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Ron Welke,
associate vice-president, food,
Federated Co-operatives Limited

A Q&A WITH RON WELKE

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publisher's perspective



Where Are We Going?

Even though there is now more normalcy in the grocery business after one of the biggest periods of disruption in the industry's history, COVID-19 is still impacting operations and will continue to for the foreseeable future.

Just take the "back-to-school" period normally one of the busiest in the retail calendar. This year is entirely different with parents trying to figure out just how the school year will look with remote learning, socially distanced classrooms, rotating attendance, or home schooling. Clearly, consumer behaviour has pivoted and with that buying patterns. There are fewer trade promotions and retail buyers are reticent to review new product launches.

Another consequence is the rapid growth of online business. While this may well taper off with most consumers planning to return to physical stores once the pandemic is under control, many will become accustomed to buying their groceries this way. What was a mere two-three per cent of business could stabilize at around 10 per cent and have a lasting affect on store operations.

In this issue we interview Ron Welke of Federated Co-op for his take on how the pandemic has transformed FCL's business. We also look at how new technologies are helping retailers adjust to these new realities.

It will be important for retailers to look forward to what will be changed permanently and what is temporary to make the correct investment decisions. Much of this will not be known for some time to come.

Frank Yeo, Publisher & Editor

On Our Cover

14 Fighting the COVID Battle

A Q&A with Ron Welke

Cover Photography: courtesy of Federated Co-operatives Limited



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CANADA'S DOORS HAVE OPENED TO EUROPE'S STANDOUT FOOD PRODUCTS

How can retailers make the most of the opportunity?

It's been three years since CETA, Canada's landmark trade agreement with the European Union (EU), began taking force in September 2017. Progressively, over the span of its seven-year implementation, the agreement is expected to eliminate 94 per cent of existing tariffs and increase two-way trade by 23 per cent, according to the Canadian Agri-Food Trade Alliance. So far, it appears we are well on our way. Imports from Europe have already risen by double-digits, and unsurprisingly a significant portion of that increase has been driven by food and beverage products.

But lower import costs and greater accessibility aren't the only reasons why Canadian food retailers are stocking more on their shelves from across the pond.

European food and beverage products are uniquely positioned to meet the changing preferences and appetites of a more discerning Canadian shopper, who places an ever-greater premium on quality and authenticity. Whether cheeses, meats, olive oils, fruits, produce, confectionary, beer or wine, many EU products represent centuries-old regional traditions, and each one of them is distinct from the next.

In fact, under CETA 143 European food and beverage products that hold a geographical indication, such as Halloumi cheese from Cyprus, Pilsner beer from Czech Republic, Greek Kalamata olives and Chouriço from Portugal are now officially recognized and protected in Canada. These products are clearly distinguished by Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI)

labels on their packaging, so consumers can be sure they are getting the genuine article.

Given that CETA extends to all 27 EU member states, from the upper reaches of Scandinavia to coasts of the Mediterranean and Black Seas, there is a staggering variety of differentiating food products that businesses have the opportunity to introduce to Canadian consumers.

Despite the remarkable diversity of European food products, there is one important attribute of commonality across the board: they are all subject to meeting the world's most stringent standards for food safety and animal and plant health. Food traceability is at the heart of EU food safety policy, which requires all food producers to be able to identify the origins of their raw materials (e.g. ingredients, packaging, etc.) and the destination of their products. Food safety legislation is harmonized throughout the Union, which means Canadians can be reassured that a food product from Spain is just as safe as the one from Denmark or Finland.

European products are also within easier reach to Canada than some might expect. As we are more accustomed to importing from our neighbours to the south, there is a common misconception that distance poses an issue when working with European suppliers. In fact, from a logistics perspective, shipping from Europe to Canada is often more efficient than from other parts of North America, like California or Mexico, as transport by sea can be less costly and carbon-intensive than moving product over land by road and rail.

With all of these reasons to look across the Atlantic, here are three tips to source the very best food and drinks Europe has to offer:

Take advantage of premier food and beverage industry trade shows and events

Europe is home to some of the world's most renowned food and beverage tradeshows. The largest are SIAL in Paris and Anuga in Cologne, which occur on alternating years and attract hundreds of thousands of visitors from around the globe to see the latest food trends and innovations. There are also dozens of regionally-focused and specialty food shows geared to particular product categories - from cheese and dairy, to seafood and certified organic products. While COVID-19 has posed some challenges and delays, many of these events are taking steps to adapt to the new normal, including adopting new health and safety protocols and delivering alternative online content and virtual events. In addition, many trade show websites have comprehensive and searchable exhibitor lists, serving as a valuable resource in and of themselves for identifying top suppliers.

Connect with European chambers of commerce in Canada and government trade representatives

A great first step to making connections with European suppliers is to engage with one of the EU state chambers of commerce or government trade representatives at embassies and consulates - all of whom are here in Canada with the express purpose of facilitating commercial relationships with businesses like yours. The EUCCAN website has contact information for all EU state chambers of commerce and business associations located in Canada: <https://euccan.com/members/>.

Prepared in the context and in collaboration with the European Union campaign More Than Food Canada and Christian Sivière. Christian Sivière is president of import-export consultancy Solimpex and is a frequent presenter on topics related to international trade.

Leverage suppliers' deep knowledge about their products

No one knows more about the best ways to market and savour their products than the producers themselves - many of whom are following local and family traditions spanning generations. When engaging with European suppliers, you have the opportunity to move beyond transactional relationships, and tap into deep insights that will help you best present their products and educate your consumers on what makes them so special and the many ways they can be enjoyed. Be sure to ask your suppliers questions about local recipes, preparation methods and accompaniments to make the most of your relationships.



European Union's quality labels:

Protected Designation of Origin

Protected Geographical Indication

*Halloumi cheese (PDO) from Cyprus and Pilsner beer from Czech Republic.
Credits: More Than Food Canada*



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Interested to know more? Please visit: www.morethanfood.ca

Delegation of the European Union to Canada:

https://eeas.europa.eu/delegations/canada_en

EU Chamber of Commerce in Canada: <https://euccan.com/>

TUTTOFOOD Milano Gets Ready!

Many analysts estimate that recovery will already begin at the end of this year, though they agree that the real relaunch will come next year. TUTTOFOOD, the exhibition dedicated to quality Italian and international food & beverage, is already working hard to prepare its 2021 edition – set to take place at fieramilano from May 17-20 – that will see exhibitors and buyers travel from all over the world to Italy, where they will focus on innovation, strategies and the future of the supply chain.

Initiatives to guarantee a real network of direct relations with key stakeholders on the market are already under way, with scouting activity to increase the number of hosted buyers from countries of particular interest such as Singapore, Japan, the USA and Europe (the UK, Germany, France, Spain, The Netherlands), but also planning strategies to involve an increasing number of bloggers, influencers and trendsetters. Focus on the USA, Canada and the Middle East continues with the involvement of associations and chambers of commerce.



A growing internationalization that is also confirmed among the exhibitors. To date, more than 550 names are already confirmed from countries including Belgium, Germany, Greece, Ireland, The Netherlands, Peru, Portugal, Romania, Spain, the United States, Switzerland and Taiwan, as well as Italy. One new feature is TUTTOFRUIT, an area dedicated to fresh fruit and vegetables and innovation in the IV and V ranges, which value fruit and vegetable products with high service content. The 2021 edition also focuses on an organic development of the latest sectors launched – TUTTOWINE, TUTTODIGITAL and TUTTOHEALTH – as well as on consolidating more traditional sectors.

With this growth, and as a showcase for the Made in Italy on global markets, TUTTOFOOD continues to strengthen its position as a hub where international companies can meet their stakeholders in a qualified way, within the context of the Italian agrifood ecosystem, focused on quality, innovation and food safety.



Meet founder and CEO of **Wise Bites**, **Cathline James**, BCFB Rising Star Award finalist!

James created a line of healthy baked goods with reduced sugar, substituted mostly with fruit. All Wise Bites products have also been made with increased protein, fibre and minerals as they aim to make it easier for everyone to have healthier snack options! All products are VEGAN, Gluten Free, Nut-Free, Non-GMO, Kosher and FREE FROM the Top 11 Allergens and are made in a dedicated facility.

For more information:
www.wise-bites.com

Costco Wholesale Opens in Southwest Calgary – Canada's Only Costco on First Nation Land

Costco Wholesale opened a new warehouse club today in Southwest Calgary – the only Costco warehouse in Canada to be built on First Nation land. Located at 12905 Buffalo Run Blvd, Tsuut'ina, the new 151,000-square-foot warehouse – the seventh in the Calgary area – has created 88 jobs and an opportunity for local residents to benefit from the conveniences and savings provided by a Costco membership.

Attending the opening were the Honourable Rick Wilson, minister of Indigenous relations, Chief Roy Whitney of Tsuut'ina Nation, Jonathan Wener, chairman, Canderel Management Inc., and Brett Miller, CEO, Canderel Management Inc., along with Pierre Riel, senior vice-president and country manager, Costco Wholesale Canada, David Skinner, senior vice-president of Western Canada, Costco Wholesale Canada, Chris Fleming, vice-president of Western Canada District 1, Costco Wholesale Canada, and John Glassford, general manager of the new location.



With the opening of our seventh warehouse in Calgary, including the surrounding area, we can provide Southwest Calgary with a more convenient shopping experience," said David Skinner, senior vice-president of Western Canada, Costco Wholesale Canada. "We are excited to be working with the Tsuut'ina Nation at Taza, and to be able to give our valued members, businesses, and the surrounding community the advantage of shopping locally."

The new warehouse features wide aisles and a large selection of offerings and speciality departments, including an on-site bakery, fresh meat, produce area, rotisserie chicken section, an optical centre – including an on-site independent optometrist – a hearing aid centre, photo centre, tire centre, large food court, liquor pod, gas station with 18 gas pumps, propane station and pharmacy. With 20 checkout registers, including a new self-checkout area, the warehouse features 847 parking spots, with signage in both English and the Tsuut'ina language, Sarcee, and exterior and in-store landscaping and foliage that simulates Tsuut'ina land, including rolling hills and planted greenery.

"We welcome Costco to Tsuut'ina, and look forward to strengthening our relationship with our neighbours and encourage them to celebrate the inception of Taza with us," said Chief Whitney. "It's an honour to be the home of the first Costco on indigenous land. Today is a momentous day for both the Nation and for Southwest Calgary."

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Nature's Path to Donate One Million Bowls Worth of Food to 10 Food Bank Organizations in the U.S. and Canada



Nature's Path is significantly expanding its annual Eat Well Do Good food donation campaign to address childhood hunger and food insecurity, which according to U.S. Census data, has more than quadrupled since the global pandemic began in March 2020.

The company is launching its efforts by donating one million bowls worth – or 250,000 boxes – of their nutritious, and organic breakfast cereals, granolas and snacks to 10 organizations in the U.S. and Canada, including: Feed the

Children (US), Second Harvest Canada (Canada), Blessings in a Backpack (US), Daily Bread Food Bank (Canada), Ruby's Pantry (US), Greater Vancouver Food Bank (Canada), Second Harvest Orange County (US), Richmond Food Bank Society (Canada), Ferndale Community Family Fund (US), Open Hands Calvary Creekside (US).

In addition, Nature's Path will also match every dollar donated to any of its partner organization with an additional five dollars worth of healthy, organic food.

"Access to food is the most basic and urgent priority, especially for children," said Nature's Path Vice-President of Mission and Strategy, Jyoti Stephens. "We know our products don't just feed, they nourish, which is why we want to get donated items out to as many food bank partners as we can. These non-profits are on the frontlines of caring for our most vulnerable populations. It's critical they get the resources and spotlight they deserve."

SIAL Canada Launches its 100 per cent Virtual Trade Show

SIAL invites everyone to participate in its very first virtual food trade show in North America!

From September 28 to October 02, 2020, discover their new platform during the five days of the SIAL Food Week.

It will be the opportunity to build relationships within the industry, discover all the new innovations and contribute to the revival and development of your activities.



Our entire team reaffirms its commitment to support you and be a source of inspiration through our #SIALMOBILIZING campaign.

New Danone TV Spot Is What Dreams Are Made Of

Danone Canada launched a new campaign to kick-off the repositioning of one of its most successful brands, OIKOS. To unveil the work, OIKOS has released a new 15 second TV spot that not only inspires consumers to reimagine their recipes by adding a creamy, delicious texture, it also invites them to experience a taste of the Mediterranean. Released across Canada in both French and English – this commercial strengthens the brand's promise of offering consumers creamy, vibrant flavours from the world's best tasting yogurt brand. The new packaging – true to the brand's Mediterranean feel – features a redesigned logo as well as an appealing spoonful of creamy yogurt, with the brand's signature colour.



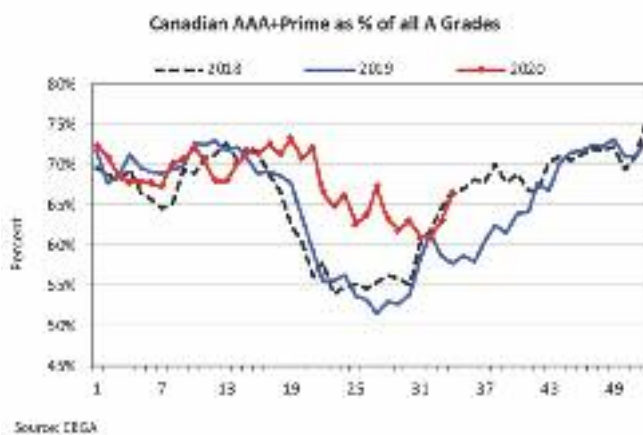
CHANGES TO THE CLASSROOM MEANS MORE BEEF IN THE LUNCHROOM

Back to school is gearing up differently this year with changes to the classroom and the lunchroom. For hundreds of thousands of virtual learners, the brown bag lunch isn't likely to be on the shopping list. Free from the portable prison of five paper walls, what will lunch look like for the next school year?



