



For Immediate Release

Sara Lee to host the opening address at The Canadian Coffee & Tea Show

Update on industry trends will stimulate delegates' appetite for success

For the first time, The Canadian Coffee & Tea Show, taking place October 14-15, 2009 in Vancouver, British Columbia, will welcome delegates with an opening address hosted by the industry's leading supplier and the event's platinum sponsor, Sara Lee Foodservice. A keynote presentation by Chris Glowienka, VP / General Manager, for Sara Lee Foodservice, will cover the latest global trends as well as offer an update on the current state of the industry. Delegates are encouraged to attend the opening address during breakfast on October 14 from 7:30 a.m. to 8:00 a.m. This opening presentation is essential for anyone looking to thrive in his or her business.

Sara Lee Foodservice has been a proud platinum sponsor of The Canadian Coffee & Tea Show since 2007. The event is the perfect venue for Sara Lee Foodservice to grow its business in the foodservice and hot beverage channels and reach customers and new prospects.

For the past two years, the company has experienced great success sponsoring and exhibiting at The Canadian Coffee & Tea Show and is excited once again to support Canada's only national event for the coffee, tea and dessert industries. "The Canadian Coffee and Tea Show offers Sara Lee Foodservice an excellent opportunity to showcase the Sara Lee beverage business," says Chris Glowienka, VP / General Manager for Sara Lee Foodservice. "Many foodservice operators know we have great desserts, but with a 250-year tradition in coffee, we also have a great coffee story to share. This is our third year as platinum sponsors, and the staff at Fulcrum Media Inc. do an excellent job of bringing people together who are passionate about coffee and tea."

The Canadian Coffee & Tea Show is designed to meet the needs of independent café owners, restaurateurs, foodservice operators, distributors, franchise operators, and buyers from all sectors of the industry. The show offers the country's largest educational program for the new entrepreneur and seasoned professional alike. In addition, the trade show features companies displaying products and services from North America and around the world.

Event details for The Canadian Coffee & Tea Show on October 14-15, 2009 at The Vancouver Convention Centre are available at www.coffeeteashow.ca. For information regarding sponsorship and exhibiting, please contact Michael Cronin at 416.504.0504 ext. 114 or by e-mail at mcronin@fulcrum.ca.