting up the rest. One of the projects the Centre is working on is research for European food and beverage giant Groupe Danone on a yogurt that will control cholesterol levels. Kellogg's and Kraft have also come calling, although no contracts have yet been signed. In

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TOP brews on tap

The fourth Canadian Brewing Awards took place this May, with more entries and breweries taking part in the annual event.

The competition, which drew more than 225 entries from 48 breweries, featured 21 style categories, with judges awarding winners based on flavour, appearance, aroma, mouth-feel and overall impression. This year's Brewery of the Year trophy went to Vaughan, Ont.'s Magnotta Brewery, which won five medals, including four golds. Honourable mentions for Brewery of the Year included

Victoria, B.C.'s Buckerfields (which took six medals), Revelstoke, B.C.'s Mt. Begbie (with two medals) and Toronto's Mill Street Brewery (which garnered three medals). Molson led the pack among national breweries, with two gold medals for favourite North American-style lager (Canadian) and light (calorie-reduced) lager (Coors Light).

The third annual Ontario Brewing Awards also took place in Toronto this spring, with 81 entries in nine style categories. The provincial awards have doubled in size since 2004.



Niagara's Best Beer Ltd. founder Ken Kraemer celebrates his win at the Ontario Brewing Awards.

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In addition, the Centre is collaborating with the St. Boniface Hospital and the Food Development Centre in Portage La Prairie to test and develop food and medications.

About 200 visitors attended the opening and admired the state-of-the-

art equipment, including an electronic tongue and nose, each of which came with a \$300,000 price tag.

— Myron Love

Celebrating local flavours

Renée's Gourmet Foods Inc. recently announced the winning recipes in its first Chefs Great City Salads Competition. Chefs from across Canada submitted salad cre-



The Ottawa City Salad took top honours at Renée Gourmet Foods' recent Chefs Great City Salads Competition.

ations celebrating local flavour and featuring Renée's dressings and vinaigrettes. A panel of culinary experts, including Renée's founder Renée Unger, chose recipes from seven chefs to represent their city, with one being named Canada's best. That honour went to the recipe for "Ottawa City Salad" (Shwarma Chicken, Maple, Apple and Old Cheddar Salad) by culinary chef consultant Eileen Campbell. Each winning entrant received \$1,000, with the grand champion receiving an additional \$1,000 and a \$2,000 donation in her name to charitable organization Friends of We Care.

Catering to Canada's sweet tooth

Canada's oldest cookie maker is gearing up for another century of business with the opening of what it says is the most modern chocolate-making factory in North America.

Inaugurated in Quebec City in mid-June, Biscuits Leclerc's new 200,000-sq.-ft. facility features state-of-the-art equipment and robotic production lines that will permit the company to make both high-end pure chocolate cookies and peanut-free chocolate for its other lines of cookies, sugar wafers, snack bars, muffin bars and cereal bars. "We're more autonomous [with the new plant]," says company president Jean Leclerc, whose family founded the company

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101 years ago. "Manufacturing our own chocolate is [also] a good way to keep our position of leader in the Canadian agri-food industry."

Chocolate is a key ingredient in the success of the Quebec City-based multinational, which manufactures some 800 million cookies, 600 million energy and snack bars, and five million kilograms of cereal each year. It currently has five plants, three in Quebec and one each in Ontario and Pennsylvania. An old Provigo ware-

house that was converted for a cool \$40 million, the new plant and its 50 employees will produce three million chocolate cookies per year, further sweetening the company's annual sales of \$250 million. The new facility is also in keeping with what Leclerc calls "our philosophy to control the majority of elements included in the manufacturing of our products to ensure the high quality standards set by the company over the years and to [deal] with the new food allergy context in Canada." — *Mark Cardwell*

