



FOR IMMEDIATE RELEASE

GSF WEST LIVE RETAILER CONNECT DAY 2 HAS SOMETHING FOR EVERYONE. TOP 10 IN GROCERY AWARDS ANNOUNCED!

MAY 12, 2021, TORONTO— May 12, 2021 was Day 2 of the innovative GSF West Live Retailer Connect virtual meetings and conference event. This year there was an incredible line up of keynote speakers, workshops, meeting rooms and online education. GSF West Live has fully embraced the virtual environment and has delivered every bit of productivity and highlights as past shows.

With the use of a virtual A.I. powered meeting platform program, retailers and vendors did business using the latest technology to engage and grow sales. GSF West Live Retailer Connect has removed the need for costly travel, expensive accommodation and significant downtime from retailers' stores.

DAY 2 at the one-stop grocery show, kicked off with JOEL GREGOIRE of Mintel who spoke on the environment and the Canadian food consumer. AMBER MAC then presented a keynote on the 3 tech trends in a state of acceleration — a result of the fast pace of change from the COVID-19 era.

The day was also filled with workshops presented by NEIL STERN of Good Food Holdings and AMANDA LAI of McMillanDoolittle, looking at such relevant topics as “Engineering a winning customer experience”, which was followed by AMBER MAC’s fantastic session on “Redefining the customer experience”, which was a deep dive into the future of building digital-first and in-person relationships with the Gen-Z audience.

GSF West Live Retailer Connect offered on-demand education sessions throughout the two live event days. Topics such as “Competing as an Independent” and “Hot topics from the grocery aisle” are made available anytime online from May 11 to June 9, 2021.

Retailers voted on their Top 10 in Grocery picks on May 11, 2021. CONGRATULATIONS! The winners are:

Product	Company/Distributor
Kiju Organic Fruit Bites	A. Lassonde
Watkins Organic Garlic & Herb Seasoning	Acosta
BinBreeze Lavender	BinBreeze
World Taco Kit - Korean BBQ Inspired	General Mills

Candied Salmon Jerky	Hardy Buoys Smoked Fish Inc.
Water Kefir Strawberry Rosehip Flavour	Kindred Cultures
Compostable Produce Bags	LEAF Environmental Products Inc.
Shredded Feta	Saputo Dairy Products Canada GP.
Chocolate Chip Cookie Mix	Susgrainable Health Foods Inc.
Angostura Cocoa Bitters	Tree of Life

Packshots and information sheets of all the Top 10 Winners can be found here:

https://drive.google.com/drive/folders/1zZuKPHi3pwoO113KNjFv_8N1UYRObwCd?usp=sharing

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