A home-made burger or brisket is now practical lunch fare. A round roast cooked on Sunday can be sliced into open-faced sandwiches for the whole week. Combined with simple,

seasonal vegetables, what could be a more convenient, healthful, and comforting lunch option as the leaves and temperatures fall? These value cuts are currently presenting seasonal wholesale opportunities. Some prices have dipped below the seasonal average, potentially from a reduction of catered events such as weddings and business conventions.



There may be more Prime and AAA this fall as production moved higher than usual over the summer. Throughout July and early August, Prime and AAA grades were 70 per cent of all A grades in Canada, up 19 per cent over the five-year average for the same period. By mid-August production began to normalize, up seven per cent over same time last year but just one per cent higher than the five-year average. Over the last five years, year-to-date Prime and AAA production has averaged 63.7 per cent of all A grades in Canada; year-to-date 2020 that number is 67.3 per cent.

Consumer taste for Prime and AAA beef will be supported by adequate supply of well-marbled products from plenty of feed cattle in production. As stimulus slows, it is likely that AAA and AA grades will become increasingly interchangeable for everyday meals.

Save The Date for the 20th Annual CFDE Santa Cause!

This year is the 20th anniversary of Santa Cause, and if ever there was a year to celebrate leaders in the Food and CPG industry it is 2020. From supply chain, to retailers working with suppliers, to every person working tirelessly at store level to keep Canadians being able to feed their families, 2020 has highlighted how important everyone in our industry is. Over the past 20 years, the first Monday in December has meant we could get together with some seasonal cheer and recognize those that have been mentors, and leaders in Western Canada. Santa Cause has raised money for honoured charities, chosen by the recipients. This year it is impossible to gather in a room together, but we can join in and continue to raise money for charity while celebrating the career achievements of this year's Santa Cause honourees.

Jamie Moody - President, Tree Of Life
 Cara Keating - President, Pepsico
 Tim Moore - President Prairies, Concord National

20TH ANNUAL CFDE SANTA CAUSE - VIRTUAL EVENT
 November 30th (details to follow)

Sponsorship Opportunities: CFDE would appreciate your support in sponsoring our virtual Santa Cause event planned for Nov 30, 2020. They are forgoing the normal ticket price and asking for donations that will go directly to supporting the three charities chosen by Tim, Cara and Jamie. We hope that your organization can support at either level below.

Santa Level - \$2,000.00 Santa's Helper Level - \$1500.00

If your organization is able to sponsor our 2020 event please contact us at: info@cfdecalgary.org



Terracycle Global Foundation Tackles Plastic Pollution Crisis in World's Waterways

With an estimated eight million tons of plastic disposed of in oceans every year, plastic waste in the world's waterways has become a truly global problem. According to the Ocean Conservancy, over half of the plastic that ends up in our oceans come from five countries – China, Indonesia, the Philippines, Thailand and Vietnam – a result of rapidly growing economies and consumer demand, which have not yet been met with sustainable waste-management systems.

In recognition of this growing epidemic, international recycling leader TerraCycle created The TerraCycle Global Foundation. With generous financial support from The PepsiCo Foundation, the company's philanthropic arm, the TerraCycle Global Foundation is a dedicated public charity on a mission to dramatically reduce the volume of marine debris and plastic waste found in the world's waterways.

"Tackling plastic waste is vital for both environmental protection and economic development in communities across the world," said Jon Banner, executive vice-president global communications and president, The PepsiCo Foundation. "At PepsiCo, we take very seriously our commitment to building a world where plastic need never becomes waste. We are proud to be the angel investor to create the TerraCycle Global Foundation, helping to catalyze funding others and enable the recovery of tons of plastic waste from our waters."

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- Model 3354-4003FH - 18" (457mm) Power Cutter
- Model AFMG-48 - Size 48 Auto Feed Mixer Grinder
- Model 18M-22 - Size 22 Auto Feed Mixer Grinder
- Model AFMG-24 - Size 24 Auto Feed Mixer Grinder
- Model 6642 - Size 32 Table Top Grinder

HERE'S WHY THINGS WILL NEVER BE THE SAME AT THE GROCERY STORE

From online grocery shopping to home delivery to cooking with fresh ingredients to higher prices to fewer choices in stores

By Sylvain Charlebois, professor, Dalhousie University

More than five months into the pandemic, we can start to see how life will look on the other side. At the grocery store, some changes will disappear while others will stay with us for the foreseeable future.

Food is getting more expensive everywhere, including Canada. We expect prices to increase by four per cent. Additional costs these days are too much to absorb for farmers, processors and distributors.

Financial results were impressive for the first few quarters, to be sure, but sunny days for food companies won't last. Many companies are pivoting and trying to reach consumers who are looking for new options.

The foodservice industry is barely at 60 per cent of what it was before COVID-19.

But things are starting to pick up and consumers are finding new ways to get food by adopting fresh habits.

Prices for products like beef have gone up by as much as 20 per cent since January. Some factors have nothing to do with the pandemic, but COVID-19 unquestionably didn't make things easier for financially insecure consumers.

Food security was a challenge in Canada even before COVID-19 and the pandemic has made matters worse. The ratio of Canadians who have experienced food insecurity at least once in the last 12 months went from one in eight to one in seven. That means almost 700,000 more Canadians have now experienced food insecurity.

That's why organizations like Second Harvest and Food Banks Canada play such a critical role. No government programs, not even the Canadian Emergency Response Benefit (CERB), can help Canadians so quickly. And given that CERB will end in September, we

desperately need food rescuing for those in need.

Perishables are more in fashion since we spend more time in the kitchen. Staying at home will result in consumers processing their food more often. Non-perishables were highly popular at the start of the pandemic, but consumers got more acquainted with ingredients they can cook in recent months. With more people working from home, or from anywhere but work really, we expect to see more consumers buying fresh more often.

This is bad news for the brand companies you find in the middle of the grocery store. Portfolios are likely to shrink and less choice will be offered to consumers in months to come. Carrying more than 39,000 food items in one store can be expensive, so 'less is more' will be grocers' new motto. And who needs Twinkie-flavoured milk, really? (Yes, it exists.)

Another massive change is online food purchasing. In just five months, we've seen many markets in Canada go from being severely under-served to being offered several options. Liquor stores, specialty stores and, of course, mainstream grocers are delivering food within hours, sometimes even faster.

It's now normal to let a stranger pick your food. If you live in a city of over 200,000 inhabitants in Canada, it's also very reasonable to expect your online order to be delivered within two hours, with little or no substitutions. That's the new benchmark.

Instacart, Voilà by Sobey's and Longo's in Ontario are all looking at new standards and expectations. Orders are being fulfilled with accuracy rates higher than 95 per cent.

In 2017, grocers got their wake-up call when Amazon acquired Whole Foods. But still these grocers barely committed to



photo courtesy shutterstock.com

online delivery. We saw the timid emergence of clicks and collects everywhere, which was nowhere near good enough for pandemic-stricken households.

Now, the online game is on. Of all food sales, online purchases were under two per cent before the pandemic. But by the end of this year, online food sales could reach almost four per cent. Canada is catching up - the United States is at seven per cent while the United Kingdom is at 10 per cent.

However, if you do order online, expect to pay more. On average, including delivery fees, consumers will pay seven to 10 per cent more for delivered food compared to a regular visit to the grocery store.

That's quite a difference and is perhaps problematic for those who are stuck at home, for one reason or another. The disabled, elderly and people in self-isolation are compelled to pay more.

That may seem unfair, but the socio-economics of home food delivery will evolve and likely become more competitive.

As for the glass barriers, arrows on the floor, masks and cart-cleaning staff, they will go away. Maybe. Eventually.

Dr. Sylvain Charlebois is senior director of the agri-food analytics lab and a professor in food distribution and policy at Dalhousie University.

GROCERY INNOVATIONS CANADA 2020 is going virtual! Your Virtual Gateway onto Canada's Grocery Shelves!

The grocery industry's annual trade show and conference is going virtual with Grocery Innovations Canada LIVE @ HOME October 27, 28, 29, 2020!

In an industry known for its innovation, there has been no other time when we've seen this innovation at its best than during these extraordinary times. From in-store health and safety measures to supply and operational inventions and modernizations, the grocery sector has

done so much incredible work to ensure Canadians are fed during this challenging period. The inaugural GIC LIVE @ HOME recognizes the heart of innovation that is integral to grocery, and is the first-of-its-kind virtual trade show and conference designed to bring the grocery business the opportunity to gather again safely at a time when the sector is being reshaped. The virtual platform will bring together customers and sector stakeholders from all around the globe and provide a way for both small and large face-to-face meetings, networking and relationships to take place using ground-breaking technology.

GIC LIVE @ HOME's biggest draw is the ability to offer a premium experience that is affordable and accessible from any home or office desktop, laptop, tablet or mobile phone. There is no travel, or hotel fees for your teams, no stress, no borders to cross, and no lost time away from the office. Retailers will enjoy free access to the trade show, while rates for exhibitors' virtual booths reflect the accessible, and value-added philosophy of the event.

Exhibitors will be able to work with their account manager to design their immersive and engaging booth, with the well-proven technology. Truly reflecting the event's theme, "A World of Opportunities. More Trade. More Tastes. More Trends." both local and international exhibitors will be able to engage with retailers from around the world with a simple click, while engaging in virtual live chats in over 100 languages! No downloads of apps or additional software necessary.



events calendar

September 28 - October 2, 2020
SIAL Canada
sialcanada.com

October 27-29, 2020
GIC 2020
virtual.groceryinnovations.com

March 2-4, 2021
2021 CPMA Annual Convention & Trade Show
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www.convention.cpma.ca

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ON OUR COVER

By Nicole Sherwood

Grocers have been on the front-line when it comes to the COVID-19 pandemic. Western Grocer recently caught up with Ron Welke, associate vice-president, food, Federated Co-operatives Limited (FCL) to discuss how FCL handled this unprecedented time in their industry.

How has the COVID-19 crisis affected FCL operations both in terms of supply chain management and store operations?

COVID-19 has had a significant impact on both our supply chain management and store operations for both Co-op locations and the independent grocers we serve. In the supply chain, we have experienced several issues:

- a. Manufacturers have temporarily halted production on an unprecedented number of items to focus on core products.
- b. Manufacturers have placed us on allocation for items that are in high demand.
- c. Shipping delays, packaging shortages or lack of labour — because of employees in various plants or harvesting regions testing positive for COVID-19 or self-isolating — have interrupted supply chains.

All of the above have had an effect on store operations. The increased consumer demand, supply chain challenges and safety precautions for front-line staff and consumers have resulted in some challenges.



FIGHTING THE COVID BATTLE

A Q&A with Ron Welke

Ron Welke,
associate vice-president, food,
Federated Co-operatives Limited

For FCL, team members have been working remotely when they can with more communications being done virtually through email and online meetings. In-store visits were significantly reduced and are only beginning to resume now.

We continued with our plans to pilot our online grocery offerings at www.shop.crs. We've found increased demand for this click-and-collect service as the pandemic unfolded, so we've expanded the pilot now to eight locations across Alberta, Saskatchewan and Manitoba.

To meet demand from our local Co-ops and independent grocers, FCL's distribution centres had to continue operating with increased workloads in the early days of the pandemic. For example, on a typical Saturday, we usually ship 761,000 kilograms of product from FCL Distribution Centres. We were shipping 1.38 million kilograms by mid-March and 1.56 million kilograms by the end of March. We introduced safety protocols at the distribution centres including mandatory masks, increased sanitizing, physical distancing measures and temperature checks.

Our teams have adapted well in a short period of time and have risen to meet consumer demand while considering everyone's health and safety. I couldn't be more proud of our local Co-ops and what they have accomplished during the pandemic to make a difference in their members' lives! The independent grocers we supply have also done an incredible job.

Did FCL develop an internal team to manage the response and, if so, what were the primary goals?

Yes, we created a cross-functional Pandemic Team at FCL to help guide our operations and provide relevant information to local Co-ops across all of our business lines. The goals of the team are to:

- Limit the speed and spread of the virus
- Minimize the risk to employee health and well-being
- Continue critical business operations
- Minimize panic while motivating employees to take action
- Support the safe return to regular operations

What has FCL done to support its member stores?

FCL's Pandemic Team provided advice to local Co-ops in multiple areas, including human resources, marketing and communications, health and safety and store operations.

In addition, our Food and Logistics Departments had all hands on deck to do everything we could to limit the impacts on the supply chain and provide guidance on stores' operational procedures.

We're communicating regularly about supply chain challenges, we've listed alternative items and we've made significant changes to our promotions based on product



"I COULDN'T BE MORE PROUD OF OUR LOCAL CO-OPS AND WHAT THEY HAVE ACCOMPLISHED DURING THE PANDEMIC TO MAKE A DIFFERENCE IN THEIR MEMBERS' LIVES!"

availability. We have also worked closely with our vendors to ensure consumer demand is being met and that our stores are continuing to offer tremendous value to their consumers.

FCL's operations teams have limited their travel to stores but have still been able to assist in planning new and renovated store openings. They have more recently been back in the stores more frequently to assist with day-to-day operations. We continue to provide guidance and recommendations on store operations as policies evolve in each province.

Have things started to return to normal or will the crisis permanently alter the way FCL operates in the future?

Demands on our distribution centres have stabilized and our teams have been able to manage the incremental volume while keeping safety protocols in place.

Some of our team members have recently resumed working in offices part-time; however most are continuing to work remotely. Our store operations support teams have made more frequent visits to stores in recent weeks and have been taking necessary precautions, such as wearing masks, when they do.

We acknowledge that our operations have been impacted as a result of COVID-19 and we may change the way we operate going forward. Our team is highly engaged and our IT department has done a great job setting us up for success. We've seen that our team members can be effective working remotely, but whether this becomes a regular work arrangement post-pandemic is something we're continuing to examine. ●

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Ron Welke
Associate Vice President
Current Chair, CFIG



The virtual event this October with Grocery Innovations Canada, is an opportunity that allows our entire team at Save on Foods to take full advantage of exploring new products and to re-establish existing relationships. We will maximize our participation. Here at Save on Foods, we are always particularly interested in looking at new products and new opportunities to build partnerships with our supplier community. Together, we can continue to build on our mutual success. GIC LIVE @HOME gives us that unique opportunity.



