

NEWS FILE

The Voice of the Canadian Food & Beverage Industry



THE WINNERS ARE IN!

The Canadian Council of Grocery Distributors (CCGD) announced the winners of its 12th Annual Canadian Grand Prix New Product Awards at a gala dinner in Montreal. The CCGD says selection was based on innovation, packaging and design, labeling, pricing, taste, nutritional value and overall benefits to consumers.

In the Food category, the categories and winners are:

- **Bakery:** Canada Bread Company Ltd. for its Dempster's WholeGrains Bagels
- **Cold beverages:** A. Lassonde Inc. for its Oasis Health Break (1.89L)
- **Condiments/sauces:** McCormick Canada for its McCormick Gourmet Spice Tubes
- **Confectionery:** Verisource Limited for its Charger Candies



- **Deli:** Charcuterie La Tour Eiffel Inc. for its Thinly Sliced Ham, Zip-pak packaging
- **Frozen foods:** Nestlé Canada Inc. for its Nestlé Rolo Chocolate Cone, Ice Cream Cone
- **Meat:** TMF - The Meat Factory Ltd. for its French Style Beef Short Ribs in Barbeque Sauce
- **Prepared foods:** Unilever Canada for its Knorr Vegetable Broth
- **Refrigerated/dairy:** Ultima Foods Inc. for its Minigo Duo
- **Snack:** Dare Foods Limited for its Bear Paws

In the Private Label category, the categories and winners are:

- **Bakery:** Co-op Atlantic for its Market Town Pumpkin Pecan Krunch Pie
- **Beverages:** Loblaw Brands Limited for its President's Choice Green Apple Sparkling Soda
- **Condiments/sauces:** Canada Safeway Limited for its Safeway Select Jazz & Spice Marinades
- **Confectionery, snack & dessert:** Loblaw Brands Limited for its President's Choice The Decadent Molten Chocolate Cakes
- **Frozen foods:** Loblaw Brands Limited for its President's Choice Mini Chefs Jungle Buddies
- **Prepared foods:** Canada Safeway Limited for its Signature Soups



In the special awards categories, the winners are:

- **All Canadian:** A. Lassonde Inc. for its Oasis Health Break (1.89 L)
- **Canadian Grand Prix Healthy Innovation New Product Award:** A. Lassonde Inc. for its Oasis Health Break (1.89 L)
- **Innovative Packaging:** General Mills Canada Corporation for its Green Giant Large Size Vegetables & Sauce



Age tracking for cattle

Cattle producers in Alberta are implementing a new tracking and tracing system for slaughtered cattle. Under the new program, birth data tied to the animal's radio frequency identification tag is forwarded to the Canadian Cattle Identification Agency. All calves born in 2006 and beyond will be tagged. It is expected that all young cattle slaughtered in Alberta processing plants will be age verified by April 1, 2007.



Manitoba. Potential investors are eligible for funding on a sliding scale basis.

Successful applicants can receive:

- up to 10 per cent of the capital costs for new or existing facilities to upgrade or construct to federally inspected standards to a maximum of \$2 million per applicant
- up to 20 per cent of the capital costs for increasing slaughter at provincially inspected plants to a maximum of \$200,000 per applicant
- up to 90 per cent of the costs of feasibility studies for operators who want to convert provincially licensed facilities to federal standards to a maximum of \$45,000 per study and \$180,000 per applicant.

Wowchuk adds that the province is committing an

Manitoba invests in slaughter capacity

Manitoba Agriculture, Food and Rural Initiatives Minister Rosann Wowchuk announced details of a \$3 million plan to increase meat slaughter capacity in

additional \$100,000 to cover the costs of a grant program to assist provincial abattoirs in meeting new tracking and tracing requirements.

These funds are in addition to the \$11.5 million committed to the Rancher's Choice project slated for construction in Dauphin, Man., including \$4.5 million in equity shares and \$7 million in loan assistance.

Lakeside Packers revs up

Lakeside Packers, based in Brooks, Alta., plans to increase beef slaughter capacity in mid-June, as a \$17 million plant expansion project wraps up. The plant's beef carcass coolers have been expanded and parts of the beef slaughter operation were streamlined. Lakeside plans to increase slaughter capacity from 3,800 to 4,700 head of cattle per day. The expansion is expected to create an additional 300 jobs.

