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GSF 2023 KICKS-OFF LIVE! SPEAKERS, INNOVATIONS, TOP TEN IN GROCERY AWARDS AND MORE! DAY ONE WRAP-UP.

April 25, 2023, VANCOUVER, B.C.— Today was day 1 of **Grocery Specialty Food West 2023 (GSF 2023)** and Retailers and Exhibitors alike were pumped to be back!

Day 1 began with the MORNING CONFERENCE at the Vancouver Convention Centre, East Building. **Tom Shurrie** delivered welcome remarks that set the stage for a keynote by **Amanda Lai, McMillanDoolittle; Don Fitzgerald, Dom's Kitchen & Market; and Neil Stern, Good Food Holdings**. This panel examined aspects of the future of food retailing. **Marc Valois from Intersol Group Ltd.** then delivered a speech about the Canadian Grocery Code of Conduct.

At 9:00AM, the concurrent workshops began. Some of the topics included: “Ethnic Consumer Insights” by **Justin Poy, The Justin Poy Agency and Wilson Kam, Mobiltech**, “From a Place to Buy to the Place to Be”, by **Tony Chapman, Chatter that Matters**, and a valuable “Value Challenge”, by **Ken Wong, Queen's University, Smith School of Business**.

The LIVE trade show floor officially opened its doors at 11:00AM and attendees were eager to check out the products and booths.

Today was a day of competition as well. The Best Booth Awards adjudicated by trade publishers were granted to:

Best Double – **Nellie’s** #614
Best Marketed – **Lactalis** #908
Best Multi – **High Quality BioEurope** #1742
Best Single – **Dr. Bee** #1215

Then came the highly anticipated “TOP TEN IN GROCERY AWARDS”! In the afternoon, Editors from leading trade publications along with a retail committee voted on their top picks for the "Top 10 in Grocery Awards" chosen amongst the New Product Showcase entries.

The winners of the Top TEN in Grocery are (in no particular order):

1./ Product Name: **Woolwich Dairy Soft Fresh Goat Cheese Pops**
Manufacturer: Saputo Dairy Products Canada GP
Category: BEST DAIRY PRODUCT

2./ Product Name: **Ice Honey**
Manufacturer: Dr. Bee
Category: BEST LOCAL PRODUCT

3./ Product Name: **MushrooMeat™**
Manufacturer: Untamed Feast Inc.
Category: BEST PLANT-BASED FOOD

4./ Product Name: **MARTINI® Non-Alcoholic Aperitivo**
Distributor: Tree of Life
Category: BEST BEVERAGE

5./ Product Name: **Oily**
Manufacturer: Unilever
Category: BEST HEALTH & WELLNESS PRODUCT

6./ Product Name: **Single Serve Pourover Coffee**
Manufacturer: CuppaJoe Coffee Roasters
Category: BEST PRODUCT DESIGN

7./ Product Name: **Homestyle Omelette Bites**
Manufacturer: EggSolutions Vanderpol’s Eggs
Category: BEST BREAKFAST PRODUCT

8./ Product: **Moon’s Gourmet Green Tea Dressing**

Manufacturer: Moon's Gourmet Foods Ltd.
Category: BEST SAUCE

9./ Product Name: **Kakao Match'o**
Distributor: LPB Distribution
Category: BEST DESSERT

10./ Product Name: **The General's Hot Sauce**
Distributor: Jimmy Zee's Distributors Inc.
Category: BEST PACKAGING

The day concluded with a "mix and mingle" followed by a Gala Dinner in the West Building of the Vancouver Convention Centre in the epic Summit Room. At this Gala, Cara Keating of Frito Lay North America, was feted as the 2022 recipient of CFG's Life Member Award in the Industry Builder category, as well as, Peter Cavin, Country Grocer, Victoria, B.C., awarded the 2021 CFG Life Member Award in the Independent Grocer category, were presented their awards!

-30-

Contact:

Nancy Kwon |Canadian Federation of Independent Grocers|T:416.219.0952|nkwon@cfg.ca

For images and links:

Sophia Chan at schan@justinpoy.com