

Attendee Registration Information

# Congress 2009

April 26 & 27

Bill Copeland Centre  
3676 Kensington Ave  
Vancouver  
(Burnaby), BC



**FREE PARKING**  
at the Bill Copeland  
Centre

## A Baking Event where you can:

- Join industry professionals including bakers (retail, wholesale, commercial), grocery and food service outlets
- Visit the more than 10,000 sq.ft. trade exhibition
- New Product Showcase
- Wedding Cake Contest
- Network and enjoy yourself at the social functions

*Last held in the Vancouver area in 2005, it is the Baking Event to see the newest, the best and your favourite products, ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve) for 2009*

Congress 2009 Sponsors as of February 6

**BAKERS**  
JOURNAL

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# Congress 2009

To keep your business successful, it's important to stay on top of what's happening in the baking industry. **Congress 2009** provides you with that opportunity: source out new suppliers or discover the latest or improved products on the trade show floor; learn about new products each morning at the New Product Showcase seminars and network with industry colleagues at the social functions, plus much more!.

## NEW PRODUCT SHOWCASE

### Free Seminars for all Attendees!

Presentations will be held at the Bill Copeland Centre  
*Limited seating: Available on a first come, first served basis.*

Looking for the latest products, ingredients, equipment, technology and/or services. Let the New Product Showcase, which features multimedia presentations, be one of the first stops in your quest for information. The companies listed below will give you a snap shot of their latest offerings and will have the items on display in their booth if you need more information.

**Note:** *The products listed below do not represent all of the new products at Congress 2009 rather only those products from companies who expressed an interest in participating in the New Product Showcase.*

**SUNDAY, APRIL 26**

10:30am – 12:00 noon

### Anita's Organic Pure & Simple Mixes

#### Anita's Organic Grain & Flour Mill Ltd

Anita's Organic Grain & Flour Mill recently launched a line of organic baking mixes using whole grain flours milled fresh every day on stonemills. All mixes are certified organic, Kosher and are free from preservatives and additives. Helping you to just be well with pure and simple mixes.

### Minimize Wear and Maintenance in Spiral Conveyors

#### Ashworth Bros Inc

Ashworth Bros Inc recently expanded the Omni-Pro line of 1 and 1.2-inch pitch options to include the 3/4-inch pitch Omni-Pro 075. We will explain why Omni-Pro belts minimize wear and maintenance in spirals by examining the patented "protrusion leg," the "zero-tension" 360° buttonless weld and other features.

## BAC Annual General Meeting

Sunday, April 26: 9:15am to 10:00am • Lakeview Room, Bill Copeland Centre

For BAC Members only, the annual meeting provides a review of the Association's activities over the past year as well as direction for the future.

## Vitamin-D: The Most Needed Nutrient in Our Food Supply

### Lallemand Inc

Vitamin-D (Vit-D) is currently among the most discussed-cited topic in nutrition and health. While osteoporosis has long been considered a disease of calcium deficiency, it is now known that calcium and vitamin-D deficiencies are intrinsically linked causing this disease. Lallemand will present strategies for the addition of Vit-D to foods along with sources of Vit-D to be used in food applications.

## Robin Hood® Sensible Choice™ Bakery Mixes and Bases

### Horizon Milling GP

Sensible Choice™ is a line of bakery mixes and bases designed to meet your customers desire for healthier products. The Sensible Choice™ mixes and bases will appeal to customers seeking products with no artificial preservatives, colours, sweeteners or flavours added. Best of all they will still deliver the same great taste, colour and texture you've come to expect from Robin Hood®.

**MONDAY, APRIL 27**

10:30am – 12:00 noon

## Egg Products for Bakery and Deli

### Vanderpol's Eggs

Bakeries are increasing their profit margins by combining café and deli in their retail outlets. Vanderpols caters to this new trend with a full line of pre-cooked eggs that can be used as an ingredient for breakfast sandwiches, wraps and stuffed pastry and individually wrapped ready heat and go burritos and quesadillas.