Plant redeployments for Olymel

Olymel l.p. will shut down its processed meat production at plants in Magog, Granby and Laval, Que., over the course of the summer and fall, resulting in a net loss of 366 jobs. Operations from the Magog plant will move to the St-Henri de Lévis facility on the south shore of Quebec, operations from the Granby plant will go to the Trois Rivières facility and those from Laval will be

transferred to the Anjou plant in East Montreal. Plant expansions and upgrades of \$16 million will be made to these three plants. The consolidation of operations should generate 171 new jobs at these facilities, which currently employ 496 people.

McCain in India

McCain Foods Limited will construct an \$18 million potato processing plant north of Ahmedabad, Gujarat Province, India. Construction of the frozen french fry and potato specialty plant will begin in June with completion scheduled for July 2006. The new plant is expected to employ between 100 and 125 employees at full capacity. McCain Foods has been involved in agronomy trials in India since 1995 and since 2000 in Gujarat. Potatoes supplying the new facility will be contracted with independent Gujarat farmers. The wholly-owned subsidiary McCain Foods India (Private) Ltd. was established in 1997 and today has a staff of a dozen sales and other personnel reporting to country manager Jaideep Mukherji.

Saputo acquires Schneider Cheese

Saputo Inc. has acquired Schneider Cheese Inc., a Waldo, Wis.-based company, for US\$23.9 million on a debt-free basis. The closing of the deal was scheduled for late

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May. Schneider Cheese manufactures and sells string cheeses and cheese sticks under the Schneider brand name and other private labels. It employs 160 people and annual revenues are approximately US\$40 million.

In other news, Saputo will close its cheese manufacturing plant in Saint-Boniface, Que. The plant will cease operations in July.

Andrés to acquire Cascadia

Andrés Wines Ltd. says it has an agreement with Zurich-based Uniinvest Holding AG, in liquidation, to purchase 100 per cent of the common shares of Cascadia Brands Inc. of Vancouver. Cascadia is one of Canada's largest producers of premium brand wine, craft beer and spirits. Sales for its most recently completed fiscal year were approximately \$40 million.



Coca-Cola's new facility

Toasting the future at Coca-Cola's new sales and distribution centre in Ottawa: Joe Stokes, area vice-president, Coca-Cola Bottling Company; Maria McRae, Ottawa City councillor; Hon. Jim Watson, Ontario Minister of Consumer & Business Services; Diane Deans, Ottawa City councillor; David McGuinty, MP, Ottawa South; Robert Fleury, sales centre manager, Coca-Cola Bottling Company.

Coca-Cola Bottling Company has opened a new facility in Ottawa. The new facility, at 85,000 sq. ft., is two and a half times larger than the previous location and provides more space for product storage. It will employ about 135 people.

Announcement McCormick Canada



David P. Smith

Mr. Keith Gibbons, President of McCormick Canada and Mr. Randy Hoff, Vice President & General Manager, McCormick Flavor Division, are pleased to announce the appointment of Mr. David P. Smith to the position of Vice President & General Manager of McCormick Canada Industrial Divisions.

Mr. Smith has in excess of 20 years' experience in the Canadian food industry. He has held senior positions in research and development, operations, sales and marketing. He holds a B.Sc. Degree from the University of Guelph and an MBA from the Ivey School of Business.

McCormick Canada is a national leader in the spice, seasoning, flavouring and specialty food products. Our four divisions serve retail grocery and mass merchandise customers, food service distributors and other food manufacturers across Canada. McCormick Canada is part of the world leader in spice and seasonings, McCormick & Company Inc.



MCCORMICK CANADA



The best of both worlds

Gay Lea Foods Co-operative Ltd. combines the convenience of a soft spread and the taste of butter with the debut of Gay Lea Spreadable Butter Blend. Imported from Ireland, the spread contains butter, canola oil and salt and is soft enough to spread from the refrigerator. The spread has the same calories and fat content of butter. The spread is available in Ontario in a 227 g resealable container and the company plans a national rollout. Gay Lea has plans to install a processing line in its Ontario plant to produce the spread for the Canadian market.

Bring Asia into your kitchen

Asian Home Gourmet has launched spice pastes, prepared sauces and stir-fry noodle kits from Asia. The range of cuisines include: Thai, Cantonese, Szechuan, Singaporean, Indian and Indonesian. The company says the products are all natural, preservative-free and contain no artificial flavours or colours. The products have a two-year shelf life and a suggested retail price of \$1.99 for spice pastes and prepared sauces, and \$3.99 for noodle kits.



