

4th ANNUAL

CANADIAN NATIONAL
Barista Championship

2006

Canadian
Coffee & Tea Expo

CANADA'S LARGEST COFFEE AND BEVERAGE TRADE SHOW AND EDUCATIONAL FORUM

EXHIBITS + SEMINARS & WORKSHOPS + PRODUCTS
BARISTA TRAINING + CAFÉ AND TEA SHOP TOUR

SEPTEMBER 22–25 2006
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Canadian Coffee & Tea Expo 2006
Vancouver Convention & Exhibition Centre
September 24-25



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WELCOME TO THE CANADIAN COFFEE AND TEA EXPO 2006



Canada's specialty beverage capital is again playing host to visitors from the coffee and tea trade as they come to see and sample the latest products from over 70 exhibiting companies from across Canada and around the world.

This year's attendees will be drawn to the action on two trade show floors. The fourth Annual Canadian National Barista Championship will take place in Hall 1 during the two days of the show where the country's best baristi compete for the national title and a trip to the World Barista Championship in Tokyo in 2007. We thank this year's Platinum Show sponsor Krups for again hosting this event and to espresso machine sponsor Nuova Simonelli, ECM and syrups sponsor Kerry Food and Beverage and our other product sponsors for their generous support.

The first Annual Great Canadian Tea Steep-Off will take place in Hall 2 on Sunday where tea industry professionals can enter and compete for the best chai latte, brewed scented green tea and best tea based beverage. Thank you to the Teaguy.com for supporting the development of this new event. Hall 2 will also play host to our new Expo Brewing Station where attendees can engage in a blind taste test of coffees and teas from our exhibitors, offer their tasting notes and vote for their favourite brew. Each visitor will be supplied with one ballot each day.

Visitors can also enter into the Attendee Draw courtesy of KRUPS. The great prizes to be won include a KRUPS espresso machine, brewer, grinder and kettle. Attendees and exhibitors are invited to the Welcome Reception on Sunday evening at Steam Works Brewery sponsored by Torani and the Canadian Coffee & Tea Expo.

To satisfy the thirst for knowledge, over 25 information packed seminars on coffee, tea and beverage preparation presented by industry experts will be offered over the course of four days covering everything from how to open a retail shop to the hottest new menu items.

September is the perfect month to visit the spectacular scenery that Vancouver has to offer. Visitors can take in some of the great retail beverage establishments with the Friday coffee and tea tours. There is so much to see and do at Expo 2006! Thanks to our wonderful exhibitors, sponsors and visitors. It is sure to be a great show for all who attend.

Sincerely,

Vida Radovanovic

Vida Radovanovic
President, Canadian Coffee & Tea Expo



Central Region Barista Champion, Mark Krause of espresso post, Collingwood, ON (left) and Western Region Champion, Barrett Jones of Caffè Artigiano, Vancouver will be in finals of the 2006 CNBC.

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CANADIAN NATIONAL BARISTA CHAMPIONSHIP

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2006 Platinum Sponsor and Official Host of the Canadian National Barista Championship

For the third consecutive year, the Canadian Coffee & Tea Expo welcomes Krups as Platinum Sponsor and Official Host of the Canadian National Barista Championship. Through its generous support, Krups not only makes the competition possible, but helps make this high-profile event more rewarding and exciting each year.

In their quest for the perfect shot, our baristas display the same passion for quality and precision that the experts at Krups bring to the design of premium home espresso and coffee machines. And every Krups product embodies the collective wisdom and experience of espresso aficionados worldwide - including those competing at the 2006 Canadian National Barista Championship.

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THE GREAT CANADIAN TEA STEEP-OFF SPONSORED BY



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SCHEDULE OF EVENTS

FRIDAY, SEPTEMBER 22

TIME	TOPIC	PRESENTER	FEE
9:00 a.m. - 1:00 p.m.	Barista Level 1 @ Canterbury Coffee	Canadian Barista & Coffee Academy	\$279.00
2:00 p.m. - 6:00 p.m.	Barista Level 2 @ Canterbury Coffee	Canadian Barista & Coffee Academy	\$279.00
9:00 a.m. - 1:00 p.m.	Tea Tour (bus from Convention Centre)		\$40.00
2:00 p.m. - 6:00 p.m.	Coffee Tour (bus from Convention Centre)		\$40.00
9:00 a.m. - 11:00 a.m.	Sample Roasting Class @ JJ Bean	JJ Bean House of Coffee	\$40.00
9:00 a.m. - 11:00 a.m.	Micro Roasting Class @ JJ Bean	JJ Bean House of Coffee	\$40.00

SATURDAY, SEPTEMBER 23

7:00 a.m.	Registration Desk Opens @ Vancouver Convention Centre		
3:00 p.m. - 7:00 p.m.	Barista Level 3 @ Convention Centre	Canadian Barista & Coffee Academy	\$279.00
9:00 a.m. - 5:00 p.m.	Opening a Successful Coffee Business	Aaron De Lazzer, The Coffee Missionary	\$295.00 includes 2 day seminar pass
9:00 a.m. - 5:00 p.m.	The Business of Tea	Brendan Wayne, The Teaguy.com	\$295.00 includes 2 day seminar pass

SUNDAY, SEPTEMBER 24

7:00 a.m.	Registration Desk Opens @ Vancouver Convention Centre		
8:00 a.m. - 8:50 a.m.	A Beginner's Guide to Loose Tea	Brendan Wayne, The Teaguy.com	1 or 2 day seminar pass
8:00 a.m. - 10:50 a.m.	Workshop: Coffee Cupping 101	Bill Herne, Coffee Consulting Specialists, Mathew Hill, Coffee Review	\$40.00
9:00 a.m. - 9:50 a.m.	Tea & Wellness	Robert Krul, Cornelia Bean Ltd.	1 or 2 day seminar pass
9:00 a.m. - 9:50 a.m.	Organic Coffee: Current Trends	TBA	1 or 2 day seminar pass
10:00 a.m. - 10:50 a.m.	Forget Everything you Know about Tea... This is Matcha!	Naomi Thomas, ZenMatcha Products	1 or 2 day seminar pass \$20.00 for both days
11:00 a.m. - 5:30 p.m.	Trade Show Opens		
11:00 a.m. - 12:30 p.m.	Smoothie Workshop	Jim Zalusky, Kerry Food & Beverage	\$25.00 or 2 day seminar pass
11:00 a.m. - 11:50 a.m.	Espresso Machine Maintenance	TBA Jim Greer, Java Jim	1 or 2 day seminar pass
11:00 a.m. - 1:00 p.m.	Tea Workshop: Intro to Cupping the Leaf	Brendan Wayne, The Teaguy.com	\$40.00
1:00 p.m. - 3:00 p.m.	Workshop: Coffee Brewing Lab	Mike Tompkins, Newco Enterprises Inc. & Sevan Istanboulian, Café Mystique	\$40.00

MONDAY, SEPTEMBER 25

7:00 a.m.	Registration Desk Opens		
8:00 a.m. - 8:50 a.m.	Insurance: A "Necessary Evil" for Retailers	Anne C. Taylor, BFL Canada Insurance Services Inc.	1 or 2 day seminar pass
8:00 a.m. - 8:50 a.m.	Coffee Grinder Essentials	Dawson Drobig, Mahlkonig Canada/Coag Ltd. & Bill Herne, Coffee Consulting Specialists	1 or 2 day seminar pass
9:00 a.m. - 9:50 a.m.	Canadian Tea Industry Update	Louise Roberge, Tea Association of Canada	1 or 2 day seminar pass
9:00 a.m. - 9:50 a.m.	Mate 101	Pixie Mate Group, Gerhards Canada	1 or 2 day seminar pass \$20.00 for both days
10:00 a.m. - 5:00 p.m.	Trade Show Opens		
10:00 a.m. - 10:50 a.m.	Discovering Assam: Cultivating and hand processing Organic Tea	Rajesh Singpho, Singpho Tea Growers	1 or 2 day seminar pass
10:00 a.m. - 10:50 a.m.	Flavor & Beverage Forecast: Tracing the Trends that Matter the Most to your Business	Leanna Mix, Kerry Food & Beverage	1 or 2 day seminar pass
11:00 a.m. - 2:00 p.m.	Workshop: How to Turnkey your Business to Achieve Personal & Financial Freedom	Paul Lemberg & Tom Matzen, Quantum Growth Coaching	\$40.00 or 2 day seminar pass
11:00 a.m. - 1:00 p.m.	Workshop: Tea Cupping II: Understanding the Regional Variations	Brendan Wayne, The Teaguy.com	\$40.00
11:00 a.m. - 1:00 p.m.	Workshop: Comparative Coffee Cupping	Bill Herne, Coffee Consulting Specialists Mathew Hill, Coffee Review	\$40.00

