

Innovation Award	Reasoning
<b>Cataldi Fresh Market: New Store</b>	Great changes to a more upscale grocery store with an old-world vibe offering the best in fresh and center store offerings to its customers and communities.
<b>Chens Enterprises Co: Applewood Signature Snacks</b>	<p>Applewood Signature is committed to maintaining the highest standards of quality and authenticity in their products. With a focus on providing consumers with the best possible snacking experience, they offer a diverse range of options made from 100% real ingredients. From real potato to sweet purple onion, mushroom, and okra, each snack is carefully crafted using state-of-the-art vacuum frying techniques. This innovative approach ensures that the natural nutrients and delicious flavors of the ingredients are preserved, delivering a healthier snack alternative without compromising on taste or quality. By prioritizing real, wholesome ingredients, Applewood Signature reinforces its dedication to providing customers with snacks they can trust and enjoy.</p> <p>Applewood Signature is committed to introducing innovative and trend-setting products to the market. We offer a diverse range of snack options featuring 100% real potato, sweet purple onion, mushroom, and okra, all prepared using state-of-the-art vacuum frying techniques. This method ensures that the natural nutrients and delicious flavors of the ingredients are preserved, providing consumers with a healthier snack alternative without sacrificing taste.</p> <p>Applewood Signature is dedicated to sustainability at every step of their production process. They prioritize eco-friendly practices, from sourcing ingredients to packaging their products.</p> <p>With an unwavering commitment to customer satisfaction, Applewood Signature prioritizes exceeding expectations at every turn. This dedication is evident in their meticulous attention to detail and relentless pursuit of excellence. From the sourcing of premium ingredients to the crafting of their products, every step is taken with the customer in mind. By continuously striving to go above and beyond, Applewood Signature aims not only to meet but to surpass the expectations of their valued customers, delivering an unparalleled experience with each and every interaction.</p> <p>Applewood Signature has established itself as a cornerstone of reliability, trustworthiness, and integrity within the industry, earning a sterling reputation that precedes them. Their name has become synonymous with excellence, signifying a commitment to consistently delivering exceptional products and services. This reputation has been cultivated through years of dedicated effort, unwavering adherence to high standards, and a steadfast focus on integrity in all business dealings. Customers and partners alike have come to rely on Applewood Signature as a beacon of trustworthiness and quality, making them a trusted choice in the market. Applewood Signature actively engages with and gives back to the community, demonstrating a genuine commitment to social responsibility and making a positive impact beyond their business operations.</p>
<b>Lactalis Canada: New Products</b>	Lactalis continues to be a leader in innovation. Most recently winning best new product awards for our CB Signature Smoked Cheese, Siggis Bannana & Raspberry, Balderson Mature Tasting Trio and many others. We have most recently launched our Siggis Multipacks, X-treme Nacho & Pizza cheese strings etc. and will continue to announce exciting new innovations!
<b>Tree of Life: E-Commerce Platform</b>	Great Distributor. Had the genius idea to implement an E-Commerce Platform utilizing their existing warehouse, shipping direct to Amazon for manufacturers. The ECommerce Lead is amazing and building brands at Amazon through normal ordering process in distribution. TOL does everything from uploading the brand, shipping, delivering. If you need more information on this, let me know.
<b>Rabba Fine Foods: Uncrustables</b>	New product in the market doing great sales! With no crust to worry about, Uncrustables® are the perfect mess-free snack. Choose from two mouth-watering flavours; peanut butter and strawberry spread or chocolate-flavoured hazelnut spread. Both will have you hooked after just one bite. Simply head to the freezer aisle, thaw, and enjoy!
<b>Bimbo Canada: Taki's Intense Nacho</b>	Great selling item, and collaborative concept developed with Grammy award-winning DJ Steve Aoki and the first non-spicy flavor produced by Takis in its history.
<b>Chapman's Ice Cream: Super Premium Plus Cold Brew Coffee Ice Cream</b>	<p>Less than a year after its launch, Chapman's Super Premium Plus Cold Brew Coffee ice cream has been awarded Product of the Year! This prestigious award celebrates innovation and recognizes the best products on the market as voted by Canadian consumers.</p> <p>Crafted from a unique blend of coffee beans, rich cream and fresh milk, the bold and smooth taste of the luxurious Cold Brew Coffee ice cream was created for true coffee aficionados.</p> <p>This Chapman's Super Premium Plus ice cream is made with real cold brew from Indigenous-owned Birch Bark Coffee Co. and it comes in a popular 500 ml size. Even sweeter is that a portion of the Super Premium Plus Cold Brew Coffee sales gets donated to clean drinking water initiatives for Indigenous homes across Canada.</p>