La Brasserie Labatt to invest \$50 million

After Montreal-based La Brasserie Labatt posted its best results in 20 years – the company saw its market share increase by 2.5 per cent, while industry volume overall shrank by 0.1

per cent – it announced that it will invest more than \$50 million in its facilities in Quebec. The company will renew two production lines, and introduce a new control system and a Budweiser cellar. The company will also be launching a new product

called Labatt Bleu Frigi-Max. The product is a new can design that keeps beer colder longer. Another product it will launch is the Ice Box, a package that holds 12 cans and can keep them cold and is easy to store and open.

It's platinum for Cavendish

Cavendish Farms plants 1 and 2 have received a 2004 Audit Platinum Award from Silliker, Inc. The award is presented annually to 10 processing plants and 10 distribution centres in North America that receive the highest scores in Silliker GMP/Food Safety audits. The minimum score for award recognition is a rating of 95 or more out of a possible 100.

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Adding a twist of lemon lime

Targetting the teen market, Coca-Cola Ltd. has launched a new flavour of Sprite: Sprite Remix Aruba Jam. The new flavour offers the lemon-lime taste of Sprite with a burst of strawberry, pineapple and passion fruit flavours. Sprite Remix Aruba Jam will be available in 591 mL bottles, 2 L bottles and 12-pack cans in Fridge Mate packaging.

Labatt's new honey beer

Labatt Breweries of Canada has launched Labatt Genuine Honey

beer in Ontario. The new beer is a smooth-tasting amber lager that is naturally aged. It has five per cent alcohol by volume. It's available at The Beer Store and LCBO Combo Store locations in Ontario for \$13.40 for 12 bottles and \$25 for 24 bottles.

Minis have new flavour

Kellogg Canada has introduced Kellogg's Mini-Wheats Maple Flavour cereal. The whole-grain cereal is high

Summer flavours

Longo's Supermarkets makes the most of summer with its free magazine available at all of its 14 locations. The 52 page full colour magazine celebrates



the tastes of summer highlighting summer produce, fruit and specialty items complete with recipes. It also serves up entertaining and food safety tips. The magazine will be available twice a year.



in fibre, low in fat, trans fat free and is free of saturated fats. The company says maple is a popular flavour in Canada and consumption of maple products has increased almost 70 per cent from 1991 to 2001.

X-Quizit ceases distribution for Sepp's

Sepp's Gourmet Foods Ltd., which is based in Surrey, B.C., says it will cease the distribution activities carried on by its Toronto subsidiary X-Quizit Fine Foods Ltd. X-Quizit will work with Western Creamery, a Toronto-based manufacturer and distributor, to ensure that suppliers and customers of the distribution division experience little disruption.

How Every Salad Wants to be Dressed

Eggstend® is the efficient and tasty start to every creamy salad dressing. As a dairy based ingredient, with the functional attributes of whole eggs, Eggstend® eliminates the handling and allergen issues of egg whites still producing an excellent spoonable or pourable dressing. Eggstend® will keep a clean suspension, providing a clean and slightly sweet taste to any dressing. When added to dry ingredients, Eggstend® quickly dissolves with no grainy residue. Unlike egg products Eggstend® has a one year shelf life and needs no refrigeration. Eggstend® can make your creamy salad a profitable fashion statement. To find out more, contact Parmalat at 1.877.891.0811 or via email at ingedi-enbinfo@parmalat.ca.

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PEOPLE ON THE MOVE



John Miziolek



Tanya Perry

Sleeman Breweries Ltd. President and COO, **Rick Knudson**, has been named chair of the Brewers Association of Canada board for 2005 and 2006. • The Canadian Council of Grocery Distributors (CCGD) has announced its new executive

and board of directors for 2005/2006. They are: **Alain Brisebois** of Metro Inc. is chairman, **Randy Melnychenko** of H. Y. Louie Co. Limited is vice-chairman, **Geoffrey Wilson** of Loblaw Companies

