

# bakery showcase

# 2008

## Attendee Registration Kit

**FREE  
PARKING**

### At Canada's national baking trade show and convention event

- Join 4,000 industry professionals including retail, in-store, foodservice and wholesale bakers
- Visit the trade show
  - see exhibits with ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve)
  - watch the Team Bake Canada daily demonstrations
  - view the Decorative Bread Contest entries and see who captures the \$5,000 1st place prize — produced by the BAC Ontario Chapter
- Learn at the informative educational seminars
- Network at the event including social functions
- Held every other year, it is THE place to see the best, the newest and your favourite products, ingredients, equipment, services and technology

**MAY 4 - 6**

Toronto Congress Centre  
650 Dixon Rd (Hwy 27 & Dixon)

Contact us for more information:  
7895 Tranmere Dr, Ste 202, Mississauga, ON L5S 1V9  
Tel: 905-405-0288, 888-674-2253  
Fax: 905-405-0993 E-Mail: [info@baking.ca](mailto:info@baking.ca)  
[www.baking.ca](http://www.baking.ca)

Produced by

*Baking Association  
of Canada  
Association canadienne  
de la boulangerie*

To keep your business successful, it's important to stay on top of what is happening in the baking industry. The 2008 educational seminars will profile relevant and timely industry topics featuring renowned industry experts. And the social activities will allow you to network with friends and peers.

## Sunday, May 4

### BAC Annual General Meeting

8:30am – 9:30am

BAC Members Only

The annual meeting of members provides a review of the Association's activities over the past year as well as direction for the future.

### New Product Showcase

9:30am – 12:00 noon

Free seminar for all Attendees!

Looking for the latest products, ingredients, equipment, technology and/or services. Let the New Product Showcase, which features multimedia presentations, be one of the first stops in your quest for information. The companies listed below will give you a 10 minute snap shot of their latest offerings and will have the items on display in their booth if you need more information.

*Note: The products listed below do not represent all of the new products at Bakery Showcase rather only those products from companies who expressed an interest in participating in the New Product Showcase. Visit BAC's web-site [www.baking.ca](http://www.baking.ca) to view an up-to-date list of New Products.*

#### Protect Your Product From a Twisted World

##### InnoSeal Systems

InnoSeal Systems will be presenting the "InnoSealer" a tamper evident bag closing system used in thousands of bakeries worldwide. The Innosealer offers a quick and easy way to seal your product. Offers a 7-day color coding system or private label.

##### AKR Consulting

Product development and process improvement is more important than ever, as our competitive export and domestic marketplaces become more challenging.

AKR Consulting, for years a well-known research tax credit advisor, is now specifically focused on assisting our food industry to conduct the most economical and cost-effective development work through the efficient use of Canada's Scientific Research and Experimental Development (SRED) tax credit system.

Join us for a summary of recent changes to the SRED Program and an overview of our services to Canada's bakers.

#### New Non Hydrogenated Products & Brand Name Change

##### Canbra Foods

Canbra Foods is considered the Pioneer in helping the food service trade rid itself of trans fats with our Canola Harvest HiLo Zero Trans Fat High Oleic Canola Oil for deep fryers. For the bakery trade, we have developed the following non-hydrogenated shortenings and margarines:

Those products are:

- Canola Harvest GPS, a non-hydrogenated all purpose baking shortening
- Canola Harvest Bake It, a non-hydrogenated hard margarine for sweet goods
- Canola Harvest Spread It, a non-hydrogenated soft-spreadable, low saturate margarine for use in cookies and spreads

We are currently developing other non-hydrogenated products for Donut Frying, Danish & puff pastry needs.

##### Lesaffre Yeast Corporation

Minute Bread™ - a great dough conditioner for par baked breads. Minute Bread™ allows the bread to have a final bake of less than 3 minutes. It reduces bake times, eliminates crust shrinkage and shelling. Also gives a better final color to the bread.

Red Star Fresh Yeast — An outstanding compressed yeast that gives the bakers consistent yeast performance and product quality. It is convenient & easy to scale and has a shelf-life of 28 days for 1 lb blocks.

