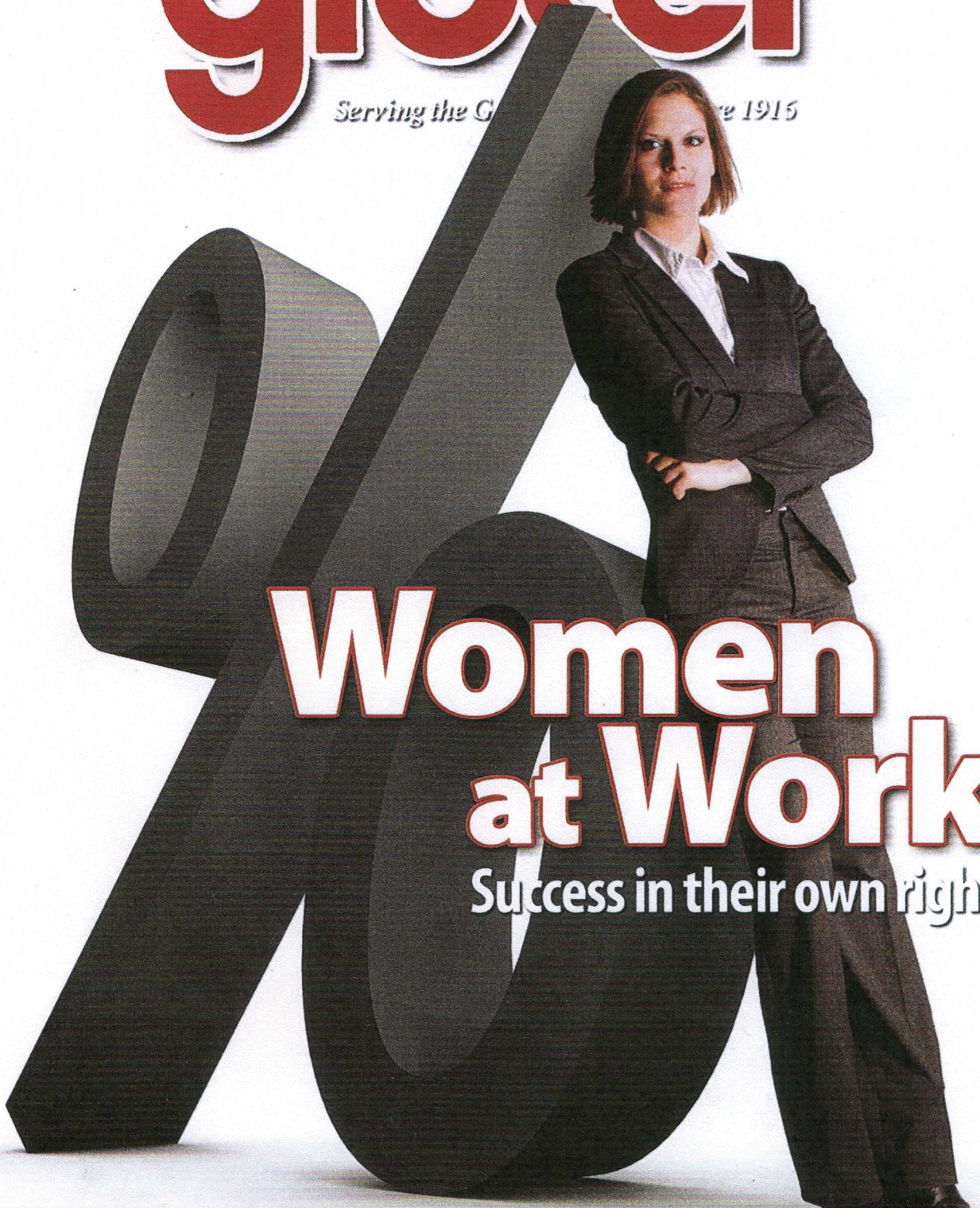


CANADIAN GRAND PRIX NEW PRODUCTS AWARDS™ – WINNERS ANNOUNCED

JULY/AUGUST 2008

western grocer

Serving the Grocer since 1915



Women at Work

Success in their own right

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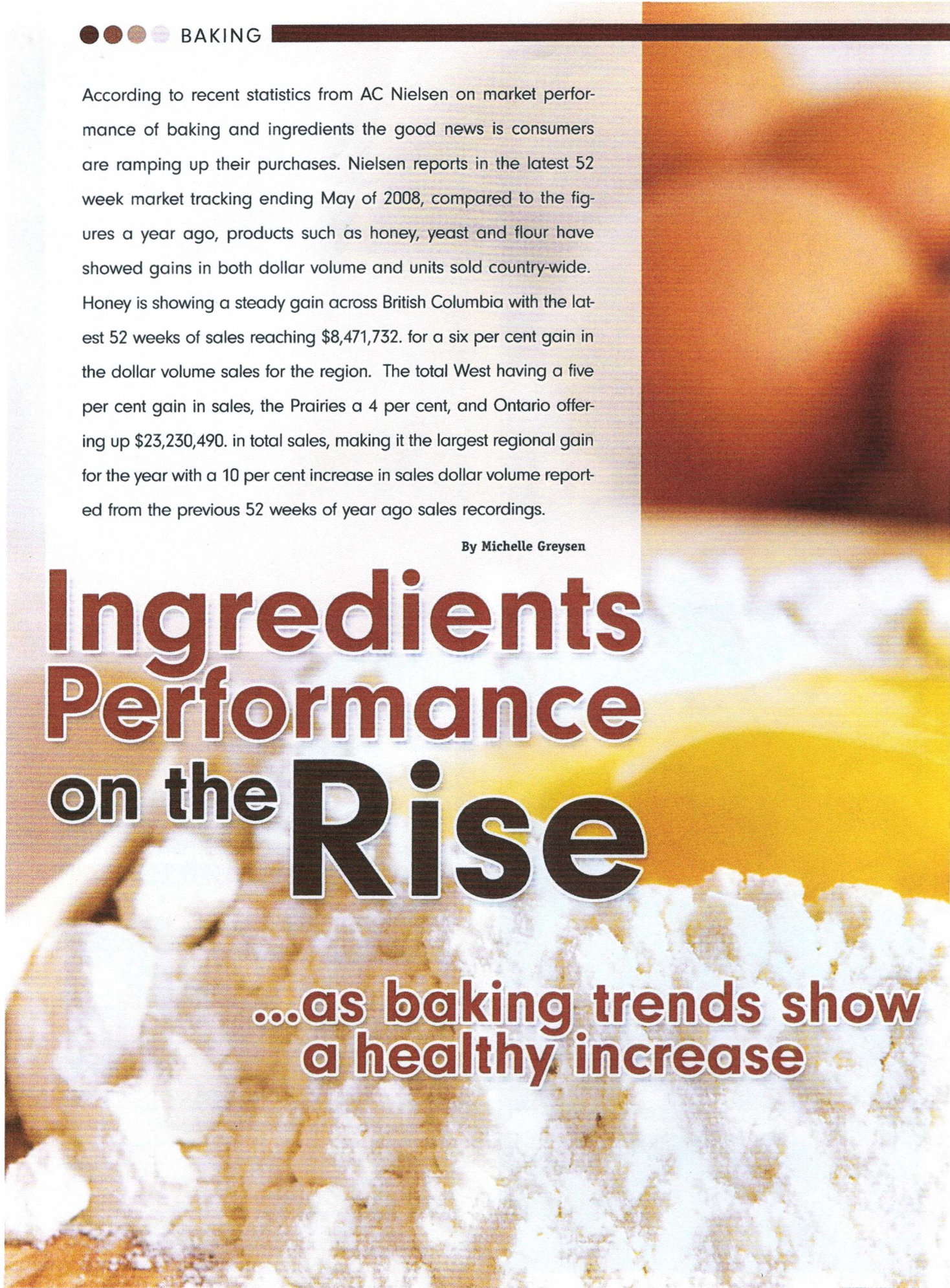
CONFECTIONERY • SALTY SNACKS • ALBERTA REPORT • GRANNY'S POULTRY

According to recent statistics from AC Nielsen on market performance of baking and ingredients the good news is consumers are ramping up their purchases. Nielsen reports in the latest 52 week market tracking ending May of 2008, compared to the figures a year ago, products such as honey, yeast and flour have showed gains in both dollar volume and units sold country-wide. Honey is showing a steady gain across British Columbia with the latest 52 weeks of sales reaching \$8,471,732. for a six per cent gain in the dollar volume sales for the region. The total West having a five per cent gain in sales, the Prairies a 4 per cent, and Ontario offering up \$23,230,490. in total sales, making it the largest regional gain for the year with a 10 per cent increase in sales dollar volume reported from the previous 52 weeks of year ago sales recordings.

By Michelle Greysen

Ingredients Performance on the Rise

...as baking trends show
a healthy increase





au naturel honey

Bee Maid Honey's Au Naturel is proud to have been selected as a finalist in the **Canadian Grand Prix New Product Awards** proving it is the all-natural sweetener of choice for coffee, tea, cooking and baking!

