

Don't miss out on the menu!

FOODEX 2003 heats up

Japan is by far the world's largest net importer of agri-food and fish products, and represents Canada's largest overseas agri-food and fish export market. Canadian exports to Japan, particularly processed food products, are expected to continue to grow.

FOODEX is Japan's premier annual food promotion event and the largest food trade fair in Asia. At FOODEX 2002, 2,375 exhibitors from 72 countries exhibited their products and services to close to 90,000 industrial professionals representing Japan's and Asia's major food and beverage

industry players. Exhibitors in the Canadian pavilion reported excellent results.



The 28th International FOODEX will be held **March 11-14, 2003**, near **Tokyo** at the Nippon Convention Centre (Makuhari Messe). DFAIT and Agriculture and Agri-Food Canada will be co-ordinating a Canadian pavilion at **FOODEX 2003** for the 22nd year. Canadian companies are invited to join Canada's team at this exciting promotional event — Canada's national stand was sold out early in the last two years!



The Canadian Pavilion was a popular attraction at this year's FOODEX in Tokyo.

For more information on attending or exhibiting, contact Robert Lazariuk, Trade Commissioner, DFAIT, tel.: (613) 992-6185, fax: (613) 944-2397, e-mail: robert.lazariuk@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/jp/

The registration deadline is **October 18, 2002** on a first come first served basis. *

Mexitronica 2002

GUADALAJARA, MEXICO — October 8-10, 2002 — Suppliers to the electronics industry are invited to participate in the Canadian stand at **Mexitronica** (www.mexitronica.com), the annual National Electronics Manufacturing Conference and Exposition of Mexico. Companies joining the Canadian stand will be able to exhibit at the best available cost and will enjoy the support of trade staff in matchmaking, translation and assistance for site visits to manufacturing operations. The transformation of the Mexican electronics manufacturing industry, due to the global slowdown of the sector, may result in additional opportunities for Canadian suppliers as Mexico becomes a larger centre for higher mix and complexity production programs. Mexitronica is the prime promotional activity of Mexico's large electronics manufacturing industry. The show draws companies from all parts

of the country to Guadalajara, the "Silicon Valley" of Mexico, and is the key event for suppliers of components, equipment and other goods and services for this sector. The Guadalajara electronics cluster is comprised of more than 120 companies including factories of several prestigious original equipment manufacturers (OEM) and the majority of leading electronic manufacturing services (EMS) companies.

For more information on the Canada stand at **Mexitronica 2002**, contact Fernando Baños, Canadian Consulate, Guadalajara, tel.: (011-52) 33-3615-6215 ext. 3350, fax: (011-52) 33-3615-8665, e-mail: fernando.banos@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/mx/gdl or Sandeep Mathur, Industry Canada, tel.: (613) 957-8072, fax: (613) 952-8419, e-mail: mathur.sandeep@ic.gc.ca Web site: www.ic.gc.ca *

La Face Cachée de la Pomme

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and, in Paris, "les Journées Fantastiques" (Fantastic Days), "Menu tout homard du Canada" (the all-Canadian Lobster Festival), and "Semaine du cinéma québécois à Paris" (a festival of Quebec cinema).



François Pouliot of La Face Cachée de la Pomme, during a Neige ice cider (see inset) tasting event held at Les Galeries Lafayette in Paris, last April.

"Neige is a very special sweet cider that simply wouldn't exist without Quebec's frigid winters," explains Pouliot. "At La Face Cachée de la Pomme (www.cidredeglace.com), we collect windfall apples at the end of autumn and store them until just before Christmas. Then, when the chilly weather has truly set in, we press them and leave the juice outside in the below-freezing (-25°C) cold — a process of natural concentration called 'cryoextraction'. The resulting precious syrup is then allowed to slowly ferment."

The end result is precious indeed: it takes approximately seven kilograms of premium apples to make 500 ml of ice cider!

Supporting cast

"The popularity of ice cider has really begun to snowball," says Pouliot, who

is known in Quebec for his award-winning music videos, short films and features. "When I was in Paris last November attending a Quebec film festival, Yannick Dheilly, a trade officer at the Canadian Embassy, gave me the name of Bruno Quenioux, director of the wine library at Lafayette Gourmet — and within two days our 5-employee company had a deal with one of the biggest, and finest, wine stores in Paris."

By April 2002, Neige was available in over 30 retail outlets in Paris, and Pouliot was invited to celebrate this success as an honoured guest at les Journées Fantastiques, an annual two-week-long gastronomic extravaganza presented by Lafayette Gourmet at Galeries Lafayette in Paris.

Lucie Tremblay, the Trade Commissioner at the Canadian Embassy, was one of the guests being introduced to Neige at this affair. "It was love at first taste," she recalls, "so of course I invited François to return in two weeks and serve Neige at the all-Canadian Lobster Festival. This was a media event that the Embassy and Agriculture and Agri-Food Canada were organizing with Frères Blancs, one of France's finest restaurants — I knew the exposure would be priceless."

World-class act

When the team at the Canadian Consulate General in Hong Kong tasted a sample of Neige that Pouliot had sent along with a friend, they immediately assembled a group of interested Hong Kong buyers and invited Pouliot to deliver a virtual

presentation from Montreal. He has since received a very interesting offer.

Once Neige becomes firmly established elsewhere, Pouliot intends to turn his attention to that vast market south of the border, a mere two kilometres from the cidery's door...

But as demand grows, will La Face Cachée de la Pomme be able to keep up? "Like maple syrup, ice cider is exclusive — but sustainable," replies Pouliot. "We intend to produce this delicacy for as long as there are cold winters, and apples, in Quebec!"

For more information, contact François M. Pouliot, La Face Cachée de la Pomme, tel.: (450) 247-2899, fax: (450) 247-2690, e-mail: info@cidredeglace.com Web site: www.cidredeglace.com/english *

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