#### TANCS for Everything – Enhanced Steam Sanitation

##### Intersteam Technologies

Intersteam Technologies is pleased to introduce TANCS to the Baking Industry. Thermal Accelerated Nano Crystal Sanitation is an innovation that allows you to use high heat, low-moisture, chemical-free steam vapour to clean, sanitize and disinfect your facility and equipment. Eliminate dirt, grease, bacteria, viruses and pathogens thousands of times faster than topical chemicals. Clean floors, racks, trays, pans, walls, mixers, ovens, proofers, casters and more. A TANCS module installed in a SteamKing 1500 Vapour Steam Cleaning System will double your boiler warranty to 6 years. Reduce labour and chemical costs and save time on your toughest cleaning tasks.

##### Coagel Corporation

Dr. Alex Marangoni, Professor of Food Science and Canada Research Chair, will discuss both the science behind the patented Coavel shortening alternative and its application to the baking industry. Coavel can be used to produce bakery products that have both no trans fat and very low levels of saturated fat. Coavel is the first shortening alternative that provides a viable option to food processors challenged to reformulate their products that currently contain trans fat and high levels of saturated fat. Coavel can be substituted for shortening, butter, lard and bakers margarine in a wide range of bakery applications.



## “COMFORT GREEN” – The Next Generation of Disposable Piping Bags

### One Way Disposable Piping Bags

One Way Plastics Ltd will introduce at Bakery Showcase 2008 the “next generation” of disposable piping bags, to be known as “Comfort Green”. The main feature of Comfort Green is its beautifully soft touch, both for decorating and during refilling. It will be loved by decorators because of its excellent grip at all times.

## Seizing the Gluten-Free Opportunity

### Gluten Free Gourmet

The gluten-free market is more than a trend; it’s a growing need! Learn why North American sales of gluten-free products will exceed \$2 billion by 2010. Get the inside story on gluten intolerance and its link to celiac disease, diabetes, autism, multiple sclerosis and rheumatoid arthritis. This market segment represents significant retail opportunities. Capitalize on the innovative lines offered by two of Canada’s fastest growing gluten-free brands – Kingsmill/PaneRiso and PatsyPie. Discover their gluten-free breads, pizzas, mixes, cookies, biscotti, brownies as well as their newest products — muffins, bread crumbs and croutons.

## Wheat Proteins: Beyond Bread

### ADM Milling Company

Ideal for products requiring natural ingredients, SmartBind natural wheat proteins provide the unique functionality of sugar or fat in delicate systems that demand a desired texture and flavor with added protein. SmartBind can be used to replace egg and dairy proteins by providing structure and aeration in a variety of bakery applications. These proteins can deliver enhanced texture and taste, nutritional improvements, or cost savings. SmartBind is designed to improve crumb softness, freeze-thaw performance and heat tolerance. In microwave applications, SmartBind natural wheat proteins provide even heat distribution to prevent dryness and brittleness.

## Canadian Labeling Machines for the Canadian Markets

### Nita Labelers Inc

Nita will introduce its new line of labelers with top of the line components that eliminate downtime and facilitates setup. From top and bottom labelers to clamshells, print and apply or stand alone labelers we’ve got em to answer your most demanding applications. For opaque or transparent labels alike.

## Caribou Ridge Bakery – An Innovative In-Store Bakery Brand

### Weston Bakeries

Ready Bake Foods has recently launched Caribou Ridge Bakery, an innovative in-store bakery brand. Caribou Ridge is a high-end, gourmet line of bakery goods using top quality ingredients. These smaller sized, specialty products

are targeted towards older consumers and smaller family sizes, two groups looking for smaller baked goods, for fewer people in the household. Caribou Ridge also fit well within a more health conscious consumer landscape. Today’s consumers are paying more attention to how much they eat – wanting to eat higher quality foods in smaller portions. Caribou Ridge allows consumers to do just that.

## ABM 310 Gluten & Emulsifier Enhancer

### Fleischmann’s Yeast

ABM 310 Gluten & Emulsifier Enhancer, the latest in enzyme technology, is designed to allow for **gluten and/or emulsifier reductions**. It comes in both a powder and tablet form. Doughs made with this innovative ingredient can benefit from reduced mix times and easier development of the dough. As gluten costs continue to rise, ABM 310 is a powerful alternative for enhancing grain characteristics in bread and bun production. Fleischmann’s Yeast, A Division of AB Mauri Food Inc, developed ABM 310 in collaboration with Innovative Cereal Systems, a sister division of AB Mauri Food Inc.