Since honey has a natural ability to lock in moisture, Au Naturel extends the shelf life of your baked goods so they taste fresher longer!



For recipes and more visit
beemaid.com

For more information contact
Director of Sales and Marketing Greg Mohr
at 780-960-8014 or
by e-mail: gregmohr@beemaid.com



Flour has showed increases across the Western Provinces this year.

Isela Arroyo, sales and marketing coordinator for Bee Maid Honey Limited attributes the growth of honey sales to the fact that consumers are more interested in healthy eating especially in terms of reducing fat and sugar intake. According to AC Nielsen 17 per cent of Canadians indicate that sugar is one of the most challenging items to reduce in their diets."

Arroyo reports, "Bee Maid Honey is also contributing to the growth of the category by introducing new innovative products such as Grand Prix 2007 finalist Au Naturel Honey, a 100 per cent pure honey with a bolder taste that enhances flavour and extends

Consumer Interest in Fair Trade Growing

According to Cynthia Wagner, communications manager at TransFair Canada, "The line-up of Fair Trade Certified products is continually diversifying and more and more products are becoming available." Currently several Fair Trade Certified baking ingredients are available for food manufacturers in Canada, such as sugars, cocoa and cocoa products, spices, honey, coffee, grains, and fruit.

"Consumer interest in Fair Trade Certified products is growing," says Wagner, "and now there are more ingredients available for manufacturers to use as composite ingredients in their finished product." For a finished product to carry the Fair Trade Certified mark, it must meet the extensive TransFair Canada composite product criteria. Wagner added, "Anyone who wishes to use the Fair Trade Certified mark on a composite product must contact TransFair Canada."



shelf life of baked goods," noting further that it is "... packed in a convenient and easy to pour bottle making Au Naturel easily recognizable in the sweetening section of the stores."

Bee Maid honey, with its natural goodness, is fast becoming a truly natural choice for the heightened consumer awareness towards healthier alternatives and sugar free offerings, with convenience and ease of preparation on the top of consumer's choice. Through the Bee Maid Web site, and an active informative consumer newsletter, the goal is to provide quick and easy recipes that help Bee Maid customers get in and out of the kitchen in no time. "At Bee Maid Honey we are helping our customers make the switch to honey as an alternative to sugar by providing them



Health conscious consumers are becoming increasingly aware of basic baking ingredients.

Au Naturel Honey is 100% pure honey with a bolder taste.

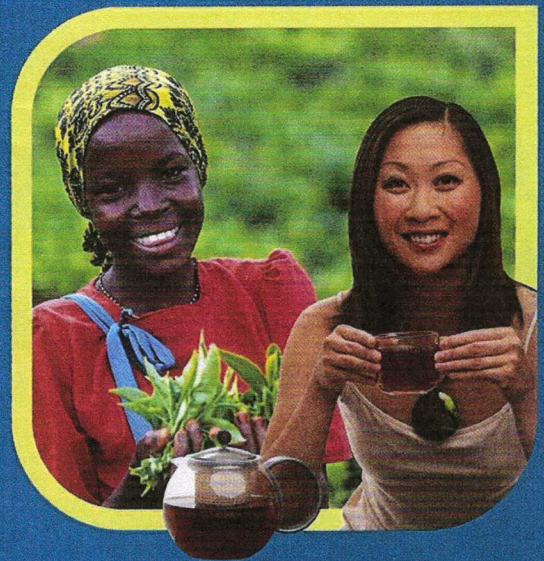


Photo Courtesy of Bee Maid Honey Limited

with a variety of recipes using honey as the key ingredient."

Yeast took the highest area gain in British Columbia with \$2,173,763. in total sales and a four per cent gain for the year. Manitoba and Saskatchewan followed slightly behind with a three per cent gain, Alberta with volume sales reported of \$2,094,454. and making a one per cent gain, with Ontario recording total volume sales reaching \$4,046,060. although offering a zero per cent gain from the previous 52 week period.

Flour showed the strongest increase for the period in Alberta with total sales of \$14, 079,793. and a staggering 22 per cent gain over the previous year. Manitoba and Saskatchewan reported a 20 per cent gain, British Columbia with an 18 per cent, and Ontario with sales volumes reported at \$39,160,426. for a 17 per cent gain over last year in the same twelve-month period surveyed. ●



Fair Trade Certified is:

- A minimum price guaranteed to farmers and workers
- Funding for community development
- Sustainable environmental practices
- Most products from small farmer cooperatives
- International Labour Organization standards
- More direct trade relationships



TransFair
Canada

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