

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

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Agent and Broker Directory - Central Canada

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Market Development Reports

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Report Highlights:

This report reviews the broker structure in Canada as one business model to exporting into Canada. Brokers assist their principals (the food manufacturers they represent) in marketing and selling their products in Canada. They help company executives and their staff to navigate through the Canadian food distribution system. The listing in this report includes brokers with offices in Ontario and/or Quebec.

About Food Brokers in Canada

The size and population of Canada is largely responsible for defining the role and value of a broker in the market. There are unique challenges in selling a food product into Canada, largely due to the country's geography and urbanized population as the country makes up the second largest land mass in the world, but holds only 33 million inhabitants. Overcoming these obstacles is key to succeeding in Canada. Historically, Canadian food brokers have served as the agent in helping some U.S. food companies meet these challenges. Also, many small to medium sized companies are not prepared to establish their own sales force in Canada due to the high costs in engaging a full-time employee or representative. For a number of U.S. food companies, appointing a broker has been an effective market entry strategy in achieving long term sales in Canada.

Food brokers act as a representative for the food company/principal and work on a commission basis. They serve as a company's sales force in-country and provide specialized knowledge on the market. Brokers leverage their business relationships in order to introduce new products into the food system and help in establishing key accounts for their principals. Those brokers involved in the retail trade play a pivotal role in gaining listings and negotiating reasonable listing fees for their principals with the larger grocery chains and mass merchandisers.

Food Segments and Services of a Broker

Brokers may specialize in selling into a particular segment or trade channel in Canada. They may cover the following channels:

- Retail grocery chains
- Mass merchandisers
- Distributors/wholesalers
- Foodservice operators and distributors
- Convenience drug chains
- Specialty food distributors
- Natural & organic
- Price clubs
- Food manufacturers
- Military installations

Brokers provide a range of services; some will offer national or regional coverage, others work in smaller areas. Customarily, they make it a practice to represent food manufacturers with non-conflicting product lines as this permits the broker to build a range of product offerings to present to their prospective buyers and avoids preferential treatment on potentially competing products. As mentioned earlier, due to the size and population of Canada, brokers may request exclusivity with reference to territory, accounts, or trade channels as this helps to define the market for both the broker and their principals, as well as to the prospective Canadian buyer.

Examples of broker services include:

- Represent new products to prospective buyers
- Presentations to prospective buyers and existing customers thereby establishing key accounts
- Liaison between suppliers, head and regional offices of customers
- Establish distribution channels
- Advise on packaging, sizing and labeling
- Negotiate product listing in procurement catalogues
- Merchandising
- Computerized ordering
- Sales data collection
- Handle complaints
- Rush unplanned orders
- Monitor and provide competitor activity and market intelligence
- Logistics facilitation, support and distribution warehouse services

Full service brokers offer a wider range of the above-mentioned services.

Service costs

Brokers are usually paid a percentage of sales. Commissions range from 3 -10 percent with five percent being the average. There are a number of conditions that may influence the rate of commission, including the demand for the product in the market and the volumes. Product lines with higher volumes have lower commission fees while those products with lower volumes are set at a higher commission rate. All fees are negotiated between the principal and the broker.

As a special note, some brokers may charge a retainer fee to cover start-up costs until sales are secured or reach a predetermined amount negotiated by the broker and their principal. Examples of start-up costs include: training and educating a firm’s sales force, sales presentations, delivering samples to prospective buyers/accounts, facilitating packaging and logistical support. Other brokers may choose to waive this initial cost until they obtain the commission on the first order which could take as long as three months to over a year.

Working with a broker involves costs and may not be for all companies. The following chart details advantages and disadvantages to be weighed in making a decision on whether or not to engage the services of a broker in Canada:

Advantages	Disadvantages
<ul style="list-style-type: none"> • Willing to handle new product lines and focused selling efforts • Specific market understanding • Immediate business contacts • Lower overall costs • Principal knows where their product is being sold. • Provide customer service 	<ul style="list-style-type: none"> • Commission/fees • Credibility risk • Resources spread among principals

Tips on Selecting and Building Broker Relationship

There are brokers that prefer working with larger sized companies or larger volumes and there are those that work with smaller-to-medium sized principals. It is recommended that U.S. companies select a broker that best matches their business strategy, size, and targeted trade channels. Also, prior to making a decision the U.S. food exporter may request a referral of the broker's clients.

Canadian brokers ideally look for food manufacturers that are established either regionally or nationally in their own markets in the United States as this serves as a basis for the broker's assessment of the company's potential success in Canada. Many prefer working with a U.S. food company with a varied offering of items, flavors and sizes.

Communication is key to building a productive on-going relationship with a Canadian broker. Beforehand, U.S. companies should reach agreements on basics such as the geographical territories, trade channels, and accounts to be targeted. In addition, product training and support materials are essential tools for the Canadian broker. Sales brochures, current price lists, availability of samples, and support in participating in either national or regional trade shows all help to achieving sales in Canada. Also, setting mutually agreed sales goals help in managing both parties' expectations.

