



STEP – Asia

Grocery Innovations Canada

**October 23 & 24, 2017
Toronto, Ontario, Canada**

TRIP REPORT

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Overview/ Mission Description

Grocery Innovations Canada (GIC) is the only national grocery show in Canada and attracted more than 3,000 key grocery stakeholders and more than 300 exhibitors to the show last year. The show is the epicenter for grocers seeking the latest innovative products. Categories covered at the show include gourmet food, snacks, beverages, beer & wine, ethnic specialties and fresh, frozen and refrigerated foods. GIC is dedicated to serve the growing multi-billion dollar grocery industry, and provides an excellent opportunity for food suppliers to meet key retailers and buyers, especially those grocers representing 30% of the grocery market.

GIC is a featured event of the Canadian Federation of Independent Grocers (CFIG). Exhibitors will have the opportunity to showcase innovations and unique products, participate in networking events, educational seminars and workshops throughout event.

Summarized Agenda

The 2017 GIC show was held at the Toronto Congress Center on October 23 and 24. GIC show is a two-day trade show with additional programs such as New Product Show case and key retailer connect B2B program, mingle and social events, as well as workshops that cover topics such as financial payment systems, internet transactions and financial management system.

Market Information

Ontario has a population of over 13 million residents with a large number of gourmet, independent and chained grocer stores operating. The province also has a diversified society helping the growth of ethnic and specialty stores. Sobeys Inc owns has 336 stores in Ontario alone, such as FOODLAND, FRESHCO and SAFEWAY. Out of 336 stores 247 are Franchise stores and other grocers are such as Metro, Your Independent Grocer, Whole Foods Market and Loblaws.

The trade floor featured over 113,700-sq.-ft. of dedicated space focused on key grocery and specialty categories. 5,100 attendees were at the show, where key decision makers and business owners made up the majority of the population. 82% of the attendees are independent, franchised grocers and supermarket. This year's new key pavilions showcased global, gourmet and specialty markets, such as Korea, Peru, Colombia and Mexico. Saskatchewan, Choose Ontario, Quebec, and Manitoba had a presence with their local companies.

New Product Showcase spotlights exhibitors' innovative products to grocery professional and the only way to give products a chance to be selected as the top 10 most innovative product at the GIC show. The showcase display is located at the show floor entrance lobby area, where is in the most exposed area of the show and would add traffic to exhibitors' booths and enhance media coverage.

Key Retailer Connect B2B program is other program offered at the show, it provides opportunity exhibitors to set up direct business meetings with grocers in order to introduce their products and discuss potential buying to grocer buyers directly.

Traffic at the STEP booth was steady, the corner booth attracting traffic from two different directions. This show serves as a great portal to the Eastern Canadian grocery market for our Sask agri-food companies.

Results

In total, six STEP members participated in GSFW 2017. Five STEP members were exhibiting at the show as part of the STEP booth and one chose to exhibit in their own booth. Several STEP members participated in the New Product Showcase program at the GIC show, which allowed them to have extra exposure and to attract more grocery buyers and Medias for their innovative products. Approximately 71 leads were identified through the exhibitions, and it is estimated that there will be around a quarter million dollars in new business sales over the next 12 months according to the feedback from the participating companies.

Recommendations

This is the first attempt for STEP and our members to participate in the show. Although the corner STEP booth had steadily traffic, STEP would try to get a more centrally located booth with heavier foot traffic when we return to the show.

Photos