All Workshops & Seminars include admission to the Trade Show

Trade show Only: Admission to Exhibit Hall & Barista Championship for 2 days	\$20.00
Two-Day Exhibition Seminars & Trade Show: Admission to Exhibit Hall, Exhibition Seminars (excluding some workshops & added events), Opening night Welcome Reception	\$149.00
One-Day Exhibitions, Seminars & Trade Show: Admission to Exhibit Hall and admission to all Exhibition Seminars for 1 day (excluding workshops & added events), Opening night Welcome Reception	\$89.00

CANADIAN COFFEE & TEA EXPO WORKSHOPS & SEMINARS

EDUCATIONAL PROGRAM

All seminar packages and workshops include admission to trade show hall.

FRIDAY, SEPTEMBER 22

All sessions take place offsite. Presented by: Canadian Barista & Coffee Academy. Pre-registration required.

BARISTA LEVEL I: 9:00 A.M. – 1:00 P.M. **BASIC ESPRESSO TRAINING**

This workshop will cover the basics of espresso knowledge: espresso equipment primer; fundamentals of espresso; how to grind, dose and tamp; milk texturing, introduction to beverage preparation: espresso, cappuccino and caffè latte (to the standard of the Specialty Coffee Association of America (SCAA) and World Barista Championship). Class participants will try their hand at preparing drinks with the help of a professional barista "coach" who will also review equipment maintenance and cleaning. Class attendees receive a Certificate of Completion. Workshop includes take-home materials.

BARISTA LEVEL II: 2:00 – 6:00 P.M. **ADVANCED BARISTA WORKSHOP**

This workshop will be led by professional baristi who share their expertise in advanced barista techniques, including: detailed equipment maintenance; advanced level tamping and dosing; advanced grinding and dosing techniques; milk steaming techniques; building creative designer drinks; latte art demonstration.

Class participants will try their hand at preparing their own specialty drinks with the help of a professional barista coach. Class attendees receive a certificate of Completion. Workshop includes take-home materials.

Sponsored by: Canterbury Coffee



COFFEE & TEA TOURS

9:00 A.M. – 1:00 P.M. TEA TOUR
2:00 – 6:00 P.M. COFFEE TOUR

Tour Vancouver's neighbourhoods and visit some of the city's popular and unique coffee and tea establishments. Buses leave from the Vancouver Convention & Exhibition Centre. Pre-registration required.

ROASTING CLASSES

9:00 – 11:00 A.M. SAMPLE ROASTING

The Commercial Drive JJ Bean store is home to a vintage 4 barrel Jabez-Burns sample roaster (those in the know would 'ooh' and 'ahhh' at this point... you can too if you like). Now, you can get up close and personal with the roasting process like never before. Learn about roast colour, timing, development, and the 'crack' with a true coffee aficionado, then taste the results. Class is limited to 8 participants.

9 – 11 A.M. MICRO ROASTING

Still blending green? This is the class for you. Have no idea what that means? Maybe try the sample roasting class instead. Come to the roasting headquarters of JJ Bean coffee and see micro roasting done right. Class includes discussion on green, flavour development, chemistry of roasting, and cupping with our Roaster's Guild accredited David Long (he really knows his stuff). Class is limited to 8 participants.

SATURDAY, SEPTEMBER 23

All sessions take place on 2nd level conference rooms at the Vancouver Convention Centre

3:00 – 7:00 P.M.

BARISTA LEVEL III: LATTE & COFFEE ART WORKSHOP **(Prerequisite: Barista Level 1 or Barista Level 2)**

This workshop will be led by a professional barista who will demonstrate skills and explain the techniques of latte art. Milk texturing and pouring techniques will be reviewed. This is a practical hands-on workshop that will cover simple to more complex designs. Class participants will try their hand at their own artistic creation. Note: Participants must be confident in milk texturing and pouring techniques. Workshop includes take-home materials. Certificate of Completion will be issued.

ALL DAY START-UP SESSIONS

Package price includes admission to Educational Seminars on Sunday & Monday and trade show hall both days. Includes Saturday lunch and coffee breaks. (Includes some workshops as indicated)

9:00 A.M. – 5:00 P.M.

OPENING A SUCCESSFUL COFFEE BUSINESS **FULL-DAY SEMINAR**

Aaron De Lazzer, The Coffee Missionary & Guests

A not to be missed opportunity if you are thinking of opening a business! Well-known educators and industry consultants will present a dynamic all-day seminar for those venturing into coffee retailing. Industry experts will address business planning, financing, finding a location, equipment selection, menu and product development, pricing, staff hiring and training, operational systems and marketing. Aaron De Lazzer is an espresso trainer and consultant with the Coffee Missionary. He is an experienced cupper, roaster and is skilled in green coffee selection as well as staff training, operations and new business set-ups.

9:00 A.M. – 5:00 P.M.

THE BUSINESS OF TEA FULL-DAY SEMINAR

Brendan Waye, Tea Consultant - The Teaguy.com and Guests

Learn about major tea producing regions, tea types, selecting, packaging and marketing teas, proper tea preparation, the do's and don'ts of opening a business, finding a location, equipment selection, menu and product development, financing, administration and staff training. Join retail expert and tea consultant, Brendan Waye. This seminar will engage participants as well with a thorough tasting workshop.

Sponsored by The Teaguy.com



SUNDAY, SEPTEMBER 24

EXHIBITION SEMINARS & WORKSHOPS

All sessions take place at 2nd Level conference rooms, Vancouver Convention Centre

8:00 – 8:50 A.M.

A BEGINNER'S GUIDE TO LOOSE TEA

Brendan Waye, The Teaguy.com

This intro to the sale and service of loose leaf tea will enlighten the participant and leave a desire to re-assess what you now do for tea in your own establishment. Brendan Waye, founder of Steeps Tea, which operates 5 tea lounges in western Canada, has 8 years of experience selling and serving premium tea.

8:00 – 10:50 A.M.

COFFEE CUPPING 101: WORKSHOP

Bill Herne, Coffee Consulting Specialists,
Mathew Hill, Coffee Review

This hands-on workshop covers the basics of coffee tasting and studies the significant taste spectrum that specialty coffee provides. Bill Herne is a coffee consultant with over 15 years experience as a green bean buyer, roaster, and director of coffee education at a leading coffee chain. Mathew Hill is an experienced cupper and member of the SCAA Training Committee. This session includes an introduction to cupping vocabulary, procedures and objectives for coffee evaluation, followed by participation in comparative cupping sessions.

9:00 – 9:50 A.M.

TEA & WELLNESS

Robert Krul, Cornelia Bean

Tea has always been considered an important part of lifestyle (wellness). Today it is taking on more significance as concerns for health increase and safe ways to improve performance and inner body are sought. This presentation will introduce a change in direction and provide support for "reasonably balanced diets" with tea and new herbal infusions. Bob has a degree in Business Administration and Political studies and has spent many years in business before starting Winnipeg-based Cornelia Bean as a wholesaler and retailer of tea, coffee and chocolate. This session includes tea tastings.

9:00 – 9:50 A.M.

ORGANIC COFFEE: CURRENT TRENDS. TBA

10:00 – 10:50 A.M.

FORGET EVERYTHING YOU KNOW ABOUT TEA... THIS IS MATCHA!

