

# bakery showcase **2004**

**May 16-18, 2004**

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

**FREE  
PARKING**  
for 6,000 cars!

## **attende registration kit**

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

- Join over 4,500 industry professionals from across Canada and abroad including retail, in-store, food service and wholesale bakers
- Visit the trade show – over 40,000 sq.ft. of exhibit space
- Learn at the informative seminars and workshops
- Network at the social functions
- Held every other year, it is THE opportunity to see ingredients, finished/unfinished baked products, equipment, services and technology for the Canadian baking industry

Produced by



# bakery showcase 2004

To keep your business successful, it's important to stay on top of what is happening in the baking industry. The 2004 workshop sessions will profile relevant and timely industry topics featuring renowned industry experts. And the social activities will allow you to enjoy fine food, great entertainment and the opportunity to network with friends and peers.

General Admission price includes the trade show and all workshop sessions (excludes Premium seminars) for all 3 days of the event.

## Sunday, May 16

### BAC Annual General Meeting

9:30am – 10:30am

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

### Chef Michael Smith, host of *Chef At Large* on Food Network

10:30am – 12:00noon

Join Chef Michael Smith of Food Network Canada as he shares his fresh perspective on the world of baking, pastry and hospitality. His high-energy style and sharp industry insight will entertain and inform as he presents lessons he has learned as a Chef At Large and as an entrepreneur. Michael is well known for his devotion to food and will have you laughing and thinking about issues that affect you every day.



Michael Smith

### An Evening At Monte Carlo

Reception: 6:30pm – 7:15pm; Casino Party starts at 7:15pm

It's Monte Carlo Night at Bakery Showcase! Enjoy food, drink, games, music, and more! Place your bets carefully and build your winnings because at the end of the evening you can trade in your "funny money" for great prizes!

*Tickets are limited so register early!*

## Tour the Trade Show

to see the products in action and meet the people behind them. Each day from 12:00 noon to 5:00 pm Bakery Showcase 2004 puts you face-to-face with the people who understand your business. Visit the trade show floor – over 40,000 sq.ft. - to see unlimited possibilities such as:

- *Fresh or Frozen Products (baked, par-baked, thaw n' sell)*
- *Ingredients*
- *Equipment*
- *Services & Technology*

## Monday, May 17

### Create a Great FIRST and Lasting Impression

8:00am – 9:00am

The first and last impressions of you, your staff or your business have almost nothing to do with your products or your prices. In fact, a large part of these impressions are formed by attitude, appearance and how you react with others.

So, what message are you, your employees and your business sending? Friendly or apathetic? Clean or cluttered? High priced or competitive? Fun or boring?

The images go on and on. But do they compliment your desired image and marketing strategy?

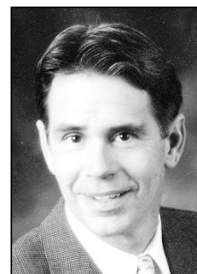
#### This session will look at

- fabulous and fatal first and lasting store impressions
- offer suggestions on how to deliver appropriate and desirable messages to your customers

The session will benefit all employees interacting with customers, owners, industry executives and store managers.

#### PREMIUM SEMINAR

(See registration form for costs)



Harold Lloyd

### The Reality of Childhood Obesity and its Implications

9:15am – 10:30am

Obesity rates in Canada continue to climb and no where is the debate on what to do more focused than on the specific matter of escalating obesity in our children. Cathy Loblaw, President of Concerned Children Advertisers, will look at the issue of childhood obesity including health and industry implications. She will report on how governments are responding internationally and offer a close look at our Canadian industry based response entitled the "Children's Healthy Active Living Program".



Cathy Loblaw

#### In this session you will learn:

- What the facts are behind childhood obesity
- How governments are addressing the issue
- What the implications are for the food industry at large

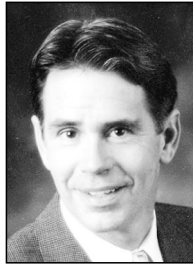
## Drilling Down for Dollars

9:15am – 12:00noon

Some merchandising ideas to build sales are so obvious we sometimes smack ourselves in the head and say "Why didn't I think of that?" Other ideas are more intricate. They require a plan and careful execution to achieve a sales lift.

