



CANADIAN FEDERATION OF INDEPENDENT GROCERS
FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS

Everything You Need is at Grocery Innovations Canada 2011

September 20, 2011 (Toronto) – The Canadian Federation of Independent Grocers (CFIG) is inching closer to its annual trade show, Grocery Innovations Canada 2011, the meeting place of the Canadian grocery industry and the only event of its kind in Canada.

More than 5,000 independent, franchised and specialty grocers are expected to attend the two-day conference and trade show, taking place **October 24 and 25 at the Toronto Congress Centre**. Grocery Innovations Canada 2011 is the industry's premier event developed by the grocery industry, for the grocery industry. Grocers and manufacturers from across the country will converge on Toronto to check out products, services and equipment at the forefront of innovation, including exhibits from some of the world's most recognizable brands, including Kraft, General Mills and Nestlé.

"Grocery Innovations Canada is the perfect opportunity for grocery retailers to learn about what's new in grocery," said John F.T. Scott, president and CEO of CFIG. "Our 2011 show has been selling out fast and will feature some great new additions as well as old favourites on the trade show floor."

This year's much-anticipated event will feature more than 300 exhibitors and 500 booths and will include a variety of specialty pavilions that highlight consumer trends, including the **Wellness 2.0: Functional Foods Pavilion**, Ethnic Fare and First Time Exhibitors. A solid line-up of guest speakers has also been confirmed; among them, **Andrew Coyne**, National Editor of Maclean's Magazine, **Amber MacArthur**, New Media Author, Strategist and TV Host, **Anthony Longo**, President and CEO of Longo Brothers Fruit Markets, and **Douglas Stephens**, President of Retail Prophet Consulting will all serve as guest speakers at Grocery Innovations Canada 2011.

Also back at Grocery Innovations Canada is the annual Canadian Best Bagger Competition, the Top 10 Most Innovative Products Contest and the 49th Annual Canadian Independent Grocer of the Year Awards, plus the final grand prize "Ignition Test" to find the winner of a **2012 Ford Mustang convertible!**

Exhibitor space and tickets for persons connected to the grocery industry are still available. Complete details are available at www.groceryinnovations.com.

The Canadian Federation of Independent Grocers (CFIG) is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. Representing over 4,000 grocery retailers from every part of Canada, CFIG is a strong and united voice for independent grocers, providing programs for operational excellence, facilitating educational and training programs and fostering enabling-relationships among retailers and suppliers. CFIG is a respected organization that speaks confidently for its retail members to industry, government, and the consumer.

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