Naomi Thomas, ZenMatcha Products

In this seminar, Matcha tea is fully explained from its origins to its current positioning in the North American tea/coffee market. Naomi has a BSc in Chemistry/ Physiology from U.B.C. and has 20 years experience in the health products business. Naomi uses her background to present Matcha tea as both an ancient and mystical drink as well as one of the most powerful, health-promoting beverages on the planet. Her company, ZenMatcha, imports authentic Matcha tea and accessories from Kyoto, the Japanese city where Matcha originated almost 1000 years ago. This seminar will also address the current status of Matcha in the marketplace and future trends and related green tea products.

11:00 A.M. – 12:30 P.M.

SMOOTHIE WORKSHOP

Jim Zalusky, Kerry Food & Beverage

A hands on workshop presented by Jim Zalusky, a graduate of the Ivy School of Business, University of Western Ontario with 10 years experience in the Specialty Coffee business with Kerry Food & Beverage – manufacturers of Oscar's, DaVinci Syrups, Oregon Chai, Jet Tea and Palm Bay Fruit Smoothies. This seminar will cover how to choose the right equipment, blender and granite product applications, decorating smoothies for success and internet sources of information and market research relevant to the smoothie market and sales.

Sponsored by: Kerry Food & Beverage



11:00 – 11:50 A.M.

ESPRESSO MACHINE MAINTENANCE

TBA

11:00 A.M. – 1:00 P.M.

TEA WORKSHOP: INTRO TO CUPPING THE LEAF

Brendan Waye, The Teaguy.com.

This seminar covers the basics of tea and cupping the leaf. It will provide an opportunity to have all your questions answered. The session will cover tea tasting techniques and include tea types – Black, Green, Oolong, white and herbal and fruit infusions, as well as proper tea storage and preparation. Perfect for the tea newcomer and budding connoisseur.

1:00 – 3:00 P.M.

WORKSHOP: COFFEE BREWING LAB

Mike Tompkins, Newco Enterprises, Inc. &
Sevan Istanboulian, Café Mystique

This workshop will cover what happens in the brewing process and how to brew a great tasting cup of coffee. Through a lecture and series of tastings, Mike will cover: defining and tasting coffee concentration; defining and tasting control points on coffee concentration; measuring coffee concentration; and relating concentration to the control of ideal flavour development. Mike Tompkins of Newco Enterprises - St. Charles, MO, a manufacturer of commercial beverage equipment, manages several national and international accounts and supports BBC Sales and Service across Canada for the company. Mike still prefers to call himself a teacher in his method of consultative communication, and he has had opportunities to exercise this talent for NAMA and Specialty Coffee Association of America (SCAA) as presenter for various seminars. He currently serves on the SCAA Technical Standards Committee.

SEMINARS

MONDAY, SEPTEMBER 25

8:00 – 8:50 A.M.

INSURANCE: A “NECESSARY EVIL” FOR RETAILERS

Anne C. Taylor, BFL Canada Insurance Services Inc.

This seminar will cover the need for insurance in the foodservice industry and the specialty needs for the coffee industry. It will cover market conditions and evolution and, the relationship between broker, insurer and client, and what to do if a loss occurs. Anne C. Taylor is Vice President, Client Executive with BFL Canada, Vancouver, Chartered Insurance Prof (CIP) and Canadian Risk Management. She is past president of the BCIAA, CIPV and active member of the BCRIMA and past instructor for BC Insurance Institute. She has over 20 years experience in claims background and specializes in hospitality, manufacturing and transportation industries.

8:00 – 8:50 A.M.

COFFEE GRINDER ESSENTIALS

Dawson Drobig, Coag Ltd. (Mahlkonig Canada) & Bill Herne, Coffee Consulting Specialists

This essential coffee grinder seminar begins with the basics of coffee grinding, including matching particle size to brewing method. The latest technology and grinder design theory is discussed in relation to applications ranging from espresso to high capacity commercial grinders. You will gain insight to help you select appropriate grinders for your business applications as well as learn about grinder calibration, cleaning, troubleshooting and maintenance to maximize the value from your machines.

9:00 – 9:50 A.M.

CANADIAN TEA INDUSTRY UPDATE

Louise Roberge, Tea Association of Canada

Louise Roberge, president of the Tea Association of Canada, will present on key consumer trends recent sales figures by ACNielsen, import statistics for tea in Canada, the outlook for tea in foodservice, and the current issues facing the tea industry. As president of the association, Louise has a unique perspective on all facets of the tea industry. In her role she is dedicated to building support for tea through consumers, food service industry and health professionals. Her presentation promises to be enlightening and informative for anyone interested in tea.

9:00 – 9:50 A.M.

MATE 101

T.J. McIntyre, Pixie Mate Group, Gerhards Canada

Mate lattes are a combination of South American tradition and North American café culture. The founders of Pixie Mate will introduce you to yerba mate, its myriad of health and nutritional properties, how mate latte fills the “wellness void” in today’s cafes. The session will cover how to make a great mate latte and attendees will engage in a mate tasting.

10:00 – 10:50 A.M.

DISCOVERING ASSAM:

CULTIVATING AND HAND PROCESSING ORGANIC TEA

Rajesh Singpho, Singpho Tea Growers

Join Rajesh Singpho a small tea grower, and member of the Singpho tribe, one of the many indigenous groups living in the northeastern corner of Assam in this presentation about traditional Singpho tea production. Recently, a group of enthusiastic young growers from the Singpho tribe decided to begin cultivating tea on a commercial scale without using chemical pesticides and fertilizers, and linked up with Fertile Ground, a Canadian NGO to learn about composting and natural insect control. That partnership also helped the Singpho locate a simple, small-scale tea processing unit, enabling them for the first time to produce a variety of teas in sufficient quantity for local and a limited international market. Rajesh will address the challenges facing young growers from his community who are making their way into the competitive international tea market. He’ll also bring along a selection of teas that are part of the traditional Singpho culture.

10:00 – 10:50 A.M.

FLAVOUR & BEVERAGE FORECAST:

TRACING THE TRENDS THAT MATTER THE MOST TO YOUR BUSINESS

Leanna Mix, Kerry Food & Beverage

Wouldn’t it be great to have a crystal ball to see what customers will be craving next year? This session will offer concrete data and research pointing to next year’s flavour trends and how operators can translate those trends into profits. Leanna Mix is Menu Development Manager for Kerry Food & Beverage and a 15-year food industry veteran with an uncanny ability to identify and apply new flavour trends before they break into the mainstream.

11:00 A.M. – 1:00 P.M.

WORKSHOP: TEA CUPPING II -

UNDERSTANDING THE REGIONAL VARIATIONS

Brendan Wayne, the Teaguy.com & guests

This workshop will introduce the regional variations that make up the wonderful world of tea. From a crisp Darjeeling to a flowery Ceylon, come and find out the differences that geography can have on the camellia sinensis bush.

11:00 A.M. – 1:00 P.M.

WORKSHOP COMPARATIVE COFFEE CUPPING

Bill Herne, Coffee Consulting Specialists & Mathew Hill, Coffee Review

Join Bill Herne and Mathew Hill and you will learn how to recognize and identify characteristics and differences in contrasting coffees. You will also learn about the skills it takes to taste coffee and how to identify, for example, altitude differences, robusta vs. Arabica coffees or detect defects in coffees.

CANADIAN NATIONAL BARISTA CHAMPIONSHIP SCHEDULE

HALL 1, EXHIBITION STAGE

SUNDAY, SEPTEMBER 24, 2006

11:00 A.M. – 4:00 P.M. QUALIFYING ROUNDS

MONDAY, SEPTEMBER 25, 2006

1:00 P.M. – 4:00 P.M. FINAL ROUNDS

4:15 P.M. WINNER ANNOUNCED

FIRST PRIZE: A trip to the World Barista Championship in Tokyo courtesy of KRUPS. Other great prizes courtesy of KRUPS and our product sponsors.