This session drills down through 3 levels of effort: (easy, moderate and involved). The good news is that all of the ideas work and require little more than a passion for retailing and a desire to try something new.

The session is a must for owners/operators and store managers who want to give their organization a boost in business.



Harold Lloyd

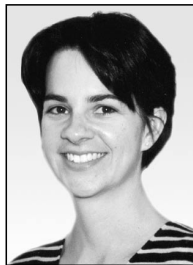
## Ingredient Options for Formulating Low Carbohydrate Bakery Products

10:45am – 12:00noon

Obesity has become the number one health problem in North America. For this reason, high protein, low carbohydrate foods are growing in demand among consumers. Reformulating baking products to meet this market can be a complicated activity.

Karen McPhee, Senior Bakery Product Development Specialist, Guelph Food Technology Centre will discuss:

- the ingredient options for low carb bakery products
- outline the challenges facing formulation of low carb products including reduced shelf-life and changed sensory characteristics (flavour and texture)



Karen McPhee

## Get Together Reception

5:00pm – 6:30pm

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

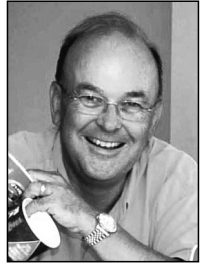
# Tuesday, May 18

## Tales from Under the Rim: Canadian Marketing Magic

8:00am – 9:00am

Ron Buist is the marketing genius who was a key member of the Tim Hortons team that led a once unknown donut shop to phenomenal success as a Canadian institution. Ron will share his 24 years of marketing experiences at Tim's with a special focus on the beginning when the company's tiny advertising budget made a creative, grass roots strategy as much a necessity as an inspiration. Ron's message will provide the basic underlying principles necessary for success regardless of the size of your company's marketing/promotion budget.

**PREMIUM SEMINAR**  
(See registration form for costs)



Ron Buist

## The Changing Canadian Family and What it Means to How They Buy

9:15am – 10:30am

Peter Elgersma, Group Director with AC Nielsen Canada will review trends in the Canadian marketplace highlighting areas for growth. He will focus in on the changing family unit and its impact on buying behaviour; the changing retail landscape and the potential it brings; as well as a perspective on the Baked Goods Consumer.



Peter Elgersma

### In this session you will learn:

- What is driving Canadian food purchases
- What the implications are on changing consumer purchasing behaviour to the baking industry
- What the future opportunities/challenges are for food manufacturers

## New Baking Technology – Ingredients and Processes

9:15am – 10:30am

Gord Carson, Director of Cereal Technology at the Canadian International Grains Institute, will provide an overview of baking technical advances in the areas of new ingredients and processes from around the world for the production of bread, rolls and sweet goods.



Gord Carson

### In this session you will learn:

- The latest innovations in bakery ingredients
- Opportunities of new bakery technologies

## Trans Fats in Bakery Products

10:45am – 12:00noon

Consumers are using nutritional information, particularly label information, to make smart food choices these days. Under Health Canada's new nutrition labelling regulations trans fatty acids must be disclosed on food labels. In this presentation, Dr. John Michaelides, Technical Director for the Guelph Food Technology Centre will describe:

- What trans fatty acids are and where they are found
- Why they are considered unhealthy
- What reformulation options bakeries can pursue to remove or lower trans fats

## Neighbourhood Marketing for Retail & In-Store Bakeries

10:45am – 12:00noon

Don't waste time, energy and a fortune trying to lure customers from far away anymore. We all know that mass media no longer works in business today.

Neighbourhood Marketing, the new key to success, is the principle of concentrating your promotions within the four walls of your establishment and your local neighbourhood to reach the rich potential in your own backyard.