Jamie Nelson
Executive Vice President



At Longo's we are always looking for opportunities to build new relationships and to continue to differentiate our unique product offering. This year, with Grocery Innovations Canada being a virtual event, it will enable many more of our team members to participate. This is an exciting new opportunity and we look forward to connecting with a wide range of suppliers during GIC LIVE @HOME.



Mike Longo
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DELI & BAKERY
By Carolyn Camilleri

photo courtesy shutterstock.com

Moving Forward in a **New World**

Deli and bakery departments continue to adapt to changes and draw customers with innovative products and reassuring safety protocols.

Adapting to in-store safety measures to minimize risk from COVID-19 has meant making some changes to procedures. Six months into the “new normal,” the deli and bakery departments are also finding ways to bring customers back to their counters.

Deli

“After almost all deli departments were closed during the first period of the pandemic, now they are starting to show some revival signs with some adaptation, having more deli items sold prepackaged, rather than service on demand at the counter,” says Nicolae Berbec, president of DIGI Canada Inc. “The deli-counter service is still going on at some of the ethnic stores, where ready-to-eat hot and cold foods are packaged per order at the counter.”

While any kind of open-container self-serve displays have shut down, COVID-19 has also made product demos tricky territory.

“The biggest noticeable change is that COVID-19 has changed the landscape for product demos, which is such an important part of deli life,” says Bruno Benedet Jr., president and CEO of Bosa Foods. “It’s a necessity to introduce new exciting products to consumers. We have seen retailers adapting and finding new safe ways to make this offering to the consumer.”

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Two new Petite Fromagerie French spreadable goat cheeses were added to Bosa Foods' lineup.



Bosa Foods introduced their English and Dutch cheeses in a 200g fixed-weight format this year.

Prepackaged products give customers the comfort of no-contact deli items, he adds.

Berbec concurs, "Due to increased concerns about food contamination, most food retailers are moving towards prepackaging foods, displayed in individual packages or as meal kits."

Bosa Foods is meeting this demand. "This year saw the introduction of both our English and Dutch cheeses offering in a 200g fixed-weight format," says Benedet. "COVID-19 has certainly changed some shopping habits, and these products offer a cut-and-wrap product that was prepared by the producers and offers a quick grab-and-go option for deli shoppers."

Bosa Foods has also added two new Petite Fromagerie French spreadable goat cheeses: a traditional plain and herb and garlic, both in convenient 150g formats.

"Also exciting is our expansion of the King of Cheeses, namely Parmigiano Reggiano," says Benedet. "Italy's most famous cheese introduced a biodiversity initiative to offer specific Reggiano options, including product produced at high-elevation Prodotto di Montagna, Vacca Rossa, made with milk from a breed that



Bosa Foods expanded their King of Cheeses - namely Parmigiano Reggiano.

dates back to the year 1000, milk that is rich in protein, particularly, casein-calcium. Included are several other varieties, aging, and organic options. A perfect differential point for retailer to stand out."

Freybe has also recently introduced new products: salami variety packs called A Taste of Europe.

"This charcuterie line was created to capture the flavours of Europe and is inspired by Freybe's rich Germanic heritage," says Michelle Harper, marketing director for Freybe. "Amongst a sea of Spanish and Italian options, we felt our

German-style salamis offered consumers something really unique. We have three varieties to choose from, and each has three different flavours inside, so consumers are getting this great mix of flavour profiles and textures conveniently in one pack."

The new Freybe line is a great way to bring innovation and variety to deli consumers.



Freybe introduced their salami variety packs called A Taste of Europe.

"Dry-cure is a speciality for Freybe. We ferment, age, and hardwood smoke our salami, and even if it takes a bit longer to complete that process, it's worth the result," she says. "Taking that extra bit of time instead of cutting corners is what results in a superior texture and flavour."

When grocers are considering their deli options, Harper says it's worth noting that new items are driving incremental category growth in sliced meat, whereas core skus have declined for the past two years. (Source: Nielsen MarketTrack, National XNFLD GB+DR+MM, Latest 52 weeks ending Aug 17, 2019. New items are defined as any items with >\$1,000 \$Vol in L52W, and no \$Vol YA.)

"There is double-digit growth for half of the top 10 charcuterie skus — 100g, 125g, 150g, 250g pack sizes — and they represent almost \$55 million in sales from the past year," says Harper. "Those top 10 skus are dominated by Spanish and Italian varieties — combine that with the desire for consumers to connect with differentiated experiences, and the German-style A Taste of Europe collection represents a significant opportunity for retailers."

Consumer Behaviour

Since COVID-19, for a variety of reasons, people have been cooking and eating more at home.

"COVID has certainly increased time in the kitchen for those who want to experiment with new dishes and cooking," says Benedet. "It also has increased the awareness of high-quality prepared meals that can be brought home for convenience."

As Harper also points out, "Particularly during a period when we're spending so much time at home, people are looking to add variety to their meal routines and try new ideas."

That's where cross-merchandising is helpful.

"Cross-merchandising is an essential part of any well-run deli," says Benedet. "It provides the retailer the opportunity to present a product to a customer who may normally not be thinking about that type of purchase. It's ideal to match an assortment of items — cheese, deli meats, and olives or antipasti — to make a homemade antipasto platter for family entertaining."

Cross-merchandising also appeals to shoppers looking for a "quick pick."



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EXPANDING THEIR REACH

Urban Fare focuses on people and opportunity

When the pandemic forced restaurants to close, Urban Fare, which has stores in Vancouver, Kelowna, and Calgary was able to fill that gap and expand their reach. Darren Bavaro, director of Urban Fare, says they are a bit ahead of the curve in terms of handling open food because of their design as a “grocerant” – a grocery store that incorporates a restaurant experience.

“We’ve got two decades of experience in this side of the industry, even within our own company,” says Bavaro. “A lot of our current model has been based on what we pioneered in Urban Fare.”

Urban Fare offers prepared foods a la carte as well as traditional HMR and grab and go.

“It’s a more robust restaurant,” says Bavaro. “We actually employ cooks and chefs and professionals from the industry.”

The biggest change at Urban Fare was that the pandemic sped up timelines for some of their new programs.

“We’ve been looking at internal systems that will work with online, that work with takeout ordering – all that’s been escalated,” he says. “We were on a menu revision, so fortunately, it was part of our strategy for the year.”

Their biggest advantage was the customer base already shopping in the grocery store area.

“Restaurants had to close, but we never had to close our restaurant. We were able to keep operations open, so we never had to win a customer back,” says Bavaro. “As traditional restaurants started to open, they have had to figure out how to get customers back in the door, where we already had our clientele in the building.”

Unlike other restaurants, Urban Fare was able to offer more than takeout.

“We make food to order, so it was one of the few operations at the time that you could come in and still get a fairly large variety of hot, made-to-order food to take with you.”

In pre-pandemic Vancouver, Bavaro says it was estimated that people spent 40 to 50 per cent of their shopping income for food at restaurants. With restaurants closed, people were stretched for options outside of cooking at home. Urban Fare turned it into an opportunity.

“The challenge for us is that, obviously, we operate in urban centres, so what we ended up capturing was

more local residents and what we saw was the people who commuted into the city, our bread and butter for a lunch rush, that customer wasn’t around,” he says. “But we captured more of our community, and it actually made up for the fact that we saw an exodus of office buildings.”

Bavaro is honoured and proud to be in an industry that has this level of security. “You know everybody has to eat, but the pandemic has just reinforced how important it is to be able to have that security.”

His tip: “Focus on people, focus on opportunity. We have to stay positive. We have to take care of each other. We’re not through this yet. There are some wins, but at the end of the day, it’s a pretty long journey ahead of us and we’re not done.”



Darren Bavaro,
director of Urban Fare

“There is an increased number of meal kits containing all the ingredients necessary for a full meal preparation at home,” says Berbec. “Around the same area, you can also find sauces and dips, strategically located. Stores are placing nice crackers near the cheese counter, as well as impulse-buy items like chutneys designed for topping close by. Bocconcini is placed near tomatoes and basil and gnocchi near tomato sauce. Nice bread and rolls near the deli service counter, and bowls of individual fruit are placed near the sandwich bar.”

COVID-19 has also re-energized interest in healthy products that come from nearby, like those made by Arbutus Farms on Vancouver Island.

“We are focusing on product sourcing and more accountability around product



Arbutus Farms are focused on getting more packaged foods to market, and providing solutions to take some of the labour out of store.

sourcing to knowing where our ingredients are coming from and ensuring we’re getting products that have a better story, that are grown in Canada, that we can track that source a lot better,” says Nels Dugstad, vice-president of Jade Fine Foods, the umbrella company for Arbutus Farms.

For Arbutus Farms, that means talking a lot more about their brand.

“We’re a Canadian company. We employ lots of local people and we haven’t, in the past, talked enough about who we are,” says Dugstad. “It’s a chef-driven company that has always focused

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on international flavours and clean ingredient decks.”

Their goal is to provide solutions, from a kitchen point of view, with more products, more greens, and more vegetables.

“We’re also really focused on getting more packaged goods to market,” says Dugstad.

“We just don’t want to

do it haphazardly. We really want to continue with providing great-tasting food where we can look at the ingredient decks and say, ‘I want to eat that because it’s healthy. It tastes good. It’s restaurant-quality food at retail.’”

Arbutus Farms provides solutions that take some of the labour out of the store.

“We’re here to kind of be the commissary kitchen and make great dips and great sauces and great salads and stuff that,



solution-wise, we can do.” says Dugstad.

Technology is also available to help in store with innovative contactless transactions, self-scanning, and contactless payments.

“DIGI Group has recently adapted some of the existing technologies like the Contactless Mobile Shopping to help combat the current concerns related to COVID-19 pandemic,” says Berbec. “The Contactless Mobile Shopping has been

integrated with DIGI Smart Self-Weighing Solution to help protect shoppers and store employees from potential contamination by significantly reducing shoppers’ average transaction time and physical contact at the Self-Weighing Station.”

Berbec says larger food retailers are also looking more into technology and logistics to increase their capacity to fulfil online orders for home delivery or in-store pickup.



Wade Dowbyhuz, bakery manager

THE MORE YOU KNOW

Northdale Sobeys keeps their staff informed to make their jobs easier

In bakery departments across Western Canada, complying with new sanitation and social distancing measures meant making some adjustments.

“Obviously, the biggest thing would be the sanitation that’s involved and, going through the store, there is everything from all the signs we put up, the masks, and the procedures that we’ve done,” says Wade Dowbyhuz, bakery manager at Northdale Sobeys.

People are getting used to keeping their distance, even in the bakery. “You usually have people congregating, so now we’re keeping a little bit more distance in the bakery,” he says. “There’s the plexiglass. Even the ordering system – now there’s order here and pickup there, where it was a lot looser before: you show up and get whatever you want.”

It has meant the end of bulk bins and self-serve.

“We emptied out the bulk bins when this all first started, and we are now just getting, not bulk bins back, but smaller-sized packs of buns,” says Dowbyhuz. “Now, instead of just a loose bulk, we have trays packaged of one, twos, fours on the shelf. We have smaller packages. Sixes, dozens. A lot more options, so people can still get what they’re looking for.”

He lists bagels, white and whole wheat dinner buns, and hot dog and hamburger buns as the main products people want in smaller packages.

“The only thing we really changed otherwise was doughnuts. Instead of having bulk doughnuts, it’s a two-pack of doughnuts or the six-pack of doughnuts.”

Dowbyhuz says there have been shifts in what people have been buying.

“When it first started, there was a little bit of a dip in stuff like cakes, because there were no get-togethers, no groups, no birthdays were being had,” he says. “Now that they’ve opened up, you can have groups, the cakes are back, birthday cakes, and they’ve gone towards cupcakes a little bit more, because you grab a cupcake, or even the pull apart cakes.”

He notes that, in his store, there has been a swing towards commercial bread. “That could be because the bread tends to last longer, because it has a little more preservative.”

Customer response has been very good.

“That’s one thing that I’ve been surprised at was people understood what had to be done and they did it, they followed the rules,” he says. “There’s been multiple times that we’ve had people come by and they say, ‘Thank you so much for what you’re doing and for being in here.’ We’ve had support from the community.”

Even when products were unavailable because of the crisis, customers have been understanding. “They’ve been very supportive, very understanding to whatever has come up.”

His tip for other bakeries is about gathering information.

“It’s getting as much information you can and getting it to the staff, because the more they know, then they’re doing their job better and easier and that passes along to the customers themselves.”



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Today, the Bontorin brothers, David and Louis, run the business with the same founding principles instilled by their father to feed the communities of Calgary with simple bread that brings people together, the way Luigi intended.



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Bakery

Adriana Fazzina, director of marketing for Puratos Canada, says she hasn't seen a lot of new products in bakery lately.

"We saw a lot of companies delaying their innovation plans because of the global pandemic," she says. "In general, the bread world is focusing a lot on the use of sourdough which adds flavour and naturalness to bread."

That said, she notes that the patisserie world is trying to re-invent indulgence, trying to put a "healthier spin" on classics.

"We know consumers around the world are more and more health-conscious," says Fazzina, noting that people are thinking about how being healthy helps our immune system defend from viruses.



photo courtesy shutterstock.com



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"People are trying to cut back on sugars and fats and add more plant protein, seeds, and grains to their diets. We have seen the development of cookies with sprouted grains, baked versions of doughnuts, vegan cakes made without dairy or eggs. We believe fruits play an important role in this context, and we are putting a lot of effort into making sure our formulas are more and more clean."

The pandemic has increased the attention on how products are packaged.

"Without the possibility to gather in large groups, we have also seen the

The pandemic has increased the attention on how products are packaged.

reduction in size for some of the celebration desserts, like pies for instance: there is now the possibility to buy monoportion fruit pies in some stores," she says.

How long products will last is also influencing shopping choices.

"Consumers are trying to decrease the number of shopping trips, and they are looking for food that can stay fresh for longer, without compromising on the naturalness," she says.

The pandemic has also affected where customers shop.