## New Product Development Tax Refunds for Bakeries!

### Revenue Services Group

The Government of Canada has created an incentive program to encourage bakeries to engage in product development and R&D. Bakeries can receive up to 68% of salary costs back as a refund for new product formulation. Changes\* to the SR&ED (Scientific Research & Experimental Development) program during 2008 and 2009 increase eligibility levels and refund amounts. What baking activities qualify? How much can you get?

\*Very significant changes to the program were enacted during 2008 and major changes result from the 2009 Federal Budget and 2008 Alberta Budget.

## New Non Hydrogenated Products

### Richardson Oilseed Limited

Richardson Nutrition will introduce our new 0 g trans fat Garlic Spread, reformulated Non Hydrogenated. We will also demonstrate Bake It, our new Baking Pan Spray, recently introduced to the Baking market.

## dispoTool – paperless distribution with new “MATRIX” display

### ToolBox Software North American

The new MATRIX displays are the result of extensive development work of the ToolBox Software logistics experts. MATRIX offers up to 7 colored sections, of course including an alphanumeric section. The new display shines clearly brighter and needs less electricity.

## Top/Bottom Labeler with Shell Shock

### Nita Labelers Inc

This very versatile system allows for automatic labelling of containers and clamshells. It can apply labels on the top, the bottom of containers as well as performing a tamper-evident c-shaped seal on the top, front and bottom of any clamshell.

## Texture Changes Everything!

### National Starch Food Innovation

Texture is fundamental to consumer-winning food product development. We're at the forefront of textural innovation. We can help manufacturers unlock the full potential of texture to ensure product success because we understand texture and we know how to make it work. We understand the impact of texture on consumer emotions. We use our technical and sensory expertise and high performance texturizers to create the textural characteristics that tap into their desires.

**When planning for Congress 2009, don't forget to include these great social networking activities. It's a chance to get reacquainted with friends and colleagues, see some of the best skylines Vancouver has to offer and rub shoulders with one of the CFL's greatest legends.**

### **Saturday April 25th Sunset Cruise**

Start off Congress 2009 by joining us aboard the Pride of Vancouver for a magnificent harbour cruise to some of Vancouver's visual highlights including False Creek, Stanley Park and Indian Arm. Your three hour journey will include music, plenty of inside and outside seating, a sumptuous buffet feast and ample opportunity to see the sights with friends both old and new. An evening certainly not to be missed!

The cruise departs the Plaza of Nations Marina, at 7:00PM sharp returning to the pier at 10:00PM. Complimentary shuttle bus transportation will be provided for delegates staying at either Congress 2009 hotels. The shuttle service will leave the hotels at 6:00PM and a return service will be offered upon completion of the cruise.

Date: Saturday April 25, 2009  
Time: 7:00PM departure – returning at 10:00PM  
Location: Pride of Vancouver, Plaza of Nations Marina, 750 Pacific Blvd  
Shuttle Bus: Leaving at 6:00PM from Congress Hotels (Delta Burnaby and Executive Suite Burnaby) with return service following the cruise.  
Fee: \$ 85



### **Sunday April 26th Social with Michael "Pinball" Clemons**

The first show day is over and its now time to relax and be inspired by Michael Clemons, one of Canada's CFL legends and CEO of the Toronto Argonauts. Small in stature but with a huge heart, "Pinball" was one of the CFL's most electrifying players and retired the league's all purpose yardage leader and a holder of a dozen other records. Not bad for someone only 5ft 6 inches tall. With his playing career behind him Clemons put his leadership and communication skills to work behind the bench as coach, in the front office and the community through his tireless participation in various charities.

So join us for a special evening which will include finger foods and a complimentary first beverage.