Three-time Canadian National Barista Champion and Silver World medalist, Sammy Piccolo, Caffe Artigiano, (centre) will be the Master of Ceremonies at this year's competition (viewed here with 2005 finalists)



MONDAY, SEPTEMBER 25

11:00 A.M. – 2:00 P.M.

WORKSHOP: HOW TO TURNKEY YOUR BUSINESS TO ACHIEVE PERSONAL AND FINANCIAL FREEDOM



Paul Lemberg & Tom Matzen, Quantum Growth Coaching

Wouldn't it be great if you could make your business run without you? Learn how to create consistent,

predictable and superior business results by using the power of documents, check-listed systems. This workshop will help you transform your business from an adhoc, haphazard mess into a systemized machine that can consistently crank out profits even when you're not minding the store. Paul Lemberg started his first business with \$3,000 of credit card debt and sold it for almost \$9 million just four years later. He is now a marketing strategist and strategic business coach. In the last 20 years, Tom Matzen has helped more than 200 entrepreneurs start and grow a business of their own. He is a best selling author, international speaker and entrepreneur. Tom and Paul run Quantum Growth Coaching, a completely system-based business coaching franchise program.





1st Annual
THE GREAT CANADIAN TEA STEEP-OFF

Canada's first official competition
for tea industry professionals

September 24, 2006
Vancouver Convention Centre
9 to 5 pm

Event categories include:

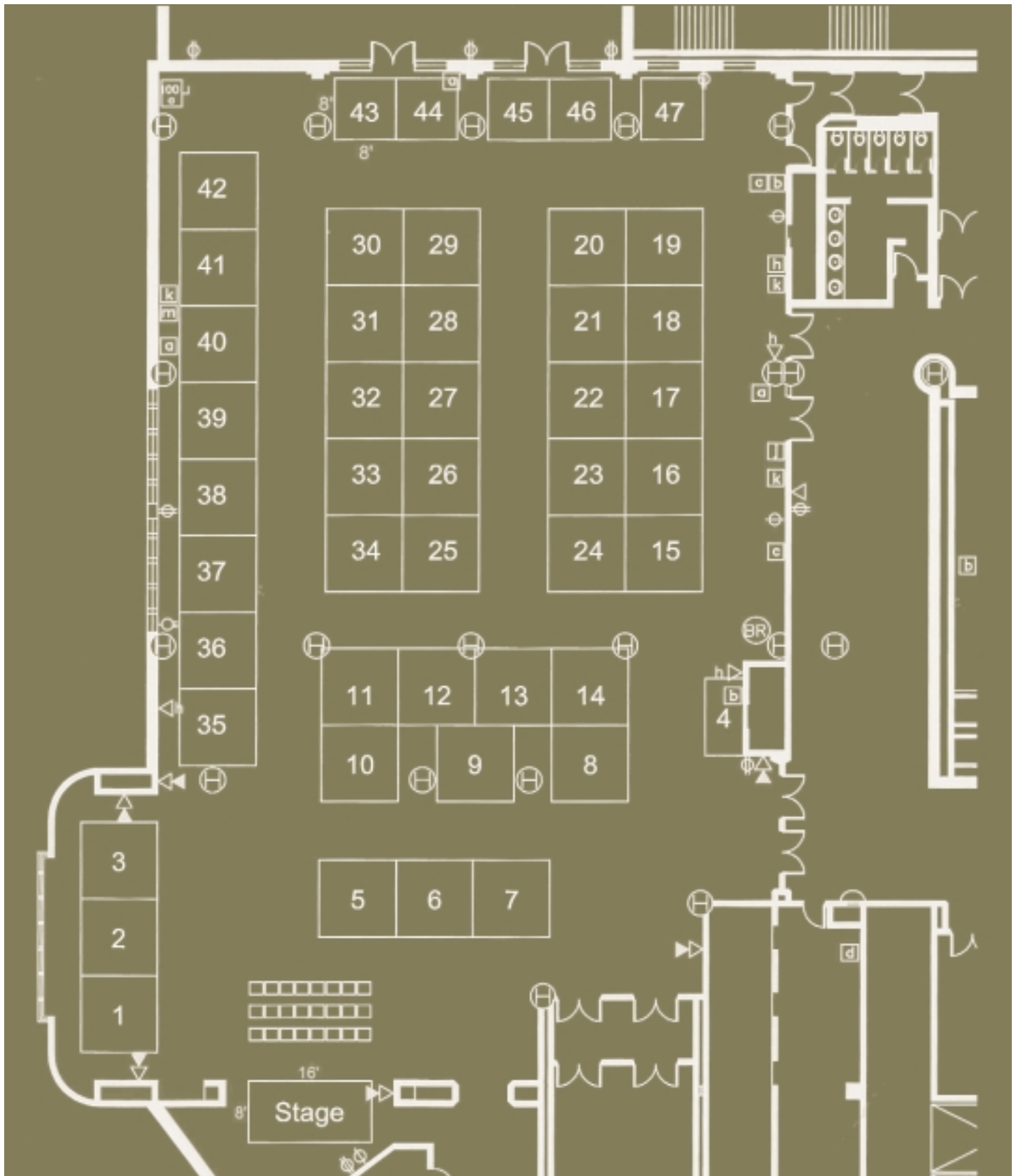
- ☞ Best Chai Latte
- ☞ Best Brewed Pot of Scented Green Tea
- ☞ Best Tea Based Beverage

Enter and win fabulous prizes
and be recognized as a leader in the
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FLOOR PLAN - HALL 1



FLOOR PLAN - HALL 2



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Booth: # 57

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Booth # 6, 7

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Booth # 10

New Products: Choc-o-laté,
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Barry Callebaut has over 160 years of expertise in chocolate and cocoa dedicated to professional Gourmets. Barry Callebaut has proposed to artisans, four different groups of recognized brands (Cacao Barry, Callebaut, Carma & Van Leer), each with its own specific product range that are primarily aimed at the artisans specialists.

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Booth # 16

New Products: Single origin roast organic coffee

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Booth # 52

BFL Canada is the largest privately owned commercial insurance brokerage and risk management firm in Canada, with 7 offices and over 250 employees.

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Booth # 37B

New Product: "Q" Series Smoother

Blendtec is the innovation and technology leader in the frozen beverage industry. The Blendtec Smoother has set the standard in blending frozen drinks and is still the choice of many of the world's leading frozen beverage retailers. The new "Q" series Smoother continues to deliver the same industry-leading performance but with a noticeable reduction of sound.

Bravo Coffee Group Inc.

James Moore
2125 - 21000 Westminster Hwy.
Richmond, BC V6V 2S9

T 604-232-9272 F 604-232-9279

E james@bravocoffee.ca

W www.bravocoffee.ca

Booth: # 34

Representing: La Cimbali, Mazzer, Lavazza, Blendtec, Big Train, Pasquini, Jura

One stop shop for all of your coffee needs.

Bruce & Clark

Jerome Sia
301-8623 Granville St.
Vancouver, BC V6P 5A2

T 604-271-2530 F 604-271-2553

E sales@bruceandclark.com

W www.bruceandclark.com

Booth # 9A

New Products: Plastic Cups and Paper Cups

We supply all items for bubble tea. We have the best prices on plastic cups and paper cups.

Canadian Barista & Coffee Academy

Vida Radovanovic
PO Box 54535, 1771 Avenue Road
Toronto, ON M5M 4N5

T 416-784-5210 F 416-784-5243

E info@coffee-expo.com

W www.coffee-expo.com

www.canadianbaristachampionship.com

The Canadian Barista & Coffee Academy offers certified training courses and regional barista competitions in various locations across Canada throughout the year.

Canadian Coffee & Tea Expo Canadian Barista Championship

Vida Radovanovic
PO Box 54535, 1771 Avenue Road
Toronto, ON M5M 4N5

T 416-784-5210 F 416-784-5243

E info@coffee-expo.com

W www.coffee-expo.com

Canada's largest coffee and beverage trade show and educational forum of its kind features over 100 exhibiting companies and over 25 educational seminars and workshops. It also hosts the annual Canadian Barista Championships.