"Because of the pandemic, we have seen the two extremes of grocery shopping thriving," says Fazzina. "On one side is the hyper-technological, e-commerce, considered a good way to avoid crowds and now considered convenient even from the most sceptical consumer targets," she says. "On the other side is the very classic: the come back to the small and local

artisan, that suffered greatly during the lockdown: consumers trust them because they have a more personal relationship with them and feel it is important to support them, because they are part of the local community."

Despite the changes resulting from COVID-19, deli and bakery departments are finding ways to keep customers coming to their counters. ●



Puratos Canada notes that the patisserie world is trying to re-invent indulgence and put a 'healthier spin' on classics.



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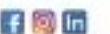
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Consumer Insights



KEEPING IT HOT

By Karen Barr

TRENDS AND SHIFTING CONSUMER HABITS IN HOT BEVERAGES

You might wonder how shifting consumer habits around COVID-19 could possibly affect sales in the hot beverage category. But like everything else, it has! Consumers are now moving to larger package sizes and spending more time at home consuming their favourite hot beverages.

Coffee

Coffee is one of the first beverages many consumers reach for upon waking. According to a report compiled by the Coffee Association of Canada in 2019, 72 per cent of Canadians ages 18-79 drink coffee. Of that group 51 per cent drink traditional coffee, 24 per cent drink espresso-based beverages and nine per cent non espresso-based beverages. In 2019, Statistica

calculated Canadian coffee imports were more than 832 million dollars, coming mainly from Columbia and Brazil.

Total packaged coffee sales were \$757,303,376 broken down into total tin at \$187,578,497, total k-cup at \$276, 635,145, disc at \$49,574,381, total bag at \$233,893,564, caps at \$8,871,433 and whole bean at \$91,919,906.

Level Ground offers consumers something different in the world of coffee. “While continuing our commitment to sourcing specialty arabica coffees and small-batch roasting, we’ve launched some exciting new trade partnerships. We’ve held to our best-selling single origins, Colombia, Peru and Ethiopia while adding exciting new blends such as Andes Mountains, Rift Valley and Bright Roast,” says Stacey Toews, co-founder.



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Without the morning commute, the morning can unwind a little more slowly. “Consumers are taking their time to grind fresh beans at home. With cafes closed and consumers wanting to social distance whole bean coffee is growing quickly,” say Ian Buckingham, vice president of sales for Melitta Canada, Inc.

Melitta's Whole Bean Coffee 907gram packs are currently their best-seller. Melitta notes that filter sales are up 26 per cent.



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Home is still the favoured locale for coffee drinking. In 2019, the average consumer spent between 10 and 19 dollars per month on coffee for home use. Working from home has prompted popularity in small coffee machines, like the Keurig® K-Slim® single serve coffee maker. At just five inches wide, the K-Slim® brewer fits neatly on the countertop, or home office desk, making it the perfect choice for when space-saving and simplicity are important. Pair with popular coffee varieties like Keurig® Van Houtte® Espresso Superiore



Level Ground have added exciting new blends to their lineup including Andes Mountains.

Buckingham notes that the company's current best-selling product is the 907gram whole bean coffee packs. “Large packages are performing very well, as consumers are increasing basket sizes to shop less often.”

Heena Verma, senior manager, brand build and innovation, Kraft Heinz Canada, says sustainability and waste reduction are two areas grocers should be aware of when purchasing products for their stores. “Although Canadians love the convenience of single-serve coffee pods, some are concerned about the environmental impact of plastic waste. We are proud to introduce new Maxwell House 100 per cent compostable coffee pods, made entirely from plant-based materials like coffee bean husk. This helps Canadians reduce single-use plastics waste without sacrificing convenience or taste.”

When it comes to merchandising coffee Toews says, “Placing a series of shelf talkers in the ticket molding in the shelf immediately below our grocery store lineup has been positive for our sales.”

“Filter paper growth is outpacing coffee category,” says Buckingham, adding filter sales are up 26 per cent versus total coffee sales at 12 per cent. “Retailers should capture this incremental profitable sale by adding to end caps, with large coffee promotions or including tilt-back displays.” He notes bamboo filters are driving this category, as it is a renewable resource and compostable.



Shabnam Weber, president, Tea & Herbal Association of Canada

Tea

“Consumers are becoming more adventurous with the types of teas they’re looking for but also the types of flavours. They are also looking for products that are healthy — not just to make them feel better in their body but also their mind,” says Shabnam Weber, president of the Tea & Herbal Association of Canada.



Maxwell House 100 per cent compostable coffee pods are made entirely from plant-based materials.

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NEW ZERO WASTE* COFFEE PODS



100% COMPOSTABLE†



The same great coffee consumers know and love, now in zero waste* packaging!

Canadians are trying to reduce their carbon footprint

- 71% of Canadians believe sustainability of food packaging is more important today vs. 5 years ago¹
- 56% of consumers report actively shopping for food with non-plastic packaging²

Consumers are concerned about plastic waste as a result of pod consumption

- 40% of Canadian adults who drink coffee and/or tea agree that pods should be compostable³
- Waste is the #2 barrier of purchase (after price) for single serve use

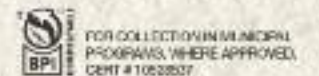
Compostable pods are better than recyclable

- Made from 100% plant based materials
- 70% lower processing emissions vs. recyclable pods⁴
- Consumers prefer ease of use/disposal & aroma⁵

TL COFFEE PODS ARE GROWING +13%⁶

	2020				
	AUG	SEP	OCT	NOV	DEC
TV					
OUTDOOR ADS					
DIGITAL & SOCIAL MEDIA					
IN STORE					
PR					

Sources: ¹ IBC 2015 Ipsos Study ² Mintel, 2019 ³ York University, Technical White Paper exploring end of life management of compostable and plastic coffee pods study by Author Dr. Gamin Lakhani ⁴ Club Coffee Proprietary Consumer Research, 2019 ⁵ Nielsen MarketTrack, National TL K-CUP/POD ON DEMAND COFFEE US2W PE 22-AUG-2020 ⁶ For you



In the second quarter of this year, Neilson's Canadian national report indicated that regular tea sales were up by 14 per cent. While specialty teas, defined as flavoured, or herbal were up 28 per cent. Within this category herbals are leading the way, with a 35 per cent increase.

At Twinings, they are enjoying significant market growth. It is still the classics that bring comfort. Henry Evans, vice-president, Canada, Twinings North America says, "Our top-three blends



Tetley will add two new Super Teas to its lineup in the fall – Sunshine and Immune+.

are Earl Grey, Lemon & Ginger and Pure Camomile." Evans says

he sees a trend in larger pack counts too.

"Tetley has our Super Tea lineup, Canada's first line of teas fortified with vitamins and minerals. Immune, with zinc; Antiox, with vitamin C; and Boost with vitamin B6. These teas pair herbal ingredients like echinacea, turmeric and

dandelion root with delicious herbal teas and we were seeing strong sales results behind them," says Kathy Grant-Munoz, country head, Canada division.

In the fall Tetley will add two new Super Teas. Sunshine is an orange and lemon herbal tea with vitamin D. Immune+ is ginger and mint with vitamin D and zinc.

Over at Flora, Robert Dadd, product information supervisor talks about the top selling products. "Holy Basil, Tea Tox and Sleep ZZZ as well as our FlorEssence herbal cleanse. Teas for cleansing, sleep, immune health and respiratory health, like our



Flora's teas such as Holy Basil, Tea Tox, Sleep ZZZ, FlorEssence and Bronchial are selling well.

Bronchial Tea are all selling well."

Weber gives grocers her tea sales strategy. "Offering in-store tastings is always a good way to promote something that perhaps is new on the shelf. Carrying a different type or flavour is always a good start, but you need to do more than just place it on the shelf — speak to your customers about it and the best way of doing that is tasting."

Hot Chocolate

Camino/La Siembra & Equal Exchange Co-ops, offers several varieties of hot chocolate that are Fairtrade certified, certified organic, gluten free and non-GMO. Each can be easily prepared using hot water, milk, or milk substitute. The Original Dark and Original Milk were the first two created, which are fun choices to add cinnamon sticks or peppermint sticks to.

There are vegan friendly options too including Simply Dark, Maple, Chili and Spice, and Intensely Dark. The Maple variety is with organic maple sugar from Citadelle Maple Syrup Producers. The Chili and Spice contains ground spices including cinnamon, ginger, and cayenne pepper. It also includes vanilla powder.

Coffee, tea, and hot chocolate continue to dominate the hot beverage market. By keeping current on the trends and offering variety, grocers can capitalize on sales, while giving consumer comfort for the coming seasons. ●

SPREADS

By Anne-Marie Hardie



Culinary Creativity

FLAVOUR INFUSIONS AND PRODUCT INNOVATION INVITE CANADIANS TO EXPERIMENT WITH SPREADS

Canadians will always love their peanut butter, honey, butter, and jam; however, today's shoppers want more from their spreads. Grocery stores can appeal to these shoppers' interest by showcasing new products and meal experiences that they can bring into their home.

According to Euromonitor's Spreads in Canada report, spreads are expected to record a volume CAGR of two per cent and a value CAGR of three per cent, reaching sales of 94,000 tonnes and CAD 868 million, respectively, in 2022. This forecast is largely based on projected population growth, macroeconomic conditions, demographic changes, a continued shift in consumer preferences and price inflation in the range of 1-2%. While jams and preserves will likely continue to perform poorly, other categories will achieve solid growth.

"When asked about their general attitudes towards spreads and dips, Canadians are most likely to look to these categories to "make familiar foods more exciting," says Joel Gregoire, associate director, food, and drink, Mintel. "This is an important emotional cue for companies to consider when launching new products in this space."

According to Mintel's 2019 Dip and Savory Spread report, two of the key drivers for Canadians are health benefits and flavour combinations. "They want the wholesome quality, but something that stands out and is a bit different than the spread that there are used to," says Chelsea Thomsen, sales and marketing, KB Honey. "KB Honey's Western Sage product line responds to this need with a variety of flavour infusions including blueberry, lychee and raspberry."

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photo courtesy shutterstock.com

communications manager, BeeMaid, like cashew and almond, and unpasteurized or raw honey are in demand. “Consumers are concerned about the country of origin for their honey,” says Bowden. “Nielsen data reports that domestic brands continue to be favourable, while honey that is blended with foreign sources are either losing market share or are being revamped to be 100 per cent Canadian.”

The pandemic has seen a rise of interest

IN THE PLANT-BASED CATEGORY, CONSUMERS ARE LOOKING FOR DAIRY-FREE ALTERNATIVES FOR FAMILIAR SPREADS, LIKE BUTTER.

“Consumers are always looking for high-quality options to enhance taste and the overall enjoyment of their meal or snack, with key considerations around flavour and texture,” says Jacqueline Chao, brand building and innovation, Kraft Heinz Canada. Customer preference still plays a large role in the decision-making process. Chao emphasizes that there will always be dedicated smooth peanut butter lovers and avid crunchy fans.

Non-traditional nut butters, shares Shannon Bowden, senior brand and

in locally produced product and spreads with health benefits. “Given COVID-19, we generally see considerations around local and well-being as becoming more important and to some degree sustainability (which relates to plant-based) across multiple food categories,” says Gregoire.

In the plant-based category, consumers are looking for dairy-free alternatives for familiar spreads, like butter. “Studies from 2019 show that more than half of Canadians (52 per cent) between the ages of 18-24 plan to eat more plant-based food,

and the other generations are also on board (34 per cent for ages 35-54, and 26 per cent for ages 55+,” says Shosana Price, head of marketing, Upfield. Becel’s plant-based bricks provide these customers with a vegan alternative to butter.

As the curiosity for new taste experiences continues to be peaked, retailers will need to incorporate a variety of tools to merchandize these products. “Displaying our product at ‘diamond’ eye level hot zone next to the dairy butter will remind them to pick up a better-for-you option,” states Price. This includes merchandising it in secondary display units, such as bunkers, to help consumers easily spot the products.

Adding a display in the baking aisle, deli section, produce, or in the front of the store will encourage consumers to explore these new products. “Bringing these complementary products into the same section through cross-merchandising increases convenience for shoppers and enables them to discover new spreads that they may not have been aware of,” says Chao.

Social media, recipe cards, and advertisements will also help showcase a variety of spreads. “Although taste

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demonstrations can't currently happen, grocery stores can still use the visual aid of a live demonstrations, including how to involve spreads in a charcuterie tray, and have an employee available both to demo the preparation and respond to any questions,” says Thomsen.

Canadians are looking for new flavours, textures, and opportunities to introduce spreads throughout their day. Retailers can maximize this opportunity by responding to the consumers interest in product innovation while offering guidance on how to incorporate these new products into their household. ●

PRODUCT SHOWCASE

Cream of the Crop

Invite your shoppers to experience the creamy texture of BeeMaid's Raw Honey. This 100 per cent Canadian product is delicious over warm breads and pancakes.



Plant-Based Appeal

Designed to taste, cook, and bake just like dairy butter, Becel's Salted Plant-Based Bricks are made with a blend of plant-based oils and 25 per cent less saturated fat.



Baking Reinvented

Bakers will love Becel's Unsalted Plant-Based Bricks — the perfect vegan alternative for your favourite treat.



For the Chocolate Lover

Crafted with real roasted hazelnuts and cocoa, Kraft's Hazelnut Spread will delight your shoppers with a rich and creamy spread that is made without palm oil.



Pure Peanuts

Made with one ingredient, Kraft's Only Peanuts Smooth Peanut Butter, is created with 100 per cent high quality, dry roasted peanuts delivering a smooth, nutty taste experience.



Spread to Go

Provide your customers with a healthy, sweet treat on the go with the single-serve tube of Queen Bee's Bee Complete. Each tube includes a mixture of 100 per cent Canadian honey, pollen, propolis and royal jelly.



Anniversary Spread

Celebrate a Canadian honey legacy with Kidds Bros 135th Anniversary Jar, packaged in a glass jar with a stunning copper colour tin lid.



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Winners Announced!

27TH ANNUAL CANADIAN GRAND PRIX NEW PRODUCT AWARDS

2019 new product trends reflect Canadians' increased interest in plant-based food products and food innovations that bring restaurant quality home.

Retail Council of Canada (RCC) is excited to reveal the winners of the 27th Annual Canadian Grand Prix New Product Awards.