Date: Sunday April 26, 2009  
Time: 6:00PM to 7:30PM  
Location: Delta Burnaby Hotel 4331 Dominion Street, Burnaby  
Fee: \$ 45



## **WEDDING CAKE COMPETITION**

**\$3,500  
IN PRIZES**

Presented by the BC Chapter of the Baking Association of Canada

Got the creative flair? Think you design great wedding cakes? Do we have a fun competition for you! The BC Chapter of BAC is pleased to present for the first time a competition to find out who makes the best wedding cakes. Sure to be a highlight of Congress 2009, this good natured competition with its prescribed format, will recognize work of both baking students and those already working in the industry. In addition to the thrill and prestige of participation, top place finishers will share \$3,500 in prize money all compliments of the BC Chapter. The cash prizes will be awarded as follows:

**Student Competition** 1st place \$1,000, 2nd place \$500 and 3rd place \$250  
**Professional Competition** 1st place \$1,000, 2nd place \$500 and 3rd place \$250

The number of entries is limited so if you think your cakes stand among the best get your entry in soon. For more information on the contest or how to qualify and enter, contact the BAC Office or visit [www.baking.ca](http://www.baking.ca)

# Hotel Information

## Notes:

- ▶ Hotel reservations should be made directly with the hotel
- ▶ Quote the special group code associated with each hotel to ensure that you receive the correct room rate
- ▶ Cut-Off date for special room rate is Thursday, April 9 for both hotels
- ▶ Book your rooms early! The hotels have advised that popular nights such as Saturday and Sunday fill up quickly
- ▶ A shuttle bus service will operate between both hotels and the Bill Copeland Centre on Sunday, April 26 and Monday, April 27 from 8:00am to 6:00pm
- ▶ Room Rates are subject to 10% Hotel Tax and 5% GST Tax and are quoted in Canadian dollars
- ▶ Both hotels are approximately 10-15 minute car ride from the Bill Copeland Centre

## Delta Burnaby (Headquarter Hotel)

Note: The Delta is currently undergoing extensive renovations to its guestrooms so there is limited inventory available

4331 Dominion Street  
Burnaby, BC V5G 1C7  
Tel: 604-453-0750  
Fax: 604-453-0775

### Room Rate:

**Delta/Premier Rooms:** \$135.00 Single/Double occupancy

**Signature Club Suite:** \$150.00 Single/Double occupancy

**Group Code:** BAC (Baking Association of Canada or Congress rate)

## Executive Hotel Burnaby

Note: All guestroom reservations are subject to a 24 hour cancellation policy

4201 Lougheed Hwy  
Burnaby, BC V5C 3Y6  
Tel: 604-298-2010  
Email: reservationsb@executivehotels.net

### Room Rate:

**Standard Suites:** \$125.00 Single/Double occupancy

**Jacuzzi Suites:** \$135.00 Single/Double occupancy

**Group Code:** #3182 (Baking Association of Canada or Congress rate)

# Tourism Information

If you are planning on enjoying the sights and sounds of Vancouver or British Columbia either before or after the event, you may find the following tourism contacts useful:

Tourism Vancouver  
Web-Site: [www.tourismvancouver.com](http://www.tourismvancouver.com)

Tourism British Columbia  
Web-Site: [www.hellobc.com](http://www.hellobc.com)

# Tour The Trade Show....

To see the products in action and meet the people behind them. Each day from 12:00 noon to 5:00pm Congress 2009 puts you face-to-face with the people who understand your business.

- more than 100 companies in over 140 booths
- over 60 new companies (did not exhibit in the 2005 event)
- almost 50% larger than the 2005 event
- see the newest, the best and your favourite products, ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve)



*Baking Association  
of Canada*

*Association canadienne  
de la boulangerie*

Congress 2009 is produced by the Baking Association of Canada, the industry association representing Canada's \$5 billion baking industry. BAC's mandate is to further the interests of Canadian retail, in-store and commercial bakers through advocacy and effective programs at the regional and national level.

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