

FOR IMMEDIATE RELEASE, January 9, 2007

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Attention Food/Assignment Editors:

Media Alert - Canada's premier foodservice event serves up renowned speakers from across North America and a chock-a-block full menu of what's to come on Canada's foodservice scene

Toronto, January 9, 2007 – Do you know

Eating out is one of the key trends defining how we live and eat. It reflects changes in our culture and demographics; shifts in our tastes and palates and Canadian's sense of adventure when it comes to eating and living well.

Join renowned speakers from across North America at the 15th annual Foodservice Interchange, Canada's premier foodservice event. If you're interested in knowing how Canada's foodservice industry is adapting to Gen Y'ers, Boomers, what's hot in kids menus, and how Canadians' growing interest in gourmet and global food trends are affecting what we eat when we eat out, then you don't want to miss this event.

What: Foodservice Interchange Conference 2007 - "Leveraging Trends Into Bottom Line Strategies"

Who: Experts from across North America's foodservice industry will talk about consumer trends and what consumers can expect from Canada's foodservice industry in the coming months and years:

The program includes:

- ***International trend expert, former editor of McCalls, menu consultant and award winning author of a series of the Top 10 Trends articles which appeared in Food Technology, Dr. Elizabeth Sloan: "Putting the Trends to Work for You"***
- ***Economist and Author, Dr. David Foot: How Changing Demographics are Redefining Consumer Foodservice Needs***
- ***Rosanna Caira, Editor, Foodservice and Hospitality Magazine & Hotelier Magazine: The Year in Review: 2006:***
- ***Eating Patterns in America: Harry Balzer, Vice President, the NPD Group, Inc.***
- ***"Only in Canada, eh? What Makes the Canadian Consumer Unique?": Jane Graham, General Manager, Foodservice, NPD Canada***
- ***SIR Corp. - Who Says Change Isn't Good?: Corey Dalton, COO and George Kakalettris, V. P. Marketing & Branding, SIR Corp.***
- ***Dairy Queen Canada, Inc. – A Smile and a Story Jean Champagne, Chief Operating Officer – International Groups, Dairy Queen Canada, Inc.***

Also featuring:

- **Grand Prix New Product Awards Program Finalists**

In addition to these expert speakers, the 2006 North American Foodservice Grand Prix New Product Awards Program Finalists will be announced.

When: January 30, 2007, 9:00 a.m. to 4:30 p.m.

Where: The Pearson Convention Center
2638 Steeles Ave. E., Brampton, Ontario

This FCPC event is held in collaboration with the Canadian Council of Grocery Distributors and sponsored by NPD Group, Foodservice and Hospitality and Le Revue HRI.

To conduct interviews with speakers prior to the event and/or to confirm your attendance at the conference please contact:

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For additional conference information, visit: http://www.fcpc.ca/events/current/fsi_013007.html