Twenty-seven companies took home the coveted Canadian Grand Prix New Product Award for products they introduced into the Canadian market in 2019. Among the winners were established and new retailers, suppliers, boutique, and family-owned businesses from across Canada.

RCC's Canadian Grand Prix New Product Awards is a prestigious annual competition of the best new grocery products. Becoming a Canadian Grand Prix Award winner is often a game changer for companies because of the extensive exposure to key retailers, buyers, and new consumers.

Four recipients also received Special Awards: Montpak International won the All-Canadian trophy for their Ready to Cook Veal, Walmart Canada for the second year in a row won the Overall Consumer Value award for Great Value Salt-Free Spice Blend Grinders, Green Valley Farms, a Division of Burnbrae Farms Ltd. won the Innovation and Originality award for Free Range Solar

Power Eggs, and MorningStar Farms was recognized for Innovative Packaging for MorningStar Farms Veggie Burger.

"We're seeing tremendous innovation in products that allow Canadians to easily create a wide range of meals at home that cater to new dietary needs with more plant-based and gluten-free options," said Diane J. Brisebois, president and CEO of Retail Council of Canada. "The assortment of food products demonstrates the trend towards cleaner, healthier ingredient lists, both with meat-based and plant-friendly foods."

Chef and chief jury chair Marcus Von Albrecht oversaw the judging panel. From 112 products that scored at least 70 per cent on quality and innovation, only 38 products received the prestigious recognition as Canadian Grand Prix New Product Award winners.

Multiple-category winners included: Metro Inc, Walmart Canada, Federated Cooperatives Limited, Rexall Pharmacy Group Limited, Save-on-Foods, Sobeys Inc and Smucker Foods of Canada.

Sponsors of this year's Canadian Grand Prix New Product Awards include: Reebee and The Food Professor Podcast. ●
















To view the complete list of this year's winners, visit: rccgrandprix.ca/winners

The Canadian Grand Prix New Product Awards™

Recognizing food, non-food and private label categories, 41 winners in all from dairy to personal care.

Food Winners

CONSUMER PACKAGED GOODS

<p>BABY CARE</p>  <p>Apple Sweet Potato Multigrain Cereal Baby Gourmet Foods Inc.</p>	<p>BAKERY FRESH (PAR-BAKED)</p>  <p>Gluten Free Loaf Fancy Pokket Corporation</p>	<p>BAKING NEEDS & DRIED BAKERY</p>  <p>Goodums™ Bake Mix Goodums Food Inc.</p>	<p>BEVERAGES</p>  <p>Oasis Infusion A. Lassonde Inc.</p>	<p>CONDIMENTS & SAUCES</p>  <p>Jif® Dark Roast Creamy Peanut Butter Smucker Foods of Canada Corp.</p>
<p>CONFECTIONERY & SHELF STABLE DESSERTS</p>  <p>Milk Chocolate Pistachios with Pink Himalayan Salt Chocolat Lamontagne, Inc.</p>	<p>DAIRY (MILK, YOGURT, CHEESE & SPREADABLES)</p>  <p>Olympic Organic Kids Agropur</p>	<p>DELI MEATS & CHEESES</p>  <p>Bon Secret Quality Cheese</p>	<p>DESSERTS (FRESH/REFRIGERATED OR FROZEN)</p>  <p>Udderly Ridiculous Goat's Milk Ice Cream Udderly Ridiculous Inc.</p>	<p>REFRIGERATED OR FROZEN PREPARED FOODS & ENTREES</p>  <p>Giovanni Rana Refrigerated Filled Pastas Rana Meal Solutions Canada Inc.</p>
<p>FRUITS, VEGETABLES & PRODUCE (FRESH/REFRIGERATED OR FROZEN)</p>  <p>MorningStar Farms Veggie Burger MorningStar Farms</p>	<p>MEAT, EGG & SEAFOOD (FRESH/REFRIGERATED OR FROZEN)</p>  <p>Ready to Cook Veal Montpak International</p>	<p>SNACKS (SAVOURY)</p>  <p>GoGo Quinoa Puffs GoGo Quinoa</p>	<p>SNACKS (SWEET)</p>  <p>Planet Hemp Superfood Super-Seeds Hempco Canada Superfoods Inc.</p>	

Non-Food Winners

CONSUMER PACKAGED GOODS

<p>GENERAL MERCHANDISE</p>  <p>Papyrus - Royal Butterfly Carlton Cards</p>	<p>HOUSEHOLD PRODUCTS</p>  <p>Hefty Ultra Strong Waste Bags Reynolds Consumer Products</p>	<p>HEALTH CARE - OTC (OVER THE COUNTER)</p>  <p>Nova Sea Atlantic Sea Cucumber AKSO Marine Biotech Inc.</p>	<p>PERSONAL CARE</p>  <p>Live Clean Natural Deodorant Hain Celestial Canada</p>	<p>PET NEEDS</p>  <p>Nature's Recipe Chewy Bites Treats Smucker Foods of Canada</p>
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Congratulations

to Margaret Hudson For Receiving
The Grocery Industry's Highest Honour —
The Golden Pencil Award



Burnbrae Farms is extremely proud of our company President, Margaret Hudson, who has been chosen as one of this year's recipients of The Golden Pencil Award.

The Golden Pencil is the Canadian grocery industry's highest honour for lifetime achievement. Margaret's father, Joe Hudson, was selected for this honour in 2001. Joe and Margaret Hudson are the only father daughter combination to have won this prestigious industry award in its 63 year history.

This award recognizes her on-going dedication to the Canadian food industry and reflects Burnbrae Farms' commitment to collaboration and growth — both in the industry and in the community.

























burnbraefarms.com

The Canadian Grand Prix New Product Awards™

Private Label Winners

FOOD AND NON FOOD

BAKERY FRESH (PAR-BAKED)  Irresistibles Roti Flat Breads Metro Inc.	BEVERAGES  Compliments Mocktail Sobeys Inc.	CONDIMENTS & SAUCES  Great Value Salt-Free Spice Blend Grinders Walmart Canada	CONFECTIONERY & SHELF STABLE DESSERTS  Selection Premium Belgian Chocolate Cups Metro Inc.	DAIRY (MILK, YOGURT, CHEESE & SPREADABLES)  Irresistibles 2% Strawberry KJYR Metro Inc.
DELI MEATS & CHEESES  Our Finest Manchego Walmart Canada	DESSERTS (FRESH/REFRIGERATED OR FROZEN)  Co-op Gold Cookie Cake Federated Co-operatives Limited	REFRIGERATED OR FROZEN PREPARED FOODS & ENTREES  Sensations by Compliments Ultimate Dutch Apple Pie Sobeys Inc.	FRUITS, VEGETABLES & PRODUCE (FRESH/REFRIGERATED OR FROZEN)  Irresistibles Organics Frozen Fruit for Smoothie Metro Inc.	MEAT, EGG & SEAFOOD (FRESH/REFRIGERATED OR FROZEN)  100% Canadian Angus Square Beef Burgers Save-On-Foods
SHELF STABLE PREPARED FOODS & ENTREES  Irresistibles Naturalia Gluten-Free Pasta Metro Inc.	SNACKS (SAVOURY)  Co-op Gold PURE Kettle Cooked Potato Chips Federated Co-operatives Limited	SNACKS (SWEET)  Be Better Dark Chocolate Covered Whole Almonds Dusted with Real Raspberries Rexall Pharmacy Group Ltd.	BABY CARE  Personnelle Wipes with Saline Solution for Stuffy Noses Metro Inc.	GENERAL MERCHANDISE  Paderno Pre-Seasoned Smooth Release Cast Iron Skillet Canadian Tire Corporation
HAIR CARE  Equate Beauty Dry Shampoo Walmart Canada	PERSONAL CARE  Be Better Age Defying Overnight Mask Rexall Pharmacy Group Ltd.	PET NEEDS  Western Family Functional Dog Treats Save-On-Foods		
SPECIAL AWARDS	ALL CANADIAN  Ready to Cook Veal Montpak International	INNOVATION & ORIGINALITY  Free Range Solar Power Eggs Green Valley Farms, a Division of Burnbrae Farms Ltd.	INNOVATIVE PACKAGING  MorningStar Farms Veggie Burger Morning Star Farms	OVERALL CONSUMER VALUE  Great Value Salt-Free Spice Blend Walmart Canada

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MADE IN CANADA

By Robin Brunet

The pandemic has boosted **Made in Canada** food interest to new levels



HOME TEAM SUPPORT

Among many things, the government's response to COVID-19 has spurred behaviour modification on an unprecedented scale, and this is plainly evident in grocery stores, where shoppers obediently follow floor markers and almost obsessively avoid touching anything beyond a quick tap of the debit card machine.

But according to some grocers, at least one positive outcome has arisen from this so-called 'new normal'. Troy Dewinetz, vice-president marketing & merchandising at Buy-Low Foods, explains, "With the onset of the pandemic, supporting local and Canadian manufactured or grown products has reached new levels of importance."

Gillian Yorke, director of marketing at the Overwaita Food Group agrees, "It really is a time of heightened awareness for shoppers, and it's not going away any time soon."

The phenomenon became evident early during the lockdowns, to the point where in May, Scott McKenzie, Nielsen's head of global intelligence, explained to CNBC

that shoppers actively seek local because of the long distances that produce, meat, and other foods travel and the borders they cross before arriving in stores — not to mention the many people touching them along the way.

McKenzie likened the phenomena to "buying milk from cows you can see."

From the perspective of producers, the escalation of sales in Canadian products is a windfall — and some are benefiting more than others. "We produce the vast majority of chicken in Canada, so there's minimal import and export and a maximum of food security," says Lisa Bishop-Spencer, director of brand and communications for the Chicken Farmers of Canada. "Over the past four years our Raised by Canadian Farmers brand has grown from a zero to 40 per cent awareness rating, and COVID is further accelerating that."

Conrad Vanessen, chair of the Egg Farmers of Alberta (an





Egg Farmers of Alberta notes that the buy local movement has contributed to the upward trend in egg sales for the past decade.

affiliate of the Egg Farmers of Canada), says, “The buy local movement has contributed to the upward trend in egg sales for the past decade, and COVID has caused a five to six per cent increase in table market sales as more and more people cook at home. Our increase in grocery sales more than compensated for the slowdown in processed eggs due to restaurants closing during the height of the pandemic.”

But accommodating shoppers’ desire for made in Canada foods during the pandemic has been challenging. “Our directors had to adjust production to prepare for potential reductions in chicken processing due to any factory outbreaks, and we re-routed birds to other plants to avoid depopulating farms,” says Bishop-Spencer.

Sara Alexander, vice-president marketing at Saskatchewan based Evova Foods, manufacturers of Todd’s Better Snacks says, “Canadians really do want to support Canadian food companies, and local producers and farmers as directly as possible. We trust our food system, and the people in it — our neighbours, family and friends. Buying Made in Canada food helps build a natural resilience into our supply chains, while caring for our communities at



Todd's Better Snacks uses the best local Canadian products including eggs, lentils and cheeses.

the same time. These things are valuable, and we’re more aware of that now than ever before.”

The great news, she says, is that Canadian food is fantastic, and the amount of innovation and goodness coming from new food companies across the country, particularly in Western Canada, is really wonderful.

“Evova has continued to innovate with Todd’s Better Snacks, with bigger pack sizes for sharing since we’re spending more time together at home. We’re thrilled to be using the best local Canadian products, including eggs, and lentils, and cheeses — and to be making them in Saskatoon. Evova has developed new products too in a challenging time — look for them coming to market over the next 6 months, based on demand by Canadians for great quality food products made right here at home.”

The need for larger packaging sizes has not been lost on Wade Crouch, senior director, marketing, for Riverside Natural Foods (the Ontario-based manufacturer of the popular Made Good, Cookie Pal, and Good to Go snack brands). He says while consumers are more “patriotic”

Riverside Natural Foods reformatted their packaging for larger home packs during the pandemic.



than ever, “on the go snacking has declined substantially — and we quickly had to reformat the packaging of our products and relaunch them as larger ‘home packs’. Fortunately we’re a small business and therefore nimble, so pivoting instantly was possible.”

Crouch gives grocery retailers credit for lending support. “Just recently Loblaws initiated a point of sales merchandising strategy that included our Made Good brand, and it has been effective,” he says.

Bishop-Spencer cites Walmart as a prime supportive retailer, “It exhibits a very strong commitment to our chicken as well as other regionally-produced meats, with shelf talkers and plenty of signage plus constant call-outs in their flyers.”

Retailers, indeed, need to pay attention to Canadians preference for made in Canada. Duane Ellard, director, channel marketing for Canada Beef says “A recent survey confirms Canadians preference to Canadian beef with 90 per cent of the respondents confirming the importance of retailers selling beef that is produced by Canadian farms with 93 per cent of respondents satisfied with the quality of Canadian beef.”

The Canadian Beef ‘brand’, he says, “represents the commitment of the Canadian beef and veal industry that includes the value chain ensuring customer satisfaction. The foundation of the Canadian Beef brand is based on four pillars, Quality, World Class Standards, the Product and the Producers. Globally Canadian beef is recognized as a premium beef product, this is due to the quality attributes that Canadian beef and veal producers have developed with industry and government, this investment has driven loyalty to Canadian beef here in Canada and abroad. Canadian beef is local beef, Canada Beef encourages retailers who are committed to a Canadian beef and veal program to communicate the commitment to customers.”



Overwaita Food Group this summer launched a Canadian food awareness campaign in which supplier partners of different western provinces — Westberry Farms in B.C., Western Family Honey in Alberta, Prairie Berries in Saskatchewan, and Mordens’ of Winnipeg in Manitoba — were filmed and then broadcast on television and in social media channels. “Getting our partners to tell their stories created a direct emotional link between the producer and the consumer and emphasized the economic need to support made in Canada products,” explains Yorke, adding that this strategy emphasizes how the money generated from buying local goes back directly to the community — which, considering the economic devastation caused by the lockdowns, is a huge motivator for consumers.

For his part, Dewinetz says getting local products on the

Buy-Low Foods provides shelf talkers highlighting provincial local foods, as well as a Meet Your Farmer program to highlight where produce comes from.





