



CANADIAN FEDERATION OF INDEPENDENT GROCERS
FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS

Applications for media credentials now open for Grocery Innovations Canada 2011

September 10, 2011 (Toronto) – The 2011 edition of Grocery Innovations Canada, the nation's premier grocery conference and trade show, is set to take place October 24 and 25. The Canadian Federation of Independent Grocers (CFIG) has announced that applications to request media credentials are now being accepted.

The event will once again take over the Toronto Congress Centre with more than 350 exhibiting companies highlighting new products and trends for 2011. This year's show will feature a variety of exhibitions including three specialty pavilions – Ethnic Fare, First Time Exhibitors and the brand new Functional Foods Pavilion. Key events to look out for include the Canadian Best Bagger Contest, Daily "Money Machine" Prize Draws and voting for the Top Ten Most Innovative Products.

Requests to apply for media credentials can be submitted online at:
http://www.groceryinnovations.com/media/media_reg.htm. Please note that due to space limitations priority will be given to media on assignment.

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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