## CITRI-FI – The “right ingredient” at the “night time”

### Hollimex Products Inc

This presentation will outline how using CITRI-FI CITRUS FIBER, an “all natural” fiber, baker’s can replace fat without compromising taste and quality. An overview of CITRI-FI’s moisture management functionality with respect to baked goods will also be discussed. CITRI-FI... enhancing food freshness and nutrition.

## Welcome Reception

5:00pm – 6:30pm

Free Admission, Cash Bar

Before heading off for dinner, join us at this reception. It’s a great opportunity to relax and converse with friends and colleagues.

## NEW

**Team Bake Canada** will be demonstrating the products they created for the April 2007 Louis Lesaffre Cup qualifier in Mexico each day of the event. Come watch the fun, ask questions, taste the product and learn some new techniques with your Team Bake Canada.

- Didier Juliens will be creating an assortment of Viennoiserie including cranberry butterfly, maple syrup brioche and chocolate rings
- Tracey Muzzolini will be making a variety of breads including honey mustard, pine nut and flax, apple cider sourdough and a truly unique Maple Leaf shaped granola bread
- Bill Clay will be re-creating his artistic showpiece using the theme “Bread as a symbol of your country” using a variety of live and dead doughs as well as many unusual techniques.

## Monday, May 5

Harold Lloyd, one of North America's top retail specialist will present two informative topics this morning.



**Harold Lloyd**

### Your Employee's First 30 Days

9:00am – 10:30am

Ever wonder how your newest employees are really treated during their first 30 days on the job? Sure, you have an idea, but do you really know? Harold will provide real life examples of the good, the bad and the very ugly way we introduce new employees to our world and you'll see that we are more of the culprit than the victim when it comes to new employee turnover. This session will show you the importance of evaluating your new employee orientation program and how to make the early phase of their relationship with your company infinitely more positive.

### Fishin' For Sales?... Better Bait The Hook

10:45am – 12:00noon

Minimal inflation, myriad new competitors and merchandisers preoccupied with ECR, ABC and category management...or worse, downsizing or merger-mania...no wonder sales are flat with few encouraging trends in sight. Meanwhile, your customers are being subjected to a shopping environment more and more devoid of sizzle. This tendency to move towards "plain vanilla" merchandising plays right into the hands of your competitors; the category killers, niche marketers and on-line operators. In this session you will:

- get in-store merchandising techniques that stimulate more consumer spending and maximize sales
- discover merchandising ideas that can be effectively implemented in 1, 10 or 100 days
- learn ways to invigorate employees with new and exciting ways to sell

## Tour the Trade Show...

to see the products in action and meet the people behind them. Each day from 12:00noon to 5:00pm Bakery Showcase 2008 puts you face-to-face with the people who understand your business. Visit the trade show floor to see unlimited possibilities such as:

- ingredients
- equipment
- services, technology
- baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve)

## Tuesday, May 6

### Enhancing Your Attributes — Making Your Products Healthier!

9:00am – 10:30am

Trans Fat Free, reduced saturated fat, sodium and/or sugar, prebiotic, high fibre, whole grains are some of the buzz words used to sell products to today's informed consumer. Removing components or adding ingredients can improve the healthfulness of your baked goods. In this seminar you will learn about:

- which components should be removed and/or replaced to make your product both conform to legislative requirements as well as be on the cutting edge of healthy
- immediate product "fixes" to address upcoming government and consumer requirements/concerns
- ingredients — prebiotics, omega-3, fax, fibre, micronutrients — that can be added to enhance your products. Why they are beneficial for your customers and how can you get these ingredients into your products? Can you ever be too healthy? At what stage is your product healthy enough?
- the challenges in making these changes to your product. Can these changes be accomplished in your product category? Are consumers willing and ready to pay for these enhancements? Can we get these products to market?



