

CANADIAN FOOD FAIR COMES TO KUALA LUMPUR

Malaysia once again showed its appreciation for sophisticated foods and beverages with its enthusiastic reception of the High Commission-sponsored Canadian Food Fair, held in Kuala Lumpur and Penang between March 24 and April 6.

Cold Storage (M) Berhad, Malaysia's most prominent supermarket chain, reported that the range of Canadian products brought in for the promotion was outstanding, with ice creams, sherbets and apples leading the way in consumer popularity. The Shangri-La hotel offered its customers a creative Canadian gourmet menu featuring such delicacies as Canadian king salmon.

The High Commission also took advantage of the Food Fair to establish a trade and information centre in the atrium of The Weld, a prestigious shopping centre in which Cold Storage has one of its major outlets. Information on education opportunities in Canada and tourism proved to be especially popular.

For sheer public appeal, though, the highlights of the promotion were the guest appearances by Stephen Yan, host of the popular Canadian television cookery program *Wok With Yan*, and Andrew Sharp, the internationally acclaimed Canadian wine educator.

Mr Yan conducted cooking demonstrations, personal appearances and autograph-signing sessions which proved so popular that the police had to be called in to help manage the crowds. A "wok" slogan-writing contest drew 21,000 entries for Mr Yan to judge. He found this to be almost as pleasant a challenge as his supervision of a wok cooking contest which had attracted 30 participants.

Three wine and cheese presentations arranged by Mr Sharp astonished participants with the superb quality and presentation of the products on offer.

Product sales and local media reaction confirm that the Canadian Food Fair was an overwhelming success.



1. Popular Canadian celebrity chef Stephen Yan at the Canadian Food Fair in Kuala Lumpur

2. Canadian food products were a hit in Malaysia



High Commissioner Sean Brady presenting a cheque to Mr Wee Cho-Yaw, Chairman of Singapore's Chinese Clan Foundation