Canterbury Coffee

Ken Waithman
13840 Mayfield Place
Richmond, BC V6V 2E4

T 604-273-8684 F 604-273-8428

E info@canterburycoffee.com

W www.canterburycoffee.com

Booth # 40

Canterbury Coffee is a local privately owned company, founded in 1981. Canterbury's strength stems from the entire workforce and the pride we take in consistently surpassing our customers' expectations in terms of quality and performance. Our Quality Control lab, state of the art roasting and packaging equipment help ensure this goal.

Canterbury Food Service Ltd.

Chelan Hamilton
150-22071 Fraserwood Way
Richmond, BC V6W 1J5

T 604-270-2326 F 604-270-7729

E sales@canterburycoffee.com

W www.canterburycoffee.com

Booth # 39

Representing: Rancilio, Franke, Fetco, Bunn, Torani, Cappuccine, Oral Fixation Mints, Two Leaves & A Bud, Guayaki Yerbe Mate, Numi Teas, Vroom, Ambient Moon chai, Fusuro Premium teas, Teawave smoothie mix, Cool Capp Cool Teaz.

Canterbury Food Service is a BC owned company with an established tradition of providing superior products and exceptional customer service. We are a full service distributor offering a full line of espresso and brewing equipment solutions, private label coffee programs, fundraising opportunities and top-notch staff to assist you.

Cappucine Inc.

c/o Stillcreek Distributing
100 - 22071 Fraserwood Way
Richmond, BC V6W 1J5

Booth # 41A

Carmi Flavors & Fragrance Co. Inc.

Lucie Nicholls
1212-1515 Broadway St.
Port Coquitlam, BC V3C 6M2

T 604-468-9800 F 604-468-9801

E cnsales@carmiflavors.com

www.carmiflavors.com

Booth # 8

Carmi Flavors offers a vast selection of easy to use products such as granita mixes, syrups and flavourings for the coffee and beverage industry.

We carry a wide variety of Natural, Natural/Artificial and Artificial flavours in liquid and powder forms. We do not have any minimums and stock flavours are shipped within 1 week.

For your complimentary samples, please call your local branch at: 604-468-9800 BC, 905-563-6300-ON, 450-645-2500 QC or email us at: cnsales@carmiflavors.com.



Cocoa Camino

Nicole McGrath
210 - 4 Florence St.
Ottawa, ON K2P 0W7

T 613-235-6122 F 613-235-6877

E info@lasiembra.com

W www.cocoacamino.com

Booth # 32

Chocolate: 100% organic.
100% fair trade

La Siembra Co-operative, a worker-owned co-op based in Ottawa, was the pioneer of fair trade certified cocoa and sugar products in Lorth America distributed under the Cocoa Camino brand name. Cocoa Camino products have earned

2006 EXHIBITOR DIRECTORY

their reputation as premium quality organic products. Our product line includes chocolate, hot chocolate, cocoa powder and sugar.

Cornelia Bean Ltd.

Bob Krul
417 Academy Road
Winnipeg, MB R3N 0C1

T 204-489-5460
E info@corneliabean.com

Booth # 27

Representing: Tibetan Tea – canned energy drink with tea.

Cornelia Bean Ltd. is a new Winnipeg based retailer and wholesaler of tea and coffee products for the Canadian market. As a new company, our intent is to introduce the gourmet market to specialty items such as blended teas from Canada and around the world, tea infusers, coffee tamper boxes, tea infused honey and custom Bodum products. This will be the premier show for our new BREW* infuser as well as the CORNELIA SPA COLLECTION* with tea bath products as part of the new line.

The wholesale division of the company will focus on bringing the best tea products to the market as supplied by INTERTEE from Germany and BODUM from Denmark. Our ambition is to be an innovative link in Canada's growing market for tea and coffee products and the new gourmet shops that are intent on being a leader in their local markets. Cornelia Bean Ltd. is prepared to train staff, custom package and re-pack for smaller markets.



CuppaJoe Coffee Co.

Rob Price
104-350 East Kent Ave. S.
Vancouver, BC V5X 4N6
T 604-709-4563 F 604-709-4564
E gord@cuppajoecoffee.com
W www.cuppajoe.com

Booth # 26

CuppaJoe Coffee is a Vancouver Micro Roaster of Specialty and Organic Coffees. We have two retail coffee outlets in the city, and wholesale to other coffee bars, cafes, restaurants, and grocery, with a full product line of paper cups, syrups, chai and smoothies, loose leaf teas, equipment and training.

Double-Wrap Cup & Container Co. Inc.

Ted Alpert
680 North Lake Shore Drive, #1209
Chicago, IL 60611 - 4481

T 312-337-0072 F 312-337-0104
W www.comfortgripwrap.com

Booth # 4

We are a closely held debt free company, manufacturing a gourmet insulated cup sleeve and marketing it as a wonderful presentation as well as five star quality



ECM Espresso Coffee Machines Co.

3709 1st Avenue
Burnaby, BC V5C 3V6

T 604-291-6363 F 604-291-6302
E admin@ecm.bc.ca W www.ecm.bc.ca

Booth # 1, 2, 3

Representing: Nuova Simonelli espresso machines, Gaggia household espresso, Bravo gelato equipment, Italproget gelato cases, Frigomeccanica bars and equipment, Victorio Arduino espresso machines.

New Products: Café in a Box – prefab coffee bars

With more than 25 years in business ECM continues to be the largest distributor of its kind in western Canada. With extensive knowledge, exceptional customer service and top technical support ECM is sure to remain an industry leader for years to come.



Elysian Coffee

Alistair Durie / Robert Goble
1778 –West 5th Ave.
Vancouver, BC V6J 1P2

T 604-839-1210
E ad@elysiancoffee.com
W www.elysiancoffee.com

Booth # 33

New Products: Synesso Espresso Equipment, Clover Coffee Brewing Equipment, Accessories

Through its Total Quality Approach, Elysian Coffee offers high-end coffee equipment (Clover Brewing System and Synesso Espresso Machines), barista

training, and coffee business consulting. Elysian Coffee also operates The Elysian Room, a Vancouver café known for its fanatical dedication to quality coffee, service, and equipment.

Ethical Bean Coffee Co.

Elaine Arrowsmith
1315 Kootenay Street
Vancouver, BC V5K 4Y3

T 604-431-3830 x 204
F 604-431-3834
E elaine@ethicalbean.com
W www.ethicalbean.com

Booth # 47



Franke Kaffemaschinen AG

Greg Filan
PO Box 6136 –
530 Adelaide Street W.
Toronto, ON M5V 2K7

T 416-567-2603 F 416-691-9686
E greg.filan@franke.com
W www.franke-cs.com

Booth # 36

Representing: Franke Saphira, Franke Flair, Franke Evolution, Franke Sinfonia

New Products: Franke Flair UL/NSF

From high-volume espresso bars to busy restaurants and corporate lunch-rooms, Franke automation delivers astonishing ease, flavor, and durability. A modular approach lets you customize for your business needs. Choose the automated model with external steam wand, or add a refrigeration unit for a fully automated, one-touch machine. High Quality, Fully Automated Espresso Machines from Franke.

Fresh Cup Publishing Inc.

PO Box 14827
Portland, OR 97213
T 503-236-2587 F 503-236-3165
E freshcup@freshcup.com
W www.freshcup.com
www.freshcuproadshow.com

Since 1992 Fresh Cup Magazine has covered the world of Specialty Coffee and tea with editorial insight and graphic panache, giving professionals the information they need to succeed. Fresh Cup Publishing Inc. also sponsors The Fresh Cup Roadshow.

Gerhards Importers Canada

Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com
W www.gerhardscanada.com

Booth # 43, 44, 45

New Product: Matcha – Japanese green tea

Ghirardelli Chocolate

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807
E dave@gerhardscanada.com
W www.gerhardscanada.com
Booth # 43, 44, 45

Guayaki

c/o Stillwater Creek
22071 Fraserwood Way
Richmond, BC V6W 1J5

T 800-957-4318 F 800-978-4957
E sales@stillcreek.ca

Booth # 38B



Halo

300-395 Railway Street
Vancouver, BC V6A 1A6

T 604-215-2033
E sales@myhalo.com
W www.myhalo.com

Booth #46

Halo is a POS and payment processing solution that is delivered and managed over the internet. Halo provides a new level of control and insight into your business with seamless integration for multiple locations. Halo also gives you real-time information, plus the freedom to access and change your business remotely – all for 50% less than traditional POS! Halo is powered by Vivonet.