Disclaimer

The listing below is not intended to be a complete of all the Canadian brokers in Central Canada nor does it constitute either a referral or an endorsement expressed or implied by the Foreign Agricultural Service of the United States Department of Agriculture. In supplying this partial listing, no discrimination is intended and no guarantee of reliability is implied.

The determination of the need for broker services and the choice of a Canadian company is an important decision and should not be based solely upon this report. All potential U.S. companies should make their own independent investigation and evaluation prior to appointing a broker.

ONTARIO

Acosta Sales & Marketing Canada

250 Rowntree Dairy Road, Vaughan, Ontario L4L 9J7

Tel. (905)264-0466 **Fax.** (905)265-9131 **Web.** www.acosta.com

Head office: Yes **Year established :** 1928 **Total employees:** 400

Type of broker : Full Service Broker

Geographical coverage : National

Contact: Geophrey Carruthers, Vice President of Strategic Development

Email: gcarruthers@acosta.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry grocery/retail, ethnic, frozen foods, foodservice, general merchandise, health & beauty care, health foods, meat, produce, pet foods/supplies, fresh seafood, specialty and organic foods.

Trade channels: grocery, mass merchandise, club, convenience, drug, military, natural & specialty distributors, retail, dollar, club, hardware.

Advantage Sales & Marketing LLC (ASM)

151 Esna Park Drive, Unit # 26, Markham, Ontario L3R 3B1

Tel. (905)475-9623 **Fax.**(905)475-8361 **Web.** www.asmnet.com

Head office: Yes for Canada **Year established:** 2000 **Total employees:** 280

Type of broker: Full Service Broker

Geographical coverage: National

Contact : Michael Aucoin, President of Advantage Sales and Marketing Canada

Email: Michael.aucoin@asmnet.com

Product categories: beverages (alcohol, bottled waters, fruit juices), confectionery/ snack foods, dairy/deli/bakery, dry grocery/retail, frozen foods, foodservice, natural/specialty, produce, private label.

Trade channels: grocery, food service, mass merchandise, natural & specialty distributors, convenience, drug, dollar, club, hardware.

Anchor Foods Inc.

P.O. Box 35538, Toronto, Ontario M2L 2Y4

Tel. (416) 736-0333 **Fax:** (416) 781-7489

Head office: Yes **Year established:** 1989 **Total employees:** 1

Type of broker: Full Service Broker

Geographical coverage: Greater Toronto Region

Contact: Colin Shleifman, President

Email: shleifman@rogers.com

Product categories: dry foods, confectionery and snack foods.
Core products- specialty and natural foods.

Trade channels: independent specialty retail and gift shops.

Askwith & Associates

377 Compton Crescent

Oshawa, Ontario L1G 8C7

Tel. (905) 723-5652 **Fax.**(905) 723-9742

Head office: Yes **Year established:** 1993 **Total employees:** 5

Type of broker : Full Service Broker

Geographical coverage : National

Contact: G.M. (Jerry) Askwith, President

Email: askwith.associates@sympatico.ca

Product categories: beverages, confectionery/snack foods, dairy/deli/bakery, dry grocery/retail, frozen foods, specialty and natural foods, private label.

Trade channels: grocery, food service, mass merchandise, and drug.

A.S. May Powell Corporation

2475 Skymark Avenue, Unit #1, Mississauga, ONTARIO L4W 4Y6

Tel: (905)625-9306 **Ext.** 260 **Fax:** (905)625-9413 **Web :** www.asmaypowell.com

Head office: Yes **Year established:** 1917 **Total employees:** 30

Type of broker: Full Service Broker

Geographical coverage: National

Contact: Dave Hibbard, Vice President of Sales

Email: dhibbard@asmp.cbpowell.com

Product categories: confectionery/snack foods, dairy/deli/bakery, dry Groceries/ retail, frozen foods, general merchandise, health & beauty care, meat, produce, private label

Trade channels: grocery, food service, mass merchandise, convenience, distributors, and drug.

C.W. Shasky Associates Ltd.

8181 Jane Street, Unit 1, Vaughan, Ontario L4K 5P2

Tel. (905) 760-9411 **Fax.** (905)760-7715 **Web.** www.shasky.com

Head office: Yes **Year established:** 1984 **Total employees:** 21

Type of broker: Full Service Large Food Broker

Geographical coverage: National

Contact: Jim Shasky, Vice President, Sales

Email: jim@shasky.com

Product categories: confectionery/snack foods, dairy/deli/bakery, dry groceries/ retail, foodservice, general merchandise, ethnic foods, industrial/ ingredients, produce, private label.

Trade channels: distributors, food service, industrial, food manufacturers.

Compass Food Sales Company Ltd.

260 Industrial Parkway North, Aurora, Ontario L4G 4C3

Tel: (905)713-0167 **Fax:** (905)713-0540 **Web:** www.compassfoodsales.com

Head office: Yes **Year established:** 1974 **Total employees:** 35

Type of broker: Full Service Broker

Geographical coverage: National

Contact: Ron V. Fenwick, President

Email: sales@compassfoodsales.com

Product categories: confectionery/snack foods, health foods, industrial/ ingredients, produce, private label. Core products - retail and bulk dried fruits, nuts, honey and marshmallows.