Ltd. is secretary-treasurer, **Eric Claus** of The Great Atlantic & Pacific Company of Canada Limited is past chairman, and **Nick Jenney** of the CCGD is president. CCGD members are: **Robert Cloutier** of ADL, **Duncan Reith** of Sobeys Inc. and **Alex Campbell** of Thrifty Foods. The board members for 2005/2006 are: **Larry Helm** of Bruce Edmeades Sales, **Chuck Mulvenna** of Canada Safeway Limited, **Ron Kovitz** of Centennial Foods, **Gilles Lachance** of Colabor Inc., **Frank Coleman** of Colemans Food Centres, **John Harvie** of Co-op Atlantic, **Terry Bell** of Federated Co-Operatives Limited, **Daniel Flanagan** of Flanagan Foodservice Inc., **Frank Geier** of GFS Canada Company Inc., **Jacques Beaudry** of Jean-Paul Beaudry Ltée., **Paul Neate** of Neate Roller Ltd., **Ian Shiach** of The Kitchen Table, **Bruce Soltis** of SYSCO Food Services of Canada Inc., **Jack Battersby** of Summit Food Service Distributors Inc. and **Fred Bunney** of Wallace & Carey Inc. The CCGD also announced that **Eric Claus**, president and CEO of the Great Atlantic and Pacific Company of Canada Limited, is the winner of the Robert Beaudry Award of Excellence. • **Louis Mele** is the new president of McDonald's Canada. Mele replaces **Bill Johnson** who is retiring. • The Canadian Grain Commission appoints **Randy Dennis** as chief grain inspector for Canada. • **John Miziolek**, marketing director at LogosBrands, was voted in as the newest member of the board of directors of the Packaging Association of Canada.

ON THE SUPPLIER FRONT:

Jeffery Lucas is appointed technical director at Silliker Inc.'s corporate headquarters in Homewood, Ill. • **Tanya Perry** joins N2 Ingredients. Perry will be responsible for ingredient sales in Canada and the North Eastern U.S. • **Max Clausen** joins Chr. Hansen in Milwaukee as engineering manager for North America. • **FKI Logistex**, a provider of integrated material handling solutions, announced two appointments. **Glen Chambers** is the new regional director and **Paul Swietlinski** is the new business development manager for the Canadian operations of the North American Manufacturing Systems unit.

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SUPPLIER'S UPDATE

SemBioSys Genetics Inc., a Calgary-based biotechnology company, received the Company of the Year award at the BIOTECanada Conference 2005 and Annual General Meeting in Toronto. The award recognizes a Canadian biotech company with strong overall performance, leadership and a diverse product portfolio. • **CCL Industries Inc.**, a Toronto-based manufacturing, packaging and labeling solutions provider for the consumer products industry, will sell its North American CCL Custom Manufacturing Division to KCP Income Fund for approximately \$265 million in cash. The company says it will put the funds toward growing its label and container businesses through further acquisitions and technological improvements. • **Brampton, Ont.-based Contract Testing Inc.** is marking its 20th anniversary with a new look, new website (www.contracttesting.com) and a new testing location to serve the South West Florida market. • **Johanna Foods** has given National Starch Food Innovation the President's Partnership Award for Ingredients Innovation. Johanna Foods, a New Jersey-based food manufacturer, purchases a range of specialty starches from National. • **P.L. Thomas Co. Inc. (PLT)**, a New Jersey-based ingredient supplier, will represent **LycoRed Natural Products Industries Ltd.**'s product line in the food, beverage and functional food markets. PLT will serve the Eastern third of Canada, the U.S. and Mexico. The Israel-based LycoRed's portfolio includes LycoMato, a leading and extensively studied natural lycopene that contains one per cent natural lycopene and other important tomato phytonutrients. • **Israel-based Syfan Manufacturing Inc.**, a manufacturer of shrink-wrap products, opened its first manufacturing facility in the U.S. The facility is located in Everetts, N.C. The company says the facility, which is 74,500 sq. ft., will have two production lines and employ 41 people in the first year of operation. At full capacity it will cover more than 80,000 sq. ft. and have a staff of 80. • **Unisource Worldwide Inc.**, a Norcross, Ga.-based distributor of paper, packaging and facility supplies, is

now the exclusive North American distributor of **ExpandOS** protective packaging solution, an innovation from **Vertex Internal Packaging Solutions**. Vertex is a Colorado-based company

that develops and provides packaging solutions. The ExpandOS system involves feeding fan-folded, die-cut fiberboard paper into the portable on-site Expander machine.

Congratulations to the Silliker Auditing Platinum Award Recipients for 2004

"Quality is never an accident; it is always the result of intelligent effort."
John Ruskin

This prestigious award is presented annually to 20 locations
– 10 processing plants and 10 distribution centers –
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and Distribution Center Audits.

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Creamland Dairies Inc
Ice Cream Division, Albuquerque, NM
F.G. Lister and Company
Toronto, ONT
Meadow Gold Dairies
Green Hills, MN
Quincy Foods LLC
Quincy, WA
St. Clair Foods Inc.
Memphis, TN

Distribution Centers:

Golden State Foods*
Leesville, SC
Portland, OR
Gourmet Award Foods
Wesley, FL
Hub One Logistics*
Salt Lake City, UT
Martin-Brower Company*
Stockton, CA
Cushineo, FL
McLane Foodservice
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