



**FOR IMMEDIATE RELEASE**

## **GSF 2023 WRAPS-UP ANOTHER INCREDIBLE WEST COAST GROCERY SHOW!**

**April 26, 2023, VANCOUVER, B.C.**— Day 2 wrapped up at Grocery Specialty Food West on April 25, 2023. The Top 10 in Grocery Awards winners saw their winning products displayed in the exclusive shiny glass case just for Top 10 Winners as delegates filed their way into Exhibit Hall A for breakfast and Welcome Remarks by **Dan Bregg** of Pattison Food Group and CFG Chair. This was followed by a fireside chat featuring the Second-Gen Grocers Retail Panel with **Craig Cavin** (Country Grocer/ Island Independent Buying Group), **Jason Vesely** (Westlock Sobeys), **Justin Schley** (Quality Foods) and **Tony Chapman** (Chatter that Matters)

**Douglas Porter**, BMO Financial Group's Chief Economist delivered the first highly anticipated keynote followed by a coffee break. The valuable workshops began right after the first coffee break. There was a choice between a significant "Policy Update" from **Gary Sands**, (CFG) and "Stand for to Stand Out" by **Tony Chapman** of Chatter that Matters. Two more simultaneous workshops followed: "Exploring diverse advertising in the age of rapidly evolving digital media" by **Justin Poy**, The Justin Poy Agency and "What shoppers want" by **Beth Brickel** (Ensemble IQ). **Stewart Samuel** from IGD delivered a workshop on "Solutions to excite and delight", while **Ken Wong** of Queen's University S.J. Smith School of Business gave deep insight in "U.S. Retailer in Canada: Blown strategy or cautionary tale?"

Believe it or not — this was all before the trade show floor opened at 11:00AM in Exhibits Hall A, B and C. This year's exhibitors certainly delivered on the promise of innovation, new products and incredible sampling programs highlighting Canadian companies, local B.C. manufacturers, sustainability and healthy trends from Europe.

The Insights and Innovations Stage featured content such as “Fair Trade”, a “Lactalis Sampling Session” (**Duane Sobie**, Lactalis), In-Store Foodservice (**Stewart Samuel**, IGD) and “Sustainability and Regulations” with **Gladys Osien, Jon-Paul Powers, Laura Gomez, Mark Youden** of Gowling WLG.

**The trade show floor wrapped up at 4:00PM.**

**SAVE THE DATE!**

**Grocery Innovations Canada**, Canadian Grocery's LARGEST Meetings, Exhibition and Conference returns **October 24 & 25, 2023** at the Toronto Congress Centre! MARK YOUR CALENDARS for a World of Opportunities! To reserve a booth, contact **Rolster Taylor** at [RTaylor@cfig.ca](mailto:RTaylor@cfig.ca)

**Grocery & Specialty Food West** will return to **Vancouver on April 22 & 23, 2024** at the **Vancouver Convention Centre, East Building.**

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