Intelligentsia Coffee/Wicked Distribution

Brad Ford
1399 West 7th Ave.
Vancouver, BC V6H 1B8

T 888-323-6975/604-319-3065 F 604-630-2466

E bford@intelligentsiacoffee.com

W www.intelligentsiacoffee.com

Booth: # 52

Exclusive Canadian Distributor of Intelligentsia Coffees & Teas. The highest rated coffee roaster in North

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America. We offer full training, on-going support and café startup consulting as added value services for all our customers.

Japan Tea Central Association

Koichiro Yanagisawa
Tokyo Chagyo Kaikan 5F 2-8-5
Higashishinbashi, Minato-ku
Tokyo, Japan 105-0021

T 03-3434-2001 F 03-3459-9518
E F2004677@nifty.ne.jp
W www.nihon-cha.or.jp

Booth # 21

We are the most commercial association of Japanese green tea production and distribution, founded in 1884. Our most important aim is the market research of Japanese green tea in Canada.



Jet Smoothies

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807
E dave@gerhardscanada.com
W www.gerhardscanada.com

Booth # 43, 44, 45



OSCAR'S

Kerry Food & Beverage

Jim Zalusky
6189-166A Street
Surrey, BC V3S 9L2

T 604-351-6426 F 604-576-5864
E jzalusky@kerrygroup.com
W www.kerryfoodandbeverage.com

Booth # 18, 19

Manufacturers of Oregon Chai, Jet Smoothies, DaVinci Syrups and Sauces, Oscar's Syrups, Palm Bay Real Fruit Smoothies. Ask about FREE POS materials. Blender assistance programs available.

Krups

455 Finchdene Square
Scarborough, ON M1X 1B7

T 416-297-4131 F 416-293-9411
E info@krups.ca W www.krups.ca

Booth # 48 Foyer

Passion. Precision. Perfection. The Krups tradition continues, with an unparalleled collection of espresso and coffee machines reflecting the latest in European design while setting rigorous standards for engineering and functionality.

Latin Organics Inc.

Martha Bowen
6421 Fox Street
West Vancouver, BC V7W 2C3

T 604-921-2491 F 604-921-2493

E marthabowen@latinorganics.com

W latinorganics.com

Booth: # 51

New Products: Latin Organics™ Fair Trade and Organic Arhuaco Coffee Collection: Mamo, Aluna, Coastal Park

LIMOS Coffee & Tea

Landry Ndikumazambo
2 Ridelle Ave, Unit 306
Toronto, ON M6B 1H4

T 416-780-9177 F 416-780-9177

E landry@gmail.com

Booth # 54

Limos Coffee is a new coffee start-up established in Toronto that would like to promote Burundian green coffee which grows in the high mountains of its Nordic region (NGOZI, KIRUNDO). In addition to importing a wide selection of its country's single origin coffees and teas, Limos Coffee and Tea wants to develop coffee blends to reflect current as well as classic tastes.

LISS America

Lloyd Heise
2060 O'Neil Road
Macedon, NY 14502

T 315-986-7685 F 315-986-7164

E lissameric@aol.com

W www.liss-group.com

Booth # 22

Representing: LISS Professional, LISS Desert Chef, LISS Silhouette

LISS America is the exclusive North American distributor for LISS products. The LISS factory is located in Hungary and is ISO 9001 and 14001 certified. LISS manufactures Professional and Domestic Cream Whippers, Soda Siphons, N2O and CO2 Chargers.

Los Beans Trading Co. Ltd.

Salvador Huerta
395 Alexander Street
Vancouver, BC V6A 1C4

T 604-874-0611 F 604-874-0614

E shuerta@losbeans.com

W www.losbeans.com

Booth # 56

Los Beans Trading Co. Incorporated in BC since 2001 has recently started operations of roasting coffee locally with its state-of-the art equipment, importing whole green coffee from its owned family plantations located in Mexico successfully managed since 1890. Organic; Rain forest; Bird Friendly; Shade grown; Sustainable practices of growing coffees are also imported from other countries, together with quality Espresso Machines from Spain make Los Beans the best option in town for roasters and consumers.

Mixology Canada Inc.

Scott Megit
171 Ambassador Drive, #7
Mississauga, ON L5T 2J1

T 905-670-0770 F 905-670-5445

W www.mixology.net

Booth # 24

Representing: Island Originals, TeaFuzions, 1883, Montania, Island Rose

Mixology Canada is your one source for premium beverage mixes and teas.

Monin Syrups

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

Morala Trading Inc.

Hamid Mortazavo
1320 Bank Street
Ottawa, ON K1S 3Y4

T 613-230-4452 F 613-736-6622

E hamid@morala.com

W www.morala.com

Booth # 29, 30

Morala Trading is a master distributor of coffee brewing and grinding equipment with sales and service throughout Canada. We offer a complete line of traditional and super automated coffee machines and grinders for both domestic and commercial use, as well as various related products for complete coffee and tea enjoyment.

Muzi Matcha

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

Nespresso – Swica Importers

Marco Herrmann
130 Fernway Drive
Port Moody, BC V3H 5M1

T 604-461-9881

E info@swicaimporters.ca

W www.swicaimporters.ca

Booth # 55

New Products: Nespresso Business Coffee Solution

Nespresso is an inexpensive and hassle free solution for espressos and specialty coffees. All of our machines are manufactured by a Swiss company. With Nespresso you don't have to train staff to make espressos. The coffee comes in vacuum-sealed capsules and guarantees a high quality, authentic espresso each time.

Numi Organic Teas

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

Numi Organic Tea

Diana Agtane
PO Box 20420
Oakland, CA 94620

T 510-534-6864 ext24

F 510-536-6864

E diana@numitea.com

W www.numitea.com

Booth # 38A

Numi Organic Tea specializes in premium organic, full-leaf teas, pure fresh herbs and an innovative line of Flowering Teas creating a rich, authentic experience. In 2006, NUMI increased its Fair Trade Certified offerings and introduced a new Exotic line of hand sewn Flowering Teas.



Oregon Chai

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

2006 EXHIBITOR DIRECTORY

Organic Products Trading Co.

Brian Nicholas
PO Box 2994
Vancouver, WA 98668

T 360-573-4433 F 360-573-4388

E brian@optco.com

W www.opto.com

Booth # 17

Organic Products Trading Company (OPTCO) develops & Imports Certified Organic Shade Grown, and Fair Trade Coffees from around the world. Developer and supplier of Café Femenino™ Coffees, and Swiss Water Decaf coffees. Coffees sold single bag to full container, spot and forward contracts, warehoused in Oakland, NY, Toronto, and Vancouver BC.

Organics 2 You

Jacqueline Wilkie
185 – 11960 Hammersmith Way
Richmond, BC V7A 5C9

T 604-231-0375 F 604-275-2792

E jacquie@globalrelay.net

Booth # 9B

We are an organic Fair Trade syrup manufacturer. Our master distributor is StillCreek Distributions. We have 18 wonderful flavours including chocolate.

Pixie Mate

c/o Gerhards Importers Canada

Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

Pure Caffeination Consulting Group

1438 East 61st Avenue
Vancouver, BC V5P 2J4

T 604-644-4477

E irena@purecaffeination.com

W www.purecaffeination.com

Booth # 58

Pure Caffeination Consulting Group offers professional services in the coffee industry. Our scope of services includes vendor sourcing, café design and layout, menu creation, preparation of operating manuals and beverage training sessions.

Quality Coffee Systems

Roger Knecht
1122 Boundry Road
Burnaby, BC V5K 4T5

T 604-291-6166

F 604-294-4396

E qcs@telus.net

W www.qualitycoffeesystems.com

Booth # 13

Representing: Schaener, Conti

Sales and service of espresso machines.