Chicken Farmers of Canada's Raised by Canadian Farmers brand has grown to a 40 per cent awareness rating.

shelf "can sometimes be challenging, so supporting smaller vendors and growers is important. As both a wholesaler and a retailer, Buy-Low Foods/Associated

Grocers makes ourselves available to local companies through government organizations and the Canadian Federation of Independent Grocers. We try our best to help them develop their programs, and we point them in the right direction to distributors that can help establish their products not just with us, but within the entire marketplace."

For 2020, Dewinetz's company has supplied in-

store shelf talkers highlighting products that are local to each store's province. "We also have a Meet Your Farmer program that highlights where our produce comes from, with mentions in store, in our flyers, and on our social media and website blog," he says. "We are also currently conducting video interviews with local farmers and manufacturers that highlight their local products, and why they have chosen to do business with Buy-Low Foods."

As for the prospect of the current heightened interest in made in Canada foods extending beyond the pandemic, Yorke says, "I think it will continue simply because the momentum has been building for so long."

Vanessen says, "I suspect the sentiment will stay strong, if for no other reason than more and more people have discovered the joy of cooking at home and will continue to covet Canadian-produced staples such as eggs and meat."

According to the UN Food and Agriculture Organization, Canada is among few self-sufficient nations in the world when it comes to food, and grocers such as Dewinetz and producers such as Bishop-Spencer have a common conviction: whether it is pandemics, the political environment of neighbouring countries, or simply the need for a better traceability and understanding of food origins, the support for local products in the grocery sector will continue to increase in the foreseeable future. ●

MEXICAN FOODS

By Mike Yeo

Mexican Foods Enjoying Steady Growth in the Canadian Market

Mexican Fiesta



Whether it is Taco Tuesday or simply snacking on their favourite corn chips and salsa, Mexican foods have certainly made their way into the hearts of Canadians.

According to Jordan LeBel, an associate professor in the Department of Marketing at the John Molson School of Business, the ethnic food market is growing by 14 per cent annually in Canada. Sixteen per cent of Canadian food shoppers buy some sort of ethnic food on a weekly basis.

When asked about the growth Mexican and ethnic foods have been experiencing in the Canadian market, Mike Cunningham, team lead marketing insights at Tree of Life says the ethnic food category is fueled by three key factors: immigration, tourism and our foodie culture.

"Immigration in that new Canadians enjoy the foods and cuisines of their home countries and will often source out the ingredients to make their favourite dish. Tourism, at least pre-COVID, played a

role as well. Travellers try new foods, experiment with new flavours and will often try to mimic those experiences when they return home from an international vacation. Finally, our foodie culture plays a key role too. Cooking shows and competitions as well as Instagram-worthy photo shoots all capture the attention of consumers and the willingness to try their hand at similar cuisines. Gone are the days of just having garlic and paprika in the spice cupboard, nowadays, it's a global pantry with internationally inspired dishes at the top of mind."

According to Nielsen, the Mexican salsa, dips, and garnishes category has been relatively flat in sales dollar volume. Overall, the category is up 0.3 per cent to \$221,975,400 on a year over year basis. Latin American/Mexican inspired foods continue to be a staple of internationally inspired foods being consumed by Canadians. Just behind Chinese and Italian foods, Mexican inspired cuisine is routinely eaten by Canadians. According

to a September 2019 study of ethnic foods in Canada done by Mintel, 43 per cent of Canadians say they've eaten Latin American/Mexican foods when asked "which international foods have you eaten in the past six months?" Not only that, but 77 per cent of Canadians view internationally inspired foods as more mainstream than ever before and 58 per cent of Canadians are more open to eating internationally inspired foods than they were a few years ago.

One brand that has been experiencing above average growth is Mrs. Renfro's, who went through a total package refresh in the fall of 2019. "Sales were going up after the refresh, then the pandemic hit & they've exploded — although it's impossible to know how much of the added sales are due to the rebranding vs the pandemic," says Mike Cunningham.

Mrs. Renfro's has been experiencing a three-five per cent growth rate on a yearly basis and have seen a significant spike in sales this past year since COVID started,

Mrs. Renfro's has been seeing about average growth.



compared to the average 0.3 per cent growth rate in the category.

"The new logo, updated labels and rejuvenated creative approach for our salsa and condiment lines mark an exciting moment for our entire company," said Doug Renfro, president of Renfro Foods. "We feel that the new designs represent our Texas family roots while reflecting the

growth, diversity and fun nature of our product lineup."

According to Rae-nel Trogi of Trogi Foods, a specialty salsa manufacturer based in Regina, "Salsa has become the most popular North American condiment and the Canadian Salsa market is quite competitive. There is a wide variety of types and flavours. Along with the leading US brand names, and the big box store private labels there are several regionally and locally prepared and distributed salsas."

Trogi Foods is betting that consumers desire for top quality authentic products

will help them drive sales. "Besides being a family owned and operated business — we actually 'make' the salsa as well — so when we say, 'from our family to yours' — it's true," says Trogi. "We begin with real tomatoes; peel each one; remove excess water/juice (rather than adding to it); cut fresh onions and a variety of peppers; and add our herbs and spices. We add only vinegar and salt to assist with natural preservation, cook our salsas to the temperatures needed to ensure correct food safety, and hermetically seal each jar to ensure it is shelf stable."



Trogi Foods provides a top quality salsa.

Another company that takes freshness to the heart is Fresh Is Best Salsa & Co.

"What sets Fresh Is Best apart from the other brands out there is our commitment to freshness. Each order is made to order and shipped immediately to ensure the freshest products get to our consumers," says Lisa Graham-McGaffin, co-owner of Fresh Is Best.

A few products to be on the lookout for from Fresh Is Best this year include their new lineup of 220ml specialty dips launched in June 2020; Garlic-O-licious Spinach Dip, Savory Smokey Black Bean Dip, Southwestern Black Bean & Corn Salsa and Guac-On Guacamole.



Fresh Is Best have a new line of specialty dips that were launched in June.

However, their fastest growing product is the TRI-FLAVOURED Tortilla Chips and Taco Shells. According to Graham-McGaffin, "People just LOVE the idea of 'baked-in flavour' as opposed to 'dusted on'."

"Canadians LOVE to travel to Mexico and it doesn't look like that is about to change. This year with the pandemic making travel so much more challenging, I think there will be increased demand for "a taste of Mexico," says Graham-McGaffin.

That should bode well for future sales. ●

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STORE FIXTURES

By Robin Brunet



Fundamental

photo courtesy shutterstock.com

Fixtures *Displays, shelving, are changing to meet new shopping needs*

It's no secret that grocery stores are undergoing dramatic shifts driven by changing consumer needs and expectations. Some of the changes involve store fixtures, shelving, racking, and display units, partly due to COVID, but also simply due to more effective merchandising strategies.

In the case of the pandemic, grocers are exhibiting their usual degree of innovation with regards to addressing traffic shortfalls that have occurred in certain areas of their stores, according to Matthew Judkins, director of marketing communications for Hussmann.

He explains, "As refrigeration specialists, we're finding that grocers are reviving fresh food salad bars by turning them into prepackaged food displays, since customers are avoiding delis and salad bars during the pandemic and leaning towards eat at home items. It's a great repurposing strategy because these are large units — you don't want them just sitting there."

Hussmann has even published a guide, Solutions for Changing Dynamics, on how to achieve such a repurposing: it involves covering the food wells with hot tiles and putting hot plates into the soup wells, as well as removing the top glass sneeze guard for more visibility (the rear back panel can be raised and higher plexiglass side returns can be added for additional pack out).

Another way to recapture deli shoppers is Hussmann's convertible case solutions with sliding doors: these units limit contact between employees and shoppers, and the sliding doors allow for packaged grab-and-go meat, seafood, and baked goods.

Hussmann is also seeing increased demand for flexible merchandisers that can be moved as desired to different areas of the store. "We can develop these merchandisers with wheels, and since they have built in refrigerant it's simply a matter of positioning them in the desired location and plugging in," says Judkins.

E-commerce is arguably changing the

grocery landscape far more profoundly than Covid, and in this realm Hussmann's solutions include the Hussmann RL, IDD5SU, and Freedom Line cases. Electronic shelf labels offered by Aperion, a Hussmann division, help with demands on labour and order picking.

Although he has been busy ensuring that grocery stores are outfitted with plexiglass checkout shields and other safety items during the pandemic, Michael Vogler, president of Marketing Impact Limited, sees beyond the virus and acknowledges an ongoing need for new divider systems. "We developed one for the U.S. market that handles bagged cereal, and we're looking into adapting this unit from a shelf-above installation to on-shelf use, in order to handle a greater variety of products," he says. "The dividers will come in two sizes and have the ability of graphics to be placed in front."

Marketing Impact's staple item, the shelf pusher system, continues to sell well because of its durability: the pushers are



Hussmann cases include the IDD5SU and Freedom Line.

made of tough molded plastic and freezer-grade ABS, perform with zero failure, and are easy to load. Their biggest asset beyond the quality mechanics is that they keep merchandise front-facing so that product displays always look tidy and well stocked.

As for the future, Vogler notes that “More and more grocers want to understand shelf movement, so I developed a prototype of a pusher that has the ability to count; it’s only experimental at this stage, but it has potential.”

Lighting is inextricably linked to display trends, and Alain Charbonneau, director of sales for Etalex Inc., points out that with the increasing affordability of LED lighting,

grocers now have a wide range of creative latitude in merchandising different products to their fullest aesthetic advantage.

LED systems along with many other Etalex display components were recently installed in the massive new T&T supermarket on Vancouver’s Marine Drive, with the lighting technology on the shelves of the pharmacy aisles making the entire section a glowing beacon. “Our special LED-lined shelves really showcase the products, plus they don’t heat up,” says Charbonneau.

“The quality of the light is such that shoppers can easily identify products from a distance.”

Charbonneau says that his company’s gondolas and wall units are still in high demand in the grocery sector for their ability to increase products’ visibility, “But our customers want to dress them up, so we make them as appealing as possible with touches such as wood gables with fancy edging, which in turn imparts a sense of style to the entire store,” he says, adding that Etalex

develops shelving systems that can easily be reconverted to suit different purposes, thus saving clients money.

Given that there are no end of fixtures to choose from, grocers should bear in mind that the key to wise selection is to firmly establish customers’ wants and needs beforehand, along with the products to be stocked based on those needs, plus the most suitable ambience: this will properly inform every decision about fixtures and lighting.●



Divider systems by Marketing Impact Limited come in two sizes and can have graphics placed in front.



Frozen pizzas remain a popular household favourite

Pizza Paradise

Pizzas have always been a household favourite. And with more consumers staying at home added to restricted restaurant operations due to the pandemic, the segment is seeing even more growth this year.

According to Nielsen, frozen pizza is +15 per cent (\$\$) in the 52-week period ending August 8, 2020 on pace for record levels. Frozen pizza has proven to be an easy, convenient, and tasty meal solution for consumers. Pizza sales for the current YTD is + 22 per cent (\$\$) and 17 per cent in units. In past years the marketing fluctuates between flat to +2 per cent dollar growth.

Overall sales in the frozen pizza segment are \$485,266,000.

The consumption of frozen pizza snacks is growing alongside single person households which now account for 28 per cent of all households in Canada (Source: Stats Canada 2016 Census of population).

In answer to the growth of frozen pizza snacks Dr. Oetker has launched Momenti Pizza.

“Our pizzas are perfect for a light meal or snack topped with delicious ingredients and now artificial colours or flavours,” shares Indresh Kohli, executive head of marketing, Dr. Oetker. “Momenti is a delicious personal-sized pizza that’s quick and easy to prepare and is only



Momenti Pizza from Dr. Oetker are delicious personal-sized pizzas.

400-420 calories per serving! It is available in Spinach, Pepperoni and Tomato & Mozzarella.”

DELISSIO launched DELISSIO Singles this year, also a smaller formatted personal-sized pizza.

Trending

Nestlé Canada Inc. sees the biggest trend as the drive towards more indulgence.

“Consumers are increasingly asking for options that replicate the type of experience they expect from takeout/delivery pizza where more indulgent and flavourful options are becoming increasingly more prevalent,” notes Christine McClean, vice-president, generating demand, foods.”

Francesca Galasso, founder and CEO of Holy Napoli Pizza notes that the same trends that are driving growth throughout grocery categories are happening in pizza.

“We’re seeing strong demand for authenticity, hand-made products and a clean label. When it comes to pizza authenticity is synonymous with Neapolitan-style. Consumers are looking for an authentic Neapolitan pizza experience in the frozen aisle, and that’s where Holy Napoli comes in. Our restaurant quality, handmade pizzas are the same type of pizza that can be found on dozens of menus around town.”



Holy Napoli Pizza provides an authentic Neapolitan-style pizza.

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DELISSIO Singles provide the taste consumers love in a personal-sized pizza.

Holy Napoli Pizza uses the same traditional methods and premium Italian ingredients like “00” flour, San Marzano tomatoes, fresh basil, fresh mozzarella and extra virgin olive oil to make the freshest, most authentic pizza available in the frozen section.

“Our experience both as restaurateurs and now as a frozen pizza brand has been that the majority of consumers are looking for pizza that is authentic and embedded in tradition. Holy Napoli pizza fills the gap that exists in the category for something that is authentic and delicious with a clean label. As per the strict rules that guide authentic Neapolitan pizza making, we also stretch every single pizza by hand, so as not to press the gas out of the outer crust”.

Homemade pizzas account for 12 per cent of pizza occasions (source: FSM Data Period R12M ending September 2017). With the pandemic there have been an increase of consumers making homemade pizzas (+2 per cent Brand Tracker Q1/Q2 2019 versus Q1/Q2 2020).

Dr. Oetker’s Pizzaiolo Kit includes a crust mix and sauce and has benefited from the homemade pizza trend.

According to Nielsen thin crust is the most popular crust type accounting for 58.1 per cent of frozen meal \$ consumption. In units — 66.9 per cent. (National, period ending: latest 52 weeks, August 8, 2020).

Ristorante with its thin crust is the No.1 frozen pizza brand in the market according to Nielsen, National, period ending: latest 52 weeks, August 8, 2020).