**Philip Lee Wing**  
The Food Development Group



**Laura Pasut**  
BAC Consumer Ed Spokesperson

### Communicating Changing & Complex Nutritional Messages to Consumers

10:45am – 12:00noon

It's impossible for consumers to ignore the almost daily reports about diet and health – including conflicting headlines that leave many wondering if scientists are capable of making up their minds. Recent controversies over fish, dietary fat, carbohydrates, even Vitamin E, have raised questions and left many people wondering what to eat. At the same time, consumer interest in nutrition is at an all time high with whole grains, fibre and omega-3 fatty acids top of mind. In this session, Leslie Beck will share her insight into communicating complex nutrition messages. She will discuss consumer nutrition attitudes, knowledge and behaviours, current hot topics in nutrition and factors that shape our eating trends.



**Leslie Beck**

## Hotel Information BAC is pleased to offer two hotels for Bakery Showcase 2008

### Notes:

- Hotel reservations should be made directly with the hotel
- When contacting the hotels, please ensure that you indicate you are attending Bakery Showcase 2008 so that the proper rate will be quoted
- The hotels cannot guarantee the special BAC/Bakery Showcase room rate after the cutoff date
- Book your rooms early! The hotels have advised that popular nights such as Saturday and Sunday fill up quickly

### Crowne Plaza Toronto Airport Hotel

Located close to the Toronto Congress Centre. There will be a complimentary shuttle service to and from the Toronto Congress Centre during the show dates (May 4-6).

#### Room Rate:

\$128.00 (Cdn) Single/Double plus taxes and fees  
Promotional Code: Baking (Bakery Showcase 2008 group rate) Cutoff date for special room rate is April 11, 2008

#### Address:

33 Carlson Court, Toronto, ON M9W 6H5

Tel: 416-675-1234

Fax: 416-675-3436

Web-Site: [www.cptayyz.com](http://www.cptayyz.com)

*Note: On the web-site enter BAK in the Group Code field located on the left side of the screen.*

### Radisson Suite Hotel Toronto Airport

Located directly next to the Toronto Congress Centre with a short, outdoor walkway between buildings.

#### Room Rate:

\$135.00 (Cdn) Deluxe Suite or \$149.00 Business Class Suite plus taxes and fees  
Promotional Code: Baking (Bakery Showcase 2008 group rate) Cutoff date for special room rate is April 10, 2008

#### Address:

640 Dixon Rd, Toronto, ON M9W 1J1

Tel: 416-242-7400

Fax: 416-242-9888

Web-Site: [www.radisson.com/torontoca\\_airport](http://www.radisson.com/torontoca_airport)

*Note: On the web-site select More Search Options in the Check Rates & Availability Box then type Baking in the Promotional Code field.*

### Travel & Tourism Information

If you are planning on enjoying the sights and sounds of Toronto or Ontario either before or after the event, you may find the following tourism contacts useful:



### Ontario Ministry of Tourism

[www.ontariotravel.net](http://www.ontariotravel.net)

1-800-ONTARIO (668-2746)



### Tourism Toronto

[www.torontotourism.com](http://www.torontotourism.com)

1-800-499-2514

416-203-2600



# At a Glance Schedule of Activities

## bakery showcase

# 2008

Time	Sunday May 4	Monday May 5	Tuesday May 6
8:30 am	BAC Annual General Meeting		
9:00 am		Your Employee's First 30 Days	Enhancing Your Attributes — Making Your Products Healthier
9:30 am	New Product Showcase		
10:30 am			Coffee Break
10:45 am		Fishin' For Sales?...Better Bait The Hook	Communicating Changing & Complex Nutritional Messages to Consumers
12:00 noon – 5:00 pm		<b>TRADE SHOW OPEN</b> Team Bake Canada Demo Decorative Bread Contest Displays	<b>TRADE SHOW OPEN</b> Team Bake Canada Demo Decorative Bread Contest Displays
5:00 pm – 6:30 pm	Welcome Reception		



**Bakery Showcase 2008** is produced by the Baking Association of Canada (BAC), the industry association representing Canada's \$5 billion baking industry. BAC's mandate is to further the interests of Canadian retail, in-store and wholesale bakers through advocacy and effective programs at the regional and national level.

7895 Tranmere Dr., Ste 202, Mississauga, ON, L5S 1V9 Tel: 905-405-0288 or Toll free in North America 1-888-674-BAKE (2253)  
Fax: 905-405-0993 E-Mail: [info@baking.ca](mailto:info@baking.ca) Web-Site: [www.bakingassoccanada.com](http://www.bakingassoccanada.com)