Rancilio America

c/o Canterbury Food Services
150-22071 Fraserwood Way
Richmond, BC V6W 1J5

T 604-270-2326 F 604-270-7729

E sales@canterburycoffee.com

W www.canterburycoffee.com

Booth # 42

Riverwood Sales

Darren Davis
#207 – 3993 Henning Drive
Burnaby, BC V5C 6N5

T 604-876-5688 F 604-876-5768

Booth # 16

Representing: Better Life Coffee, Herbal Republic, Conference Cup, Stirling Syrups, Double-Wrap

Riverwood Sales represents coffee, tea, syrups, coffee cups and lids, heat sleeves, sugar stixs, stir sticks and related food and packaging products for the coffee/tea segment.

Salt Spring Coffee Co.

Alicia Herbert
#1-156 Alders Ave.
Salt Spring Island, BC V8K 2K5

T 800-332-8858 F 877-653-4110

E alicia@saltspringcoffee.com

W www.saltspringcoffee.com

Booth # 11

Since 1996 Salt Spring Coffee has been BC's Original Ethically Responsible Coffee Company. Dedicated to the art of fresh roasting top-grade, shade grown, arabica coffee, Salt Spring Coffee is a 100% Certified Organic and Fair Trade micro-roaster, still located on Salt Spring Island, where none of this is surprising!

SCS Enterprise Inc.

Frankie Jamali
3605 E. Hastings St.
Vancouver, BC V5K 2B1

T 604-861-9898 F 604-473-9896

E info@specialtycoffeesolutions.com

Booth # 25

Representing: LaMarzocco, Clover

We provide Sales and Service for both LaMarzocco Espresso equipment and Clover Coffee machines.

Seaside Paper Products Ltd.

Glad Rycroft
9999 River Way
Delta, BC V4G 1M8

T 604-930-2700 F 604-930-2701

E glad@seasidepaper.net

W www.seasidepaper.com

Booth # 23

Seaside Paper Products is the manufacturer of the Original and Award Winning Java Jacket. The Java Jacket is available in both "flat" and "pre-assembled" style as well as made from either brown or white material. For more information on either generic or custom prints, please contact Seaside Paper for a Distributor near you.

Silk Soy

c/o Gerhards Importers Canada
Dave Toevs
410 Bank St #226
Ottawa, ON K2P 1Y8

T 613-563-3692 F 613-563-3807

E dave@gerhardscanada.com

W www.gerhardscanada.com

Booth # 43, 44, 45

Solo Cup Canada

David M. Niles
2121 Markham Road
Toronto, ON M1B 2W3

T 416-293-2877 F 416-332-3489

E david.niles@solocup.com

W www.solocup.com

Booth # 28

New Product: Traveler Plus® Lids

Stillcreek Distributing

100 – 22071 Fraserwood Way
Richmond, BC V6W 1J5

T 800-957-4318 F 800-978-4957

E sales@stillcreek.ca

Booth # 35

Representing: Two Leaves, Ambient Moon, Fusuro

Stillcreek Distributing

100 – 22071 Fraserwood Way
Richmond, BC V6W 1J5

T 800-957-4318 F 800-978-4957

E sales@stillcreek.ca

Booth # 12

Representing: Oral Fixation, Kombucha

Teaz

Anita / Madhu Suri
2418 Granville St.
Vancouver, BC V6H 3G6

T 604-263-2000 F 604-987-9334

E madhu@herbalrepublic.com

W www.herbalrepublic.com

Booth: # 15

Representing: Riverwood Sales
New Products: Herbal Republic Pyramid Tea Bags. food service line of tea bags

The Natural Choice Tea Company

Mark Hunter
Address: 68 Hinton Rd. Toronto, Ontario, M9W2V7

T 416-937-8397

E mark@drinkhoneybushtea.com

W www.drinkhoneybushtea.com

Booth # 59

New Product: Cape Honeybush Tea

The Natural Choice Tea Company is the exclusive importer to North America of Cape Honeybush Tea Company products from South Africa. The teas are 100% certified organic, caffeine free (including our Green Tea) free of pesticides and herbicides and rich in anti-oxidants. The four brands are Honeybush tea, Honeybush Green tea, Honeybush/Rooibos blended tea and Rooibos tea.



The Teaguy.com

Brendan Wayne
101 – 1327 St. Paul Street
Kelowna, BC V1Y 2E2

T 250-860-9151 F 250-917-5606

E brendan@theteaguy.com

W www.theteaguy.com

Booth # 51

Representing: Florapharm Tea, Steeps Tea, Chai Co. chai

New Products: Intelligentsia Coffee

The teaguy .com is a place where you can get all your questions about tea and tea houses answered by an industry professional. We also import and distribute the best teas and coffees available today.

2006 EXHIBITOR DIRECTORY

Torani / R. Torre & Co.

Ryan Manley
233 East Harris Ave.
South San Francisco, CA 94080

T 800-775-1925 F 650-875-1600

E info@torani.com W www.torani.com

Booth # 37B

Torani imparts bold, authentic flavor. Torani syrups are available in over 80 flavors, including Sugar Free. Frusia, shelf-stable whole-fruit smoothie bases blend into rich smoothies, Caffioco creates the ultimate blended coffee drinks, Torani Sauces add flavor to every beverage and Pure Flavor is the revolutionary new line of fresh herb, spice and botanical flavors.



TransFair Canada

Rob Clarke
302 -251 Bank Street
Ottawa, ON K2P 1X3

T 613-563-3351 x24

F 613-563-1462

E rob.clarke@transfair.ca

W www.transfair.ca

Booth # 31

Vega Mfg Ltd.

Pat McGee
#112-1647 Broadway Street
Port Coquitlam, BC V3C 6P8

T 604-941-0761 F 604-941-0781

E sales@vegacases.com

W www.vegacases.com

Booth # 20

Vega Mfg Ltd. is a European Style Showcase manufacturer. Our NSF Certified refrigerated, dry & hot displays highlight & keep your products fresh. Customized cases, counters & shelving systems make our cases fit into your design layout. "Design, Functionality and Craftsmanship".

Victor Business Products

Shiraz Virani
#207 - 8988 Fraser Court
Burnaby, BC V5J 5H8

T 604-435-0110 F 604-435-0220

E shiraz_virani@telus.net

Booth # 14

We provide cash registers, point of sale systems, scales.

Our company has been in business for the last 22 years, we sell & lease systems and provide service on all the equipment we install in fast food restaurants, coffee shops, and fine dining restaurants.

Vrroom (Reach New Heights)

Casper de Jong
101 - 1001 W. Broadway,
PO Box 838
Vancouver, BC V6H 4E4

T 604-224-4242 F 604-224-4236

E info@vrroom.ca

W www.vrroom.ca

Booth # 41B

Vrroom is an Isotonic Beverage that contains Electrolytes: putting the fluids where they belong, inside. Each 240ml/8oz serving of Vrroom contains the recommended daily requirement of Vitamin C. Vrroom also contains essential minerals and has no fat or caffeine. Vrroom is a great alternative to carbonated drinks.



ZenMatcha Products Ltd.

Naomi Thomas
105 - West 3rd Avenue
Vancouver, BC V5Y 1E6

T 604-876-9876 F 604-876-9846

E naomi@zenmatcha.com

W www.zenmatcha.com

Booth # 5

ZenMatcha Products Ltd. is a new company that was created to introduce authentic Japanese Matcha green tea to the North American mainstream market. Utilizing three generations of business ties with Japan, ZenMatcha has succeeded in securing an exclusive supply of some of the best Japanese Matcha for North American consumers. This is a rare opportunity, as high quality Matcha has been historically difficult to source.

ZenMatcha has utilized extensive marketing and sales research to create a message and brand that has broad appeal to both coffee and tea drinkers alike.

The story of ZenMatcha honors the sacred history of this mystical Japanese drink, and modern marketing materials help to explain the science behind its profound health benefits.

Abruzzo Italian Imports, Inc.