“We only make one kind of crust using white flour only. Ours is a thin, bubbly and yet crispy crust. Our customers appreciate the toppings instead of the dough. It took our family over two years to develop the crust we now serve. Our unique crust bakes light and bubbly on the bottom, then come the flaky layers, and the top of the crust remains moist as it holds the sauce yet acts as a barrier to prevent the crust from getting soggy,” shares Connie Spent, product developer, Spent Brothers Premium Meats.

Of course, no pizza would be complete without its toppings. Meat toppings are still the preferred topping with pepperoni being an all-time favourite.



Dr. Oetker’s Pizzaiolo Kit includes a crust mix and sauce.

Nestlé notes that the most common eaten toppings in the category are Deluxe/All Dressed, Pepperoni, Meat Lovers, Hawaiian and Three Cheese/Four Cheese.

The health & wellness section on pizza is still relatively small (\$20.4M) when compared to the mainstream set but is growing significantly (+30 per cent (Nielsen latest 52 weeks to August 8, 2020). This growth is expected to continue as manufacturers accommodate various eating preferences.

One of these healthier options that is becoming a top trend is vegan as consumers move towards a healthier lifestyle. Some consumers are fully adopting a vegan lifestyle while other are going flexitarian.

Dr. Oetker’s Pizzaiolo Kit will be updated to be vegan in their September production run.

Options such as cauliflower and gluten free are trending but still remain smaller and more niche within the broader market and appealing to specific dietary preferences.

When it comes to merchandising, the section should be organized according to the pizza shopper decision process.

“Starting with the key consumption occasions (family dinner time, snacking etc.). Create brand blocks and merchandise category items vertically to drive visibility at shelf level. Finally, ensure to incorporate key category formats and flavours that are relevant to the consumer and the category drivers. The objective is to make the section easy to navigate and help shoppers find their brand and product of choice,” explains McClean.

Ensure that products are faced showing the principle display panel. This way consumers will be able to see the product clearly, which is important in the frozen aisle. Being able to see the toppings and pizza is important as consumers buy with their eyes, notes Kohli.

“We’ve seen retailers have great success with frozen pizza sections that are faced so that the front of the box is visible. This invites consumers to experience the entire look and feel of the brand instead of just reading the flavour on the side of the box. Our packaging was designed with this in mind and we intentionally went with a bold, yet clean and



Spent Brothers most popular toppings are pepperoni & bacon, ham & pineapple, double pepperoni, supreme and meat lovers.

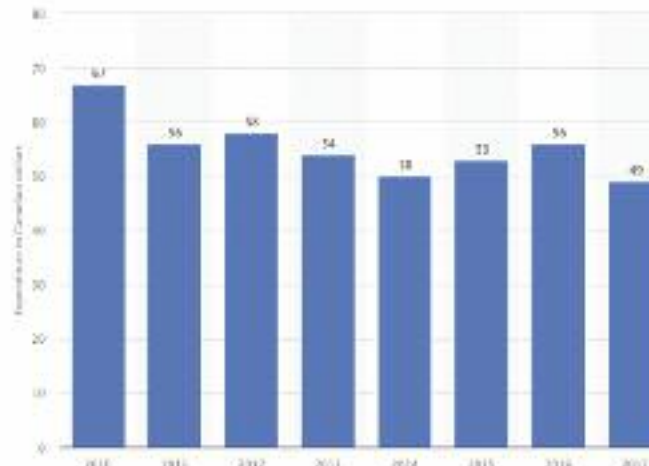
minimalist look for our pizza box. It stands out in the pizza section and it’s one of the biggest compliments we receive from buyers,” says Galasso.

Pizza displays are generally tied to feature pricing so the display should include signage of the pricing.

Top selling varieties should be double-faced. With large displays as many varieties as possible should be included in the display so consumers have a wide range of choice.

“The pizza category can be highly impulsive. This means that secondary and out of section displays have the power to trigger

Average annual household expenditure on frozen pizza in Canada from 2010 to 2017 (in Canadian dollars)



unplanned and incremental purchases across the path to purchase. Secondary displays are also important because they play a role in driving awareness and holding additional inventory for key promotional weeks. An important factor that makes a great pizza display is the chosen location in the store followed by signage/POS materials that drive in-store visibility. The content of a best-in-class secondary display should include a combination of new and breakthrough innovation and core fast-moving items — a mix that caters to a broad audience,” explains McClean.

With all of the options currently available and new additions on the horizon it is clear that frozen pizza won’t be left out in the cold anytime soon. ●

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Today's Technology is Changing Customer Experience for the Better

A NEW TECHNOLOGICAL FRONTIER



photo courtesy shutterstock.com

These days a quick trip to the grocery store has taken on a whole new meaning for the average Canadian shopper. With masks being made mandatory in many places across the country, and stores minimizing how many shoppers are in the store at once, a simple trip can turn into something a little more complicated and frustrating to say the least.

A new cross-Canada study conducted by Dalhousie University in partnership with Angus Reid polled more than 1,000 Canadians on how they are reacting to the COVID-19 outbreak. Part of the survey asked Canadians if they were worried about potential health risks when going for a grocery shop. In total, 65 per cent of Canadians reported to be concerned about transmission risks, and lack of social distancing at the grocery store. The most concerned were in Ontario, coming in at 73 per cent, whereas only 44 per cent of Saskatchewan residents claimed to be unsettled over the risks.

The recent pandemic has taken contactless payment stores, such as the Amazon Go stores, from more of a novelty experience closer to a necessity. Even before COVID-19, Amazon was striving to take the lead on enabling friction-free and contactless grocery transactions supported by computer vision technology inside Amazon Go food retail stores. Now with the pandemic it is more important and up-front than ever.

Tim Shein, president of King Business Services Corp. sees contactless shopping experiences as an eventual inevitability.

"I see a more robust, economical solution making its way into the back streets and certainly the main streets of all markets. Although there are inherent challenges to self-checkout from a staffing and oversight point of view.

COVID is teaching new behaviours amongst our guests and consumers, one of which is less touch points with people. As long as you are safe, the equipment is safe(cleaned) then you will need to deliver on the new demands on checkouts and payment processing. Getting the self-checkout acceptance in the marketplace to more than the mainstream has been accelerated by almost five-seven years."

King Business Services Corp. specializes in designing customized point-of-sale (POS) systems that fit the needs of liquor stores, high-volume retailers, small business and multi-lane grocery stores.

E-commerce platforms are also becoming much more prevalent when it comes to day-to-day shopping. In just four weeks the number of Canadian online grocery shoppers jumped 58 per cent according to a survey commissioned by PayPal in early April 2020. The survey showed that 30 per cent of Canadians are shopping online for groceries. This marks a 58 per cent jump from a comparable survey that had been conducted just four weeks earlier, before COVID-19 was declared a global pandemic. Canadians had already begun to embrace online shopping and the idea of e-commerce before the pandemic.

Ninety-five per cent of Canadians surveyed reported in early March that they had made some sort of a purchase through an online stores e-commerce platform.

Shein says is not good enough to just get an e-commerce platform, you need to commit to three things: Investment; Inventory; Impressions.



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“Investment is necessary to keep up to date, make it professional and relevant to your client base. The oversight on this is that it’s not a simple ‘OK, now we have an online store – let’s go’. There is a great deal of work and heavy lifting needed, once you are there. The infrastructure changes needed include supply chain, picking, staging, last mile or BOPIS (Buy Online Pick up In Store) and picking(personal shopper)...just to name a few. Then there is the technology investment, in-store and online.”

As to inventory Shein says you need to make certain you keep inventory true, even if you need to have a buffer stock to cover any extraordinary demands. “Not only your inventory but keep your supply chain in the loop to your progress or failures.”

You also need to commit to a seamless connection from your customers profile, in-store, to their profile online. This is critical to the success and futureproofing of your brand. The big deal is making certain you commit to the fit, feel and environment you portray(present) in store and translate it to your online brand.

The key to a successful e-commerce platform is being able to seamlessly integrate the digital experience with the in-store brick and mortar experience. Imagine an e-commerce platform that allows customer service reps to have a single view of a customer across all channels, a centralized order and inventory management system that can efficiently fulfil orders from all your sales channels, including brick and mortar stores, or utilize a customer’s order history data to provide personalized and relevant offers.

When asked what a retailer can do to improve their e-commerce platform, Nolan Wheeler, CEO of British Columbia based SYNQ says, “Is it the platform or the methodology? What do we do with an e-commerce order? We deliver, or we offer curbside pickup. That digital customer drives to our store, and then phones the store and hits an option or an extension on a phone tree. That is an analog experience for a digital customer, and it lacks any consistency to the e-commerce values.”

SYNQ is an innovative security technology company specializing in loss prevention and sales tracking solutions.

“E-commerce will always be iterating and improving,” says Wheeler “but conceptually, we have the last mile as an analog leaving a clumsy taste in the customer’s mouth. With curbside or valet pickup triggered digitally not only do you satisfy the digital customer with the digital offering, but at the end of it we can say ‘you waited two minutes and 48 seconds today, want to share on Facebook or Google review?’ Conversely, that customer whose had a challenging experience ‘sorry for the wait today, we look forward to improving next time’... then automatically in Microsoft Teams, that returning customer profile gets flagged into a management channel, where we would have a manager who would have the ability on that next customer’s curbside transaction and say ‘hope we did better today’.”

So whether it is new in-store technology or developing an e-commerce platform that seamlessly guides the customer through the shopping experience, today’s grocery retailers have options they never had before. ●



Nolan Wheeler, CEO of British Columbia based SYNQ

Inside the Mind of the Western Canadian Grocery Shopper

HOW HAS SHOPPER BEHAVIOUR CHANGED DURING THE PANDEMIC?

Shopper’s Choice - Supermarkets Total West

	PRICES	ASSORTMENT	SERVICE	OVERALL EXPERIENCE
SUPERSTORE	38%	47%	21%	28%
WALMART	21%	15%	7%	9%
COSTCO	16%	9%	23%	23%
NO FRILLS	9%	3%	3%	3%
SAVE ON FOODS	4%	10%	13%	13%
SOBEYS	1%	3%	6%	6%
SAFEWAY	2%	4%	10%	7%
DOLLARAMA	1%	0%	0%	0%
FRESHCO	2%	1%	1%	1%
YIG	1%	1%	2%	2%
CO-OP	0%	2%	5%	3%
IGA	0%	1%	1%	0%



N 500 Western Canada Grocery Shoppers

FIELDAGENT

The past six months have seen evolutions in shopping behaviour that normally would have taken years to come about in normal times. It has been a wild ride for retailers, suppliers and shoppers as we have moved from the panic buying and stockpiling in early March to the new normal of pandemic life at home.

In July, Field Agent Canada commissioned a study of 500 grocery shoppers from Western Canada to explore how they have adapted their shopping patterns as they adjust to the new normal.

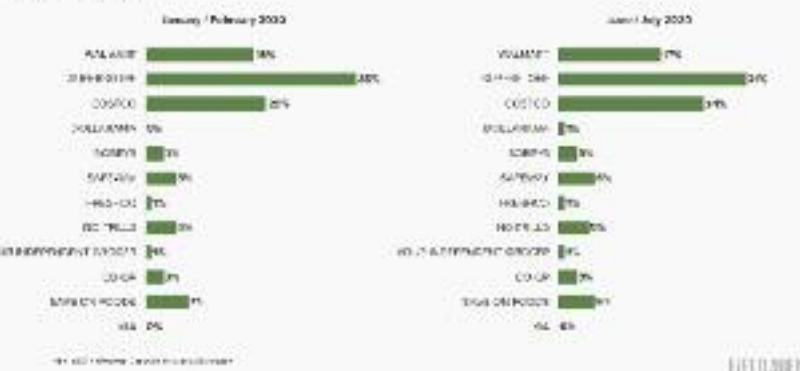
The first and most obvious finding is that the total number of shopping trips are down across all major channels (grocery, drug, mass and convenience) and across all regions. For supermarkets, shoppers have almost eliminated one full trip to the grocery store when comparing July to February. This means fewer “quick trips” and overall bigger baskets.

However, we have also seen that shoppers are more focused on “getting in and getting out” when they head to the supermarket. They are shopping with a list and a mission and paying much less attention to displays and new products as they navigate the store. This poses big challenges for brands as they attempt to launch new

Weekly Trips by Channel - Total West



Supermarket Ranked #1 Total West



innovation which usually relies on in-store display and demos as key tactics to get the attention of shoppers. In order for new products to be successful they will need to get the shoppers' attention outside the store through advertising and digital offers to make sure the new item gets on the shopping list. If it is not on the list the chance are low that it will get picked up.

We also found that trips to restaurants are down from February levels but they seem to have bounced back somewhat since the closures driven by the pandemic. This is aided by food delivery services such as Skip The Dishes and food delivery is the only channel that shows increased volumes, especially in urban areas.

Supermarkets can still take advantage of the fact that people are eating at restaurants less often by creating "experience" based offerings that allow shoppers to recreate their favorite restaurant experiences at home (think pizza night or pasta bar night). Bundling together the solution and making it a "grab and go" offering can drive sales and shopper satisfaction.

