

   **Don't Miss the Opportunity to Reach the No. 1 U.S. Food Market: Canada**   

CANADIAN/INTERNATIONAL FOOD & BEVERAGE SHOW

TORONTO, CANADA

The Market: Canada is the No.1 market for U.S. agricultural products. Agricultural trade between the United States and Canada exceeds **\$2 billion** per month.

Who Should Attend: U.S. exporters of food and beverages, including wines and spirits, for the hotel, restaurant and institutional trade can make valuable contacts here.

Why: This is the largest food and beverage trade show in Canada, with over 800 exhibitors and 12,000 trade visitors and buyers. FAS will sponsor a USA Marketplace Pavilion at the show, which will feature cooking demonstrations, use of U.S. products on display and a business center for one-on-one meetings with prospective brokers and importers.



Location: USA Marketplace Pavilion, International Centre
Toronto, Canada



Dates: Feb. 16-18, 2003

Best Prospects: New and innovative products for hotels, restaurants and institutions

Cost: \$2,750 — Complete 10-foot square, hard-wall booth package with furnishings, carpeting and fascia

Contacts: For additional information on the USA Marketplace Pavilion, contact:

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For more information on the Canadian/International Food & Beverage Show, visit the show organizer, the Canadian Restaurant & Foodservice Association, at: www.fbshow.com