365 Healey Rd., Unit 8
Bolton, ON L7E 5C1

T 905-857-5059 F 604-224-4236

E abruzzoitalianimportsinc@bellnet.ca

W www.araazzurro.ca

Booth # 53

Presenting espresso coffees and decaffeinated coffee.



PRODUCT CATEGORIES

Accessories & Supplies

B.B.C. Sales & Service Ltd.
Bravo Coffee Group Inc.
Bruce & Clark
Canterbury Food Services Ltd.
Intelligentsia Coffee/Wicked Distribution
Morala Trading Inc.
SCS Enterprise Inc.
ZenMatcha Products Ltd.

Baked Items

Cocoa Camino

Beverages

Bravo Coffee Group Inc.
Bruce & Clark
Canterbury Food Services Ltd.
Cocoa Camino
Intelligentsia Coffee/Wicked Distribution
Kerry Food & Beverage
Latin Organics Inc.
Nespresso – Swica Importers
Numi Organic Tea
Salt Spring Coffee Co.
Torani / R. Torre & Co.
Vrroom (Reach New Heights)
ZenMatcha Products Ltd.

Beverage Containers

B.B.C. Sales & Service Ltd.
Canterbury Food Services Ltd.
Morala Trading Inc.
Riverwood Sales
Solo Cup Canada

Bottled Drinks

Canterbury Food Services Ltd.

Brewing Equipment

B.B.C. Sales & Service Ltd.
Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
ECM Espresso Coffee Machines Co.
Elysian Coffee
Quality Coffee Systems

Bubble Tea

Bruce & Clark

Chai

Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
Gerhards Importers Canada
Kerry Food & Beverage
Mixology Canada Inc.
Numi Organic Tea
Teaz
The Teaguy.com

Coffee (Roasted)

Better Life Coffee Corp.
Bravo Coffee Group Inc.
Canterbury Coffee
Canterbury Food Services Ltd.
CuppaJoe Coffee Co.
Elysian Coffee
Ethical Bean Coffee Co.
Intelligentsia Coffee/Wicked Distribution
Latin Organics Inc.
Los Beans Trading Co. Ltd.
Nespresso – Swica Importers
Riverwood Sales
Salt Spring Coffee Co.

Coffee (Green)

Better Life Coffee Corp.
Latin Organics Inc.
Limos Coffee & Tea
Riverwood Sales

Confections/Cocoa/Chocolate

Barry Callebaut
Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
Cocoa Camino
Gerhards Importers Canada

Dairy & Soya Products

Mixology Canada Inc.

Display Equipment

ECM Espresso Coffee Machines Co.
Vega Manufacturing Ltd.

Educational Materials/Consulting

Canadian Barista & Coffee Academy
Canadian Coffee & Tea Expo
Fresh Cup Publishing Inc.

Espresso Coffee

Better Life Coffee Corp.
Bravo Coffee Group Inc.
Canterbury Coffee
Canterbury Food Services Ltd.
CuppaJoe Coffee Co.
Elysian Coffee
Ethical Bean Coffee Co.
Intelligentsia Coffee/Wicked Distribution
Latin Organics Inc.
Riverwood Sales
Salt Spring Coffee Co.

Espresso Machines

B.B.C. Sales & Service Ltd.
Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
ECM Espresso Coffee Machines Co.
Elysian Coffee
Franke Kaffeemaschinen AG
Intelligentsia Coffee/Wicked Distribution
Krupps
Morala Trading Inc.
Nespresso – Swica Importers
Quality Coffee Systems
SCS Enterprise Inc.

Food Items

Arelco Promotional Group, Inc.
Latin Organics Inc.
Riverwood Sales
Torani / R. Torre & Co.

GranitaMachines/Blenders

B.B.C. Sales & Service Ltd.
Blendtec
Canterbury Food Services Ltd.
Carmi Flavors & Fragrance Co. Inc.
ECM Espresso Coffee Machines Co.
Mixology Canada Inc.
Morala Trading Inc.

Granita/Gourmet Drink Mixes & Products

Canterbury Food Services Ltd.
Carmi Flavors & Fragrance Co. Inc.
ECM Espresso Coffee Machines Co.
Gerhards Importers Canada
Mixology Canada Inc.
Vrroom (Reach New Heights)

Grinders

B.B.C. Sales & Service Ltd.
Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
ECM Espresso Coffee Machines Co.
Elysian Coffee
Krupps
Morala Trading Inc.
SCS Enterprise Inc.

Grower/Importer/Exporter

Latin Organics Inc.
Limos Coffee & Tea
Los Beans Trading Co. Ltd.
Organic Products Trading Co.
Teaz
The Teaguy.com
ZenMatcha Products Ltd.

Herbals

Canterbury Food Services Ltd.
Intelligentsia Coffee/Wicked Distribution
Numi Organic Tea
Teaz
The Teaguy.com

Organic Coffees

Better Life Coffee Corp.
Bravo Coffee Group Inc.
Canterbury Coffee
Canterbury Food Services Ltd.
CuppaJoe Coffee Co.
Ethical Bean Coffee Co.
Intelligentsia Coffee/Wicked Distribution
Latin Organics Inc.
Organic Products Trading Co.
Riverwood Sales
Salt Spring Coffee Co.
ZenMatcha Products Ltd.

Organic Teas

Bravo Coffee Group Inc.
Canterbury Food Services Ltd.
CuppaJoe Coffee Co.
Ethical Bean Coffee Co.
Gerhards Importers Canada
Mixology Canada Inc.
Morala Trading Inc.
Numi Organic Tea
Riverwood Sales
Salt Spring Coffee Co.
Teaz
The Natural Choice Tea Company
The Teaguy.com

Packaging

Riverwood Sales
Solo Cup Canada

Paper Products & Cups

B.B.C. Sales & Service Ltd.
Bravo Coffee Group Inc.
Bruce & Clark
Canterbury Food Services Ltd.
Riverwood Sales
Seaside Paper Products
Solo Cup Canada

Retail Merchandise

Arelco Promotional Group, Inc.
Canterbury Food Services Ltd.
ECM Espresso Coffee Machines Co.
Krupps

Morala Trading Inc.
SCS Enterprise Inc.
Teaz
ZenMatcha Products Ltd.

Syrups/Flavourings

Canterbury Food Services Ltd.
Carmi Flavors & Fragrance Co. Inc.
Gerhards Importers Canada
Kerry Food & Beverage
Mixology Canada Inc.
Morala Trading Inc.
Organics 2 You
Riverwood Sales
Torani / R. Torre & Co.

Tea

Canterbury Food Services Ltd.
Ethical Bean Coffee Co.
Gerhards Importers Canada
Intelligentsia Coffee/Wicked Distribution
Japan Tea Central Association
Kerry Food & Beverage
Mixology Canada Inc.
Morala Trading Inc.
Numi
Numi Organic Tea
Riverwood Sales
Teaz
The Teaguy.com
ZenMatcha Products Ltd.

Yerba Mate

Canterbury Food Services Ltd.
Gerhards Importers Canada
Morala Trading Inc.
Teaz
The Teaguy.com

Other

Arelco Promotional Group, Inc. – Website Publication
BFL Canada Insurance Services – Insurance Provider and Risk Management Services
Bravo Coffee Group Inc. – Smoothies, Blenders
Double-Wrap Cup & Container Co. Inc. – Insulated Cup Sleeves
ECM Espresso Coffee Machines Co. – Gelato Equipment. Prefab Coffee Bars
Gerhards Importers Canada – Soy Silk
Halo – P.O.S Systems, Technology, Point of Sale
Intelligentsia Coffee/Wicked Distribution – Fair Trade
Japan Tea Central Association - Association
Morala Trading Inc. – Automatic Pasta Cooker
Pure Caffeination Consulting Group - Consulting Services
TransFair Canada – Fair Trade Certification
Teaz – Tea Bags – Food Service
The Teaguy.com – Consulting for the Tea Industry
Victor Business Products – Cash Registers & P.O.S Systems



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September, 2007
Montréal, Québec

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