The survey also explored the banner preferences of shoppers when it comes to four key elements in choosing a grocery store:

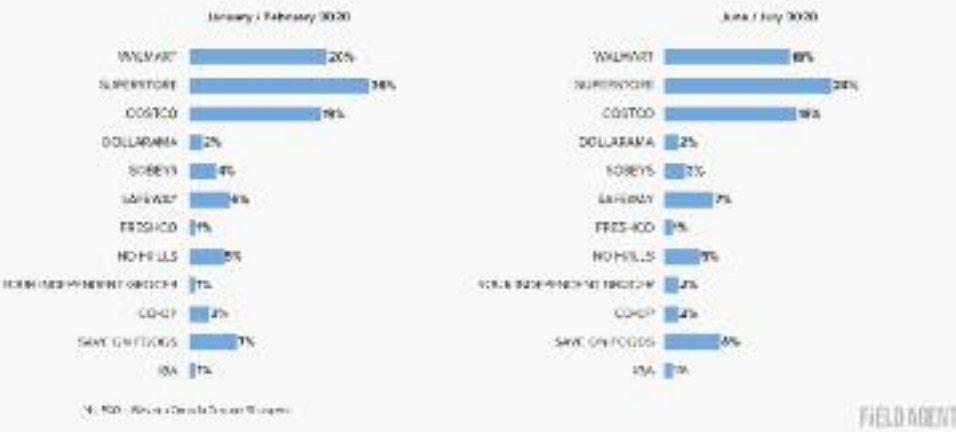
- Prices – Real Canadian Superstore
- Assortment – Real Canadian Superstore
- Service – Costco
- Overall Experience – Real Canadian Superstore

On-line Grocery Shopping - HH Penetration Total West



Jeff Doucette is the founder of "Field Agent Canada" a smartphone driven audit service that is revolutionizing how retail audits and mystery shops are completed in Canada. He can be reached at jeff.doucette@fieldagentcanada.com

Top 3 Supermarkets - Weighted Importance Total West



When combining the scores across these four elements the top-rated stores are: 1) Real Canadian Superstore, 2) Costco, 3) Walmart and 4) Save On Foods. We also see that shoppers vote with their wallets as the weighted importance of these grocery banners exactly matches the rankings above.

While ranked No.4 overall, we did see Save On Foods growing in importance for shoppers in BC, AB and SK over the period from February to July, likely driven by the rapid expansion into new markets, online delivery offerings and consumers wanting to shop closer to home and avoid busier large format stores.

On the other hand, another interesting insight is how Western Canadian shoppers increasingly see Costco as a grocery store and rank it as their No.2 overall store for buying groceries. Typically the market data available for Costco has been scant, but the results of the study solidify the idea that supermarkets must view Costco as a competitor especially in their key categories of strength such as meat and seafood, produce, frozen, natural / organic, bottled water and paper products.

While Walmart has been seen as more of a threat to traditional grocers in the West,

the numbers show that Costco is an even bigger threat and this could be compounded by the roll-out of Instacart powered delivery services at all Costco stores in the region.

This brings us to the topic of e-commerce in grocery, which has been much discussed since the early days of the pandemic. Indeed, e-commerce (either pick-up or delivery) has grown significantly over the past six months as consumers overcame the barriers to try these services in order to avoid heading to the store (if they could book an appointment).

The number of Western Canadian households using grocery e-commerce services at least once per month grew from 23 per cent in February to 29 per cent in July and increase of 26 per cent. In addition, the number of orders per month has grown from an average of 2.4 / month to 2.9 per month over the same timeframe (up 21 per cent).

This "flywheel" effect of more households using online grocery services and those households using them more frequently has resulted in a surge of online volumes. While still a relatively small part of the business in terms of market share, the potential for future growth continues to be huge, especially for pick-up services. ●

The Western Canadian grocery shopper has definitely changed and now the industry must adapt to meet these new behaviours as we rush towards 2021!

You can access the full report with over 40 pages of insights on the Western Canadian grocery shopper with splits by province here:

<https://www.fieldagentcanada.com/blog/western-canada-shopper-insights>



in the bag

WHAT'S NEW & IMPROVED IN THE GROCERY AISLE ●

Sproud - The Vegan Milk Alternative

Developed in Sweden, Sproud is already the go-to vegan milk alternative with consumers and baristas across Europe. Sproud is on a mission to bring together consumers who are looking for a healthy dairy alternative and care about the planet, by creating a product that focuses on both taste and sustainability.

The pea-protein milk comes in a stylish, eco-friendly packaging that stands out from its competitors and contains no dairy, soy, nuts, or gluten and is also non-GMO. Sproud's taste and consistency mimics traditional dairy, making it perfect to blend in coffees, teas, oatmeals, acai bowls, and more. All of Sproud's products have five times the protein of almond milk and three times the protein of oat milk per serving.



Sproud is sustainable and at the forefront of carbon footprint reduction. It is made from the remarkable pea which uses less water than traditional dairy or almonds and has an impressive 365-day shelf life. The plant-friendly product does not need to be refrigerated during its journey from production to store shelves, reducing the typical refrigerated product's carbon footprint by a third and significantly reducing unnecessary waste.

Sproud will continue to roll out to additional retailers nationwide and is currently available at Loblaw, Quality Foods, Georgia Main Food Group, Whole Foods, Goodness Me, Well.ca, Country Grocer and many more.

For more information: kyle@starmarketingcanada.com

Saltspring Harvest - Spreadable Dips



Saltspring Harvest has added to their line of high quality hand-made végé-pâté with new Spreadable Dips. Vegan and seed-based, the dips are perfect for dipping veggies and chips, spreading on crackers or as a sauce for pizza and pasta. Rich and satisfying they are a great nut-free cheese alternative (and they're school safe). Free-from: eggs, dairy, wheat, and nuts it is a perfect addition to plant-based diets and food sensitivities. Available in two savoury flavours: Artichoke and Lemon and Smoky red Pepper.

For more info: www.saltspringharvest.com

All Hail Caesar!

Yeshi Nutritional Yeast Dressing has introduced a new flavour to the popular Yeshi Dressing Family. Subtle flavours of garlic, anchovy, mustard and lemon... everything you want in a traditional caesar dressing, but with a decidedly Yeshi twist!



For more information: orders@jdefinefoods.com

Calgary Italian Bakery Famiglia Breads



Famiglia breads are a tribute to the late Luigi Bontorin and his passion for simple, local ingredients that create a nutritious bread to be shared with family and friends. Calgary Italian Bakery was formed by Luigi and Myrl Bontorin in 1962 when much of downtown was less than six stories high and deals were forged by the shake of a hand. It was born with the belief that Calgarians deserved better bread, made with love, with ingredients you could pronounce. Today, the Bontorin brothers, David and Louis, run the business with the same founding principles instilled by their father to feed the communities of Calgary with simple bread that brings people together, the way Luigi intended. Available in five varieties: Whole Wheat, White, 14 Field, Oat Bran & Sunflower Flax Bread.

For more information: <https://www.cibl.com/famiglia>

A Taste of Europe at Home

Freybe's A Taste of Europe is a premium quality, German-style charcuterie collection that explores the flavours of Europe and is inspired by Freybe's rich German heritage. The award-winning recipes are internationally recognized, winning over 425 gold medals for expertise in craftsmanship and taste. Freybe salamis use only premium pork, are hand-dipped, fermented using best in class techniques, and hardwood smoked for up to 6 weeks for optimal flavour and texture.



For more information: hsharma@freybe.com

Good Good Jams



With a rapidly growing health-conscious market, this product from Spain should be a winner in Canada. Life should be sweet, without being full of sugar. The Naturally Sweet Spreads range is keto or low carb friendly, there is no artificial sweeteners and no added sugar. Unlike other stevia products, consumers say that Good Good products do not leave a stevia aftertaste, and it tastes as good as regular jams!

Contact Spain Gourmet Canada at 604-283-7216

Maxwell House Launches New Zero Waste Single-Serve Coffee Pods

Canadian icon Maxwell House has always been, "Good to the last drop." Now, thanks to a bold new 100 per cent compostable pod innovation launch, it's "Good to the last drop. And long after."

Serving as a stamp of the brand's commitment to sustainability, the launch of Maxwell House 100 per cent compostable coffee pods provides an alternative to the popular single-serve pods. Made entirely from plant-based materials, all pod components and its inner bag are 100 per cent compostable, plus the outer carton is 100 per cent recyclable, leaving zero waste for the consumer. This helps Canadians reduce waste without sacrificing the convenience of single-serve pods or the rich flavour of Maxwell House coffee they know and love.

"We recognize the significant concern packaging waste presents and we are working collectively at all levels of our operations to explore alternative solutions," says Nicole Fischer, head of sustainability, Kraft Heinz Canada.



"Through ongoing collaboration with packaging experts, organizations and coalitions, Kraft Heinz Canada is working towards a circular economy to ensure real measures are taken to reduce single-use plastics and divert food waste from our landfills, limiting harmful impacts to our environment."

With the launch of Maxwell House 100 per cent compostable coffee pods, waste reduction is at the forefront, with sustainable packaging from beginning to end. It's a simple one-step process: toss the pod into the compost bin and it will decompose into nutrient rich soil. Leaving zero waste for the consumer, the compostable coffee pods are made of 85 per cent coffee grounds (real, actual coffee) with a paper lid, a coffee filter made from cornstarch and a plant-based compostable ring made from over 20 per cent coffee bean husks.

Certified by the Biodegradable Products Institute, this designation verifies that the compostable coffee pod meets global scientific standards for industrial compostability and is formulated to break down in a period of about seven weeks. Gone are the days of tedious separation of recyclable pod elements, including the removal of the lid, ring, mesh filters and coffee grounds. Further, organization into the correct recycling and composting categories is no longer required.

Gullón Cookies

Galletas Gullón is one of the leading biscuit manufacturers in Europe. The Bio Organic cookies range are made with ingredients from organic farming, many of the products in this range are lactose-free or milk proteins free,



without nuts, without egg and without soy. This range of cookies is perfect for kids to snack in school! The Digestive cookies range is made with the same digestive biscuits you have always loved with a new combination of ingredients, like chocolate chip and muesli. This range of cookies are also made with high oleic sunflower oil and they are high in fibre.

Contact Spain Gourmet Canada at 604-283-7216

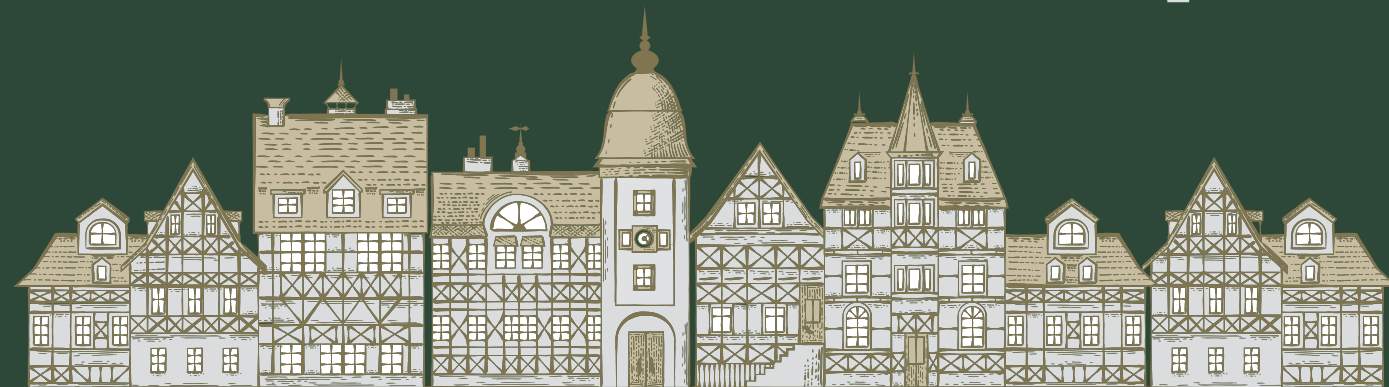
Elmhurst 1925 Plant Based Milk

More and more Canadians are turning to plant-based milks. And while subs like oat, almond, and cashew milk are filling the void left in coffee cups and smoothies by the absence of dairy, they do not necessarily have anything going for them, nutritionally speaking, other than the fact that they're not milk. Enter Elmhurst 1925, the plant-based milk innovators wholly responsible for levelling-up non-dairy beverages since 2017. Made with a patented HydroRelease method that keeps the nutritional integrity of the nuts and grains intact, Elmhurst 1925 products contain no fillers or thickeners, resulting in the cleanest, most nutritious plant-based milks on the market.



For more information: www.elmhurst1925.com

INTRODUCING A Taste of Europe



GERMAN-STYLE CHARCUTERIE SALAMI



55% of consumers prefer spending time in person with friends or family in the 'new normal world' making our charcuterie pack perfect to create those special moments

The sliced meat category saw \$35.8M of growth in 2018 and 2019 that stemmed from mixed snack-pack innovations

Charcuterie products in 100g-250g pack sizes recorded double-digit growth in sales (Nielsen 52 Wk PE February 1, 2020)



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NEW from Fleischmann's
Your Trusted Name In Baking

Fleischmann's™ yeast treated Dough Booster™, a dough enhancer designed to be added to the flour on yeast recipes, in addition to the yeast called for. Add Fleischmann's Dough Booster™ to your yeast recipes, and you will see the results:

- Dough rises faster
- Bread rises higher
- More, fluffier, and soft texture
- No artificial preservatives
- Stays fresh longer

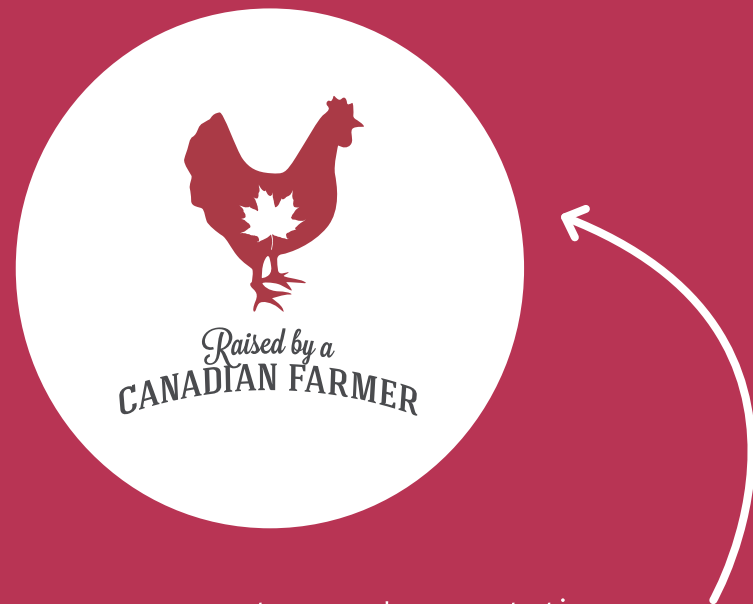
Simply add 1-1/2 teaspoons of Fleischmann's Bread Booster™ dough enhancer for every cup of flour in your recipe in addition to the amount of yeast your recipe calls for. www.makegood.ca

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