



## WALKERS PROGRAM – LETTER OF INVITATION

### SUMMER FANCY FOOD SHOW 2010

#### **Experience for Yourself The Best Market in the U.S. for Specialty Food**

If you are visiting the Summer Fancy Food Show in New York, the Consulates General of New York, San Francisco, and Philadelphia, and Agriculture and Agri-Food Canada invite you to register (see attached form) to participate in an interactive *In-Market Experience*.

If you are interested in expanding your business to the U.S. market, or growing your existing U.S. business, this Experience is not to be missed. Your In-Market Experience takes place in New York City, surrounding the Summer Fancy Food Show.

Your program begins **Friday, June 25<sup>th</sup>, 2010** with a hands-on educational component, where you will learn from leading private industry experts how to establish your U.S. price list, how U.S. retailers work, margins for distributors and retailers, the lucrative Kosher market, and how to ship your products across the border as painlessly as possible.

Learn first hand your preferred product placement, competition, and competitor's pricing by joining us **Saturday, June 26<sup>th</sup>** for a walking tour of Manhattan's leading retailers including: Zabar's, Citarella, D'Agostino's, and Fairway.

The participation fee for this unique event is CDN \$100 (see attached Walkers' Program and Registration Application).

Your In-Market Experience ends with a visit to the Summer Fancy Food Show June 27<sup>th</sup> – 29<sup>th</sup> at the Javits Center. Each participant is responsible for making their own travel arrangements as well as purchasing an entrance badge for the show. Upon receipt of your registration, you will receive a complete agenda for your review including travel and badge entrance instructions.

Beth Pomper, Trade Commissioner  
Consulate General of Canada  
Phone: 267-207-2889  
E-mail: [beth.pomper@international.gc.ca](mailto:beth.pomper@international.gc.ca).

Looking forward to seeing you in New York!

## **WALKERS' PROGRAM**

### **Friday, June 25<sup>th</sup>, 2010**

#### **08:00 – 16:30 Seminar: Tactics to succeed in the US Specialty Food Market**

**Location:** Canada Room, Consulate General of Canada  
1251 Avenue of the Americas  
New York, NY 10020

#### **Topics:**

- Learn from a leading Specialty Food Distributor, how to establish an accurate U.S. Price List
- Working with retailers
- The Kosher Market
- Shipping and Distribution Channels
- One-on-one with a panel review of your product, packaging and promotional material

### **Saturday, June 26<sup>th</sup>, 2010**

#### **10:00 – 14:00 Stores Tour**

**Store to be visited:** Whole Foods, Zabar's, Citarella, D'Agostino, Fresh Markets, Gourmet Garage, Fairway, and West Side Market

#### **The tour will begin at 09:50 in front of Whole Foods**

Columbus Circle  
10 Columbus Circle, Ste SC101  
<http://www.wholefoods.com/>

**Objectives:** Accompany the Canadian Consulate and the Quebec Office in New York and join other new to market Canadian companies in visiting all formats of retail stores, learn who your competitors are and compare pricing and packaging.



## REGISTRATION FORM FOR WALKERS' PROGRAM

**REGISTRATION DEADLINE: June 15, 2010**

**IMPORTANT INSTRUCTIONS!**

**Fill in all sections of the form and sign at the bottom**

**Mail the form to Alice Brisson with a cheque payable to the:**

**Receiver General for Canada**

Alice Brisson, Project Officer  
 Agriculture and Agri-Food Canada  
 1341 Baseline Road, T5-4-101  
 Ottawa, Ontario K1A 0C5  
 Tel.: 613-773-1548 Fax: 613-773-1555  
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 Website: [www.ats.agr.gc.ca/eve/4675-eng.htm](http://www.ats.agr.gc.ca/eve/4675-eng.htm)

WALKING COMPANY INFORMATION:							
Person(s) Attending							
Company Name							
Street Address							
City							
Province				Postal Code			
Telephone Number				Fax Number			
Email				Webpage			
Type of Company	Manufacturer		Importer		Distributor		Broker
	Supplier		Agent		Government		Other

PARTICIPATION FEE:	
A. The all-inclusive Walkers' Program fee of CDN \$100.00 per person includes the following:	
<ul style="list-style-type: none"> <li>Seminar on Friday, June 25<sup>th</sup></li> <li>Store Tour on Saturday, June 26<sup>th</sup></li> </ul>	<ul style="list-style-type: none"> <li>Meet with participating Trade Commissioners</li> </ul>
B. Number of Walkers _____ x CDN \$100.00 each	Total: \$ _____
C. We agree to abide by the conditions included above.	
Signature _____ Applicant	Date _____