SUPPLIERS' UPDATE

Bedford Heights, Ohio-based FEMC has appointed **Pemberton and Associates Inc.** as its exclusive agent for all of Canada. FEMC is a packaging solutions provider. Pemberton supplies processing and packaging technology, parts and supplies, as well as technical service and repairs. • Health Canada has approved the use of Dartmouth, N.S.-based **Ocean Nutrition Canada Limited's** MEG-3 brand EPA and DHA in a broad range of foods. The approval has also increased the amount of EPA and DHA allowed from 50 mg to 100 mg per food serving. • The University of Maine has received the **Mettler Toledo Food Science Education Grant**. The Mettler Toledo Food Science Grant review board reviewed applicants from U.S. and Canadian educational institutions. Mettler Toledo is based in Columbus, Ohio, and specializes in precision instruments for professional use. • Atlanta, Ga.-based **CP Kelco** will expand capacity at its recently acquired production facility in Shandong Province, China. CP Kelco produces xanthan gum, pectin, carrageenan and carboxymethyl cellulose. • Hartland, Wis.-based **Dorner Manufacturing** now offers its Engineer Specials Program (ESP). ESP pays extra attention to building conveyors with unique dimensions and characteristics above and beyond the company's regular platforms. • Yellow pea fibre from Portage la Prairie, Man.-based **Best Cooking Pulses Inc.** is now approved for nutritional labels. The approval came after The Canadian Food Inspection



More than 60 Canadian visitors and exhibitors enjoyed the CIFST's annual Canadian breakfast meeting at this June's IFT show and conference in Orlando, Fla. As well as an update on the CIFST's goals for the coming year by president Michèle Marcotte, this year's event included a Canadian facts quiz, won by Laura Snider of Cambrian Chemicals (*second from right*).

Agency released modifications to its 2003 *Guide to Food Labelling and Advertising* in June. With a grant from the Agri-Food Research and Development Initiative, Best Cooking Pulses showed Health Canada's Bureau of Nutritional Sciences the nutritional value and physical properties of its specification for ground pea hulls. Best Pea Fibre can now be included in Canadian bakery and meat products. • Vancouver-based **Forbes MediTech**, a plant sterol supplier, has formed a new company in collaboration with U.K.-based **Fayrefield Foods Ltd.** The new company, **Forbes Fayrefield Ltd.**, will distribute products containing Forbes' cholesterol-reducing ingredient Reducol directly to retailers. • Laval, Que.-based **Warnex Inc.** has announced that its quantitative *Campylobacter* test used with the Warnex Rapid Pathogen Detection System has been granted Performance Tested status by AOAC Research Institute.

PEOPLE ON THE MOVE

Donald Triggs, CEO of Mississauga, Ont.-based Vincor International Inc., has announced that he is leaving the company to pursue other opportunities. • Hamilton, Ont.-based Lakeport Brewing Income Fund has appointed **Scott Simmons** vice-president of Sales. • The Canadian Council of Grocery Distributors has announced its new executive and board of directors for 2006-2007. They are: **Alex Campbell**, chairman; **Geoffrey Wilson**, secretary-treasurer; **Alain Brisebois**, past chairman; **Nick Jennery**, president; and members **Robert Cloutier** and **Randy Melnychenko**. • The Canadian Pallet Council has announced its new board of directors and executive committee for 2006-2007. They are: **Bruce Toal**, chair; **Diane Fitzgerald**, past chair; **Moses Nebres**, treasurer; and executives **Brad Henderson**, **Shawn Lacey**, **Clint Sharples** and **Doug Tingley**. • The Further Poultry Processors Association of Canada has elected its officers and board of directors. They are: **Ross MacLeod**, chairman; **Blair Shier**, vice-chair; **Lem Janes**, secretary-treasurer; and board of directors **Paul Stott**, **Michael Clark**, **Graeme Jewett** and **Lucy McKee**. • The Blaine, Wash.-based Organic Trade Association has appointed **Dag Falck** to its board of directors. Falck is Organic Program manager at Richmond, B.C.-based Nature's Path Foods. • The Art Institute of Vancouver – Dubrulle Culinary Arts has appointed chef **Don Guthro** academic director. • **Chuck Marble** has been named executive vice-president of Weetabix North America, the newly consolidated group that includes Barbara's Bakery Inc., The Weetabix Company Inc. and Weetabix of Canada Limited.

