



### 7th Edition of SIAL Canada

## **100% fruit sorbets from Solofruit Inc. named grand prize winner of Trends & Innovations 2010 competition!**

**Montreal, April 22, 2010** – In cooperation with students from the Institut du Tourisme et d'hôtellerie du Québec (ITHQ), the SIAL Canada Trends & Innovations selection committee has named **100% fruit sorbets as the grand prize winner of the 2010 Trends and Innovation competition**. Produced by Montreal's **Solofruit Inc.**, 100% fruit sorbets is made with all natural ingredients with no preservatives or colorants. The winning product prevailed over nine other award winners in this year's competition to receive top honours and will be showcased at SIAL Paris in October 2010.

### **100% fruit sorbets: pleasure pure and simple**

100% fruit sorbet reflects today's leading food trend for simple and natural pleasure. It meets consumer expectations for a healthy product free of altered ingredients and that is not overprocessed. Judges were impressed by the simplicity of the product and the basic food techniques used for production. 100% fruit sorbets is available in 13 classic flavours: mango, pear, lemon, blackberry, passion fruit, orange, cranberry, corossol/guanabana, guava, banana, pineapple, strawberry, and raspberry. Two other flavours sweetened with cane sugar are also available: dark chocolate and coconut.

Manufacturing 100% fruit sorbets is a simple process that only involves 100 per cent fruit with no added sugar or preservatives. The No Added Sugar product line features mango, blackberry, passion fruit, raspberry, pear, and strawberry flavours sweetened only with fruit ingredients such as apple and/or grape juice. The sorbets do not contain eggs, fat, dairy products, flavouring, colorants, or other artificial ingredients and provide limited carbohydrate and calorie levels due to its all-natural fruit content.

### **Trends & Innovations competition**

The Trends and Innovations competition features one of a kind product innovations vying for the grand prize award. Ten award finalists were chosen for the creative and unique product development before determining the top winner. This year's jury members included: **Xavier Terlet**, Trends & Innovations jury chair, founding president of XTC world innovation, and SIAL consultant since 1995; **Lyne Gosselin**, president and publisher at Éditions Comestibles; **Isabelle Marquis**, account director, health and well-being at Enzyme Communications; **Sophie Saint-Pierre**, consultant and agrifood specialist at Zins Beauchesne and Associates; **Anne Desjardins**, author and journalist specializing in food and dining; **Fadi Rabbath**, president of Gespro Packaging; **Christian Toupin**, director of the Food Research and Development Center (FRDC); and **Paul Paquin**, professor/researcher with the Industrial Division (Innovation) of the Institute of Nutraceuticals and Functional Foods (INAF).

### **A few words on SIAL Canada**

SIAL Canada is an international food tradeshow part of the SIAL network of five Tradeshows on four continents (France, Canada, Argentina, China, and United Arab Emirates), featuring 7,500 exhibitors from over 100 countries and over 200,000 visitors from more than 200 countries. In 2001, the Quebec Food Retailers Association (A.D.A.Q.), the Agri-Food Export Group—Quebec-Canada and the Exposium Group joined forces to create a SIAL that was specific to the North American marketplace. This led to the formation of SIAL Canada, an exhibition held every two years. In 2007, SIAL Canada became an annual event enabling clients of the exhibition, exhibitors and visitors alike, to stay attuned to the ebb and flow of the market and of prospective business opportunities. For more information on SIAL Canada, visit <http://www.sialcanada.com>.

**The 2011 edition of SIAL Canada and SET Canada will mark the beginning of an alternating schedule between Toronto and Montreal.** For the very first time in 2011, Toronto will host visitors and exhibitors at the Metro Toronto Convention Centre. In 2012 the show will return to Montreal, where the show will be held during even years. Toronto will resume hosting duties the year after, and all odd years following. For upcoming schedule information, please visit [www.sialcanada.com](http://www.sialcanada.com).

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