

For immediate release

## After a Record Edition, SIAL Canada Is Getting Ready to Release The 1<sup>st</sup> SIAL Food Hub White Paper!

**Montreal, June 7<sup>th</sup>, 2016** – During the latest edition of SIAL Canada, which was held in **Montreal from April 13<sup>th</sup> to 15<sup>th</sup>**, an international panel of food-service experts gathered to take part in the very first SIAL Food Hub. **For its 1<sup>st</sup> edition, roughly 50 professionals** came together at this international summit, all seeking to use a greater understanding of cost to improve profit margins.

### SIAL Food Hub panelists:

- Bernard Aurouze – Director at the ITHQ's Centre de recherche en gastronomie (Canada)
- Bernard Boutboul – Executive Director of Gira Conseil (France)
- Christine Demen Meier – Professor, Ecole hôtelière de Lausanne (Switzerland)
- Doug Fisher – President of FHG International inc. (Canada)
- Pierre Moreau – Executive Director of Restos Plaisirs (Canada)
- Stéphane Beauchemin – Managing Director Operations, Compass Group Quebec
- Richard Scofield – President of Les Rôtisseries St-Hubert (Canada)
- Shanna Monroe – President and Chief Executive Officer of Restaurants Canada
- Nathalie Leroux – President of Restaurants Pacini Inc. (Canada)
- Christian Latour – President of Groupe Sherpa International inc. (Canada)
- Robert Dion – Roundtable Moderator - Editor of *Hôtels, Restaurants & Institutions* magazine

Prepared by François Pageau, a consultant who specialises in hotels and food service, the white paper is focused on the results of discussions at the summit, and suggests avenues for reflection on the topic.

Very shortly, the complete report will be shared with event partners, *HRI* magazine, the Association des restaurateurs du Québec, *Foodservice and Hospitality*, Restaurants Canada, as well as roundtable attendees. Then, starting in November 2016, SIAL Canada will make it available to everyone. For public review purposes, the attached summary has nonetheless been made available to all at [www.sialcanada.com](http://www.sialcanada.com).

### Source:

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### About SIAL Canada

SIAL Canada and SET Canada is the only show to offer up a complete range of food-related products, all under one roof – and in so doing, simultaneously fulfil the needs of the retail, food-service, and food-processing sectors. It's an ideal "one-stop shop" experience that's one of a kind in North America.

### SIAL Canada at a Glance:

- A total surface area of more than 200,000 square feet – for the first time, the entire 2<sup>nd</sup> floor has been reserved.
- 928 exhibitors from nearly 50 countries

- Growth of 21% in terms of exhibitor-reserved space
- 17,318 visitors from 60 countries
- 17% growth in terms of number of visitors
- More than 50 workshops and conferences at the show, including for the 1<sup>st</sup> time anywhere in the world: SIAL Food Hub.

SIAL Canada is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, ExpoVinis Brasil, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.

SIAL Canada is the only show with support from Agriculture and Agri-Food Canada; the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec; and the Ontario Ministry of Agriculture, Food and Rural Affairs.

**We would like to thank the partners who provided support for SIAL Food Hub:**



**We'd also like to thank our institutional partners:**