ON THE SUPPLIER FRONT:

Burlington, Ont.-based Abbey Packaging Equipment Ltd. has appointed **Kevin Searle** Technical Sales representative for Quebec and the Eastern Provinces. • Nealanders International Inc. in Oakville, Ont. has appointed **Errol Byrde** director, International Business Development. • Mississauga, Ont.-based Schenker of



Chuck Marble



Eric Allard

Canada has appointed **Eric Allard** vice-president and product manager for International Air. • Mississauga, Ont.-based Maxxim Analytics Inc. has appointed **Jon Hantho** CEO. • Kansas

City, Mo.-based Multivac Inc. has appointed **Nestor Plawiuk** National Sales manager for Canada. • **Mark Feher** has joined Ithaca, N.Y.-based Mettler-Toledo Hi-Speed as Business Development manager for checkweighing. **John Uber** has been promoted to Business Development manager for Product Handling and Caseweighing.

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Joel Irving Fatum

Carl Lovas, Chair of Ray & Berndtson Canada is pleased to announce the appointment of Joel Irving Fatum as a Partner to the firm's Toronto office.

Joel will lead the firm's consumer products and retail practice and will also play a key role in expanding the firm's business in other areas including manufacturing and financial services.

Joel brings a decade of executive search experience, the past seven years gained with a leading Canadian firm managing senior level executive search for some of Canada's most prominent consumer goods, retail, food services, manufacturing and financial services

organizations. Joel offers clients in these industries a strong track record of successful senior appointments involving all critical functional areas.

Joel's success, knowledge and presence in these industries position him as an exciting new member of the Partnership group at Ray & Berndtson. Joel has developed a personal brand and reputation in the industry that reflects his passion, work ethic, client focus and absolute commitment to delivering results for clients. Ray & Berndtson welcomes Joel as a key member of its National Partner team.

Joel holds a Bachelors degree from the University of Western Ontario.

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IN BRIEF

- Vancouver-based **Premium Brands Income Fund** has acquired Seattle-based **Pop's E-Z Popcorn Supply** and Vancouver-based **Gloria's Catering**.
- Montreal-based **Saputo Inc.** has acquired **Boulangerie Rondeau Inc.** and **Biscuits Rondeau Inc.** Rondeau, which employs 145 people in its Laval and Quebec City plants, has annual revenues of approximately \$14 million.
- Greeley, Colo.-based **Swift & Company** will sell its non-fed cattle business, including its Omaha, Neb. operating plant and its assets in Nampa, Idaho, to Alberta-based **XL Foods Inc.**
- Lactantia Chocolate and Caramel Flavoured Cream Cheese Products from Toronto-based **Parmalat Canada**, won the most innovative award in the dairy products category at the 13th annual Canadian Grand Prix New Product Awards.
- **Health Canada** has released the results of its survey of benzene levels in selected beverages sold in Canada. To view the complete results, visit: http://www.hc-sc.gc.ca/fn-an/securit/chemchim/benzene/index_e.html
- A University of Guelph team has made a breakthrough in research to safely and effectively decontaminate seeds used to produce bean sprouts, alfalfa sprouts and other sprouts, reports the university's website. Its research is published in the *Journal of Food Protection*.
- **Rancher's Beef Ltd.** opened its new beef processing plant in Calgary in late June, reports CattleNetwork.com. The \$40-million plant will process about 800 cattle per day when it reaches full capacity.
- The **Ontario Farm Animal Council's** book, *The Real Dirt on Farming: People in Canadian Agriculture Answer Your Questions*, is available in hard copy and online (www.ofac.org) and provides basic answers to common farming questions.
- The **Liquor Control Board of Ontario** and **Tetra Pak Canada** have partnered with Richmond Hill, Ont.-based beverage manufacturer **LanPak Inc.** LanPak will be the first company to offer a Tetra Pak line for packaging wine in Ontario.

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