



Food and Drink from the Great Outdoors Indoors

at Selfridges, March 30 to April 11.

The first retail promotion in Britain of Canada's food and beverages is to take place at Selfridges, the renowned departmental store in the heart of London's West End, from March 30 to April 11.

About 100 products new to Britain and 50 others already on the market will feature in the promotion which captures the spirit of Canada under the theme 'food and drink from the great outdoors – indoors.'

The 83-year-old Selfridges was England's first departmental store and is one of its best known. It attracts hundreds of thousands of shoppers a year from all over the world.

A spokesperson for Selfridges said: 'We believe in offering new, exciting and original foods from around the world.'

Though Canada already exports £160 million of foodstuffs to the UK a year, it is now seeking a higher profile as a food and beverage supplier. The new promotion will provide increased awareness of the many fine foods from Canada.

It will take place in the food hall, organised jointly by Selfridges and the Canadian High Commission. Said a senior member of the mission's commercial staff: 'It's a prestigious and attractive location for us to acquaint customers, and to some extent the trade, with the wide variety of high quality products and innovative packaging from the Canadian food and drink industry.'

The £20 billion Canadian food industry is highly sophisticated and has food safety standards among the most stringent in the world. The promotion stresses freshness, purity and wholesomeness in many of the lines, which range from fruit juices to sauces, relishes, sweets, jams, beers, wines, spirits and fish.

As well as the taste of the great outdoors, generations of immigrants from all over the world have added exotic flavours to Canada's cuisine. Says a major UK importer, who has handled Canadian food for 12 years: 'There are hundreds of excellent products in Canada just waiting to be discovered.'



**FOOD &
DRINK**

Canada

Win a Holiday in Canada

Get your tastebuds in training now. Visitors to Selfridges between March 30 and April 11 can win a wonderful holiday in Canada. The six-day trip for two, to Toronto and Niagara, is courtesy of Canadian Airlines International, Bales Tours Ltd and the Canadian High Commission. You can enter the free draw during the promotion. Simply pick up an entry form in the Food Hall. 🍁