Melissa Wilson

### In this session, you will learn:

- 4 ways to increase sales
- The value of loyal customers
- The importance of rewarding and retaining outstanding employees
- Local traffic generators
- Dozens of promotional ideas to help ignite your sales

## Tuesday Trade Show Only Ticket

**NEW!**

Can't attend the seminars or just want to visit the trade show? Then register for the final day of the trade show at the special, per person, pre-registration rate of \$12 for BAC members, \$15 for non-members (plus GST). In fact, for this price, why not bring your staff and family.

The Tuesday Trade Show Only Ticket offer is valid for admission to the trade show floor on Tuesday from 12:00 noon to 5:00 pm and cannot be used to attend any seminars or Sunday/Monday trade show.

## Hotel Information

### Doubletree Airport Hotel

Formerly the International Plaza Hotel and the official Headquarter Hotel of Bakery Showcase 2004. It is located directly across the street from the Toronto Congress Centre.

### Room Rate:

\$131.00 (Cdn) single/double (quote Bakery Showcase group rate)  
*Cutoff date for the special room rate is April 13, 2004*

### Address:

655 Dixon Rd, Toronto, ON M9W 1J4

Tel: 416-244-1711, 800-668-3656

Fax: 416-244-7281

E-Mail: [reserve@internationalplaza.com](mailto:reserve@internationalplaza.com)

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

(Group/Convention Code: BAK)

### Notes:

- Hotel reservations should be made directly with the hotel
- When contacting the hotel, please indicate you are attending Bakery Showcase 2004 so that the proper rate will be quoted
- The hotel cannot guarantee the special BAC/Bakery Showcase room rate after the April 13, 2004 cutoff date
- Book your rooms early! The hotel has advised that popular nights such as Saturday and Sunday fill up quickly

## 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.

WELCOME TO  
**ONTARIO**  
CANADA

tourism  
**Toronto**  
TORONTO CONVENTION  
& VISITORS ASSOCIATION

### Ontario Ministry of Tourism

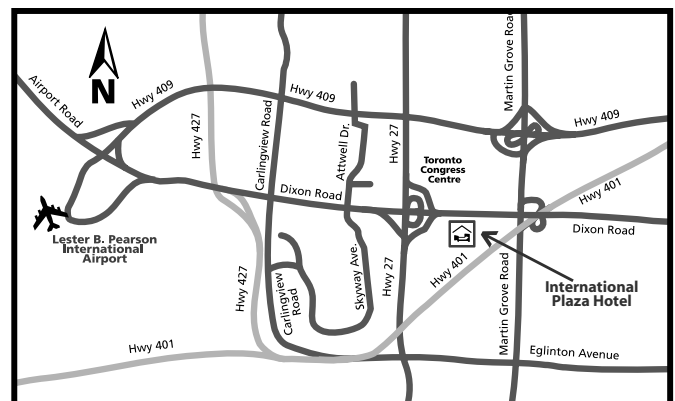
[www.ontariotravel.net](http://www.ontariotravel.net)

1-800-ONTARIO (668-2746)

### Tourism Toronto

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

1-800-499-2514 or 416-203-2600



# At a Glance

## Schedule of Activities

# bakery showcase 2004

Time	Sunday May 16	Monday May 17	Tuesday May 18		
8:00 am		Create a Great FIRST and Lasting Impression	Tales From Under The Rim: Canadian Marketing Magic		
9:00 am					
9:15 am					
9:30 am	BAC Annual General Meeting	The Reality of Childhood Obesity and its Implications	Drilling Down For Dollars (Part I)	The Changing Canadian Family and What it Means to How They Buy	New Baking Technology – Ingredients and Processes
10:15 am					
10:30 am		Coffee Break	Coffee Break		
10:45 am	Chef Michael Smith Host of Chef At Large on Food Network	Ingredient Options for Formulating Low Carbohydrate Bakery Products	Drilling Down For Dollars (Part II)	Trans Fats in Bakery Products	Neighbourhood Marketing for Retail & In-Store Bakeries
12:00 noon	Trade Show Open	Trade Show Open	Trade Show Open		
5:00 pm		Get Together Reception <i>Toronto Congress Centre</i>			
6:30 pm	An Evening At Monte Carlo <i>Doubletree Airport Hotel</i>				