Trade channels: distributors, food Service, grocery, industrial, food manufacturers, mass merchandise, produce, convenience, drug, discount, specialty, dollar, club, hardware.

Concord National Inc.

2360 Meadowpine Blvd. Unit 3 Mississauga, Ontario L5N 6S2

Tel: (905) 817-0403 **Fax:** (905) 817-0405 **Web:** www.concordnational.com

Head office: Yes **Year established:** 1991 **Total employees:** 60 (National)

Type of broker: Full Service Broker

Geographical coverage: National/Ontario & Québec.

Contact: Lindsay Weatherdon, President, Ontario

Email: Lindsay.weatherdon@concordnational.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli, bakery, dry grocery/retail, frozen foods, general merchandise, health & beauty care, health foods, meats and frozen foods, organics, produce, private label, wines.

Trade channels: grocery, food service, liquor/wine, club, mass merchandise, specialty, convenience, and drug.

D. Howard Sales Inc.

1 Ripley Avenue, Suite 802, Toronto, Ontario M6S 4Z8

Tel. (416) 604-8379 **Fax.** (416) 604-0375

Head office: Yes **Year established:** 1995 **Total employees:** 5

Type of broker: Full Service Broker

Geographical coverage: National

Contact: David Howard, President

Email: david@dhowardsales.com

Product categories: dry grocery/retail, dairy/deli/bakery, non-alcoholic beverages, snack foods/confectionary, specialty & natural food products, private label.

Trade channels: grocery, mass merchandise, and drug.

Fittler Sales & Marketing Inc.

26 Marina Crescent, Collingwood, Ontario L9Y 5H1

Tel. (705) 293-1933 **Fax.** (888) 678-8584 **Web.** www.fittlersales.com

Head office: Yes **Year established:** 1991 **Total employees:** 2

Type of broker: Food Broker

Geographical coverage: Ontario & Québec

Contact: Tim Fittler, President

Email: timf@fittlersales.com

Product categories: dry groceries/retail, natural and organic foods/ingredients.

Core service – private label.

Trade channels: Grocery, Mass Merchandise, & Drug.

G & G Brokers Inc.

5971 Grossbeak Drive Mississauga, Ontario L5N 6B3

Tel.(647) 827-2002 **Fax.**(506) 857-0145 **Web.** www.ggbrokersinc.com

Head office: Yes **Year established:** NA **Total employees:** NA

Type of broker: Food Broker

Geographical Coverage: National

Contact: Gordon McGrail, President

Email: gord@ggbrokersinc.com

Product categories: dry groceries/retail, natural foods/ingredients.

Trade channels: grocery, distributors, convenience, drug, mass merchandise, department stores.

Higgins Cohn Brand Management

71 Siltontario Road, Unit 8

Woodbridge, Ontario L4L 7Z8

Tel: (905) 856-8252 **Fax:** (905) 856-8915 **Web.** www.higginscohn.com

Head office: Yes **Year established:** 2002 **Total employees:** 19

Type of broker: Full Service Broker

Geographical coverage: Ontario, Québec and Western Canada

Contact: Sherrie Bogojevic, Director of Brand Management

Email: sbogojevic@higginscohn.com

Product categories: non-alcoholic beverages, dairy/deli/bakery, dry groceries, frozen foods. Core products – specialty, natural & organic foods.

Trade channels: grocery and drug.

Jack LaFontaine Sales Ltd.

1540 Cornwall, Suite 223, Oakville, Ontario L6J 7W5

Tel. (905) 469-0366 **Fax.** (905) 469-0364

Head office: Yes **Year established:** 1980 **Total employees:** 9

Type of broker : Full Service Broker

Geographical coverage : National

Contact: Dean Parro, Sales Manager

Email: orderdesk@lafontainesales.com

Product categories: dry groceries/retail, frozen foods, snack foods/confectionary, specialty & natural food products, and private label.

Trade channels: grocery, mass merchandise, and drug, specialty distributors.

JL International

21 East Wilmot Street, Unit 2, Richmond Hill, Ontario L4B 1A3

Tel: (905) 763-2929 **Fax:** (905) 763-2931 **Web:** www.jlinternational.ca

Head office: Yes **Year established:** 1991 **Total employees:** 11

Type of broker: Full Service Broker

Geographical coverage: Ontario

Contact: Pauline Dimaria, Vice President

Email: info@jlinternational.ca

Product categories: non-alcoholic beverages, dairy/deli, frozen foods, meat and seafood, and packaged produce. Core products – specialty, natural and organic foods.

Trade channels: food service, grocery trade and specialty distributors.

Kimmel Sales Limited

126 Edilcan Drive, Unit #1, Vaughan, Ontario L4K 3S5

Tel. (905)669-2083, Ext. 222 **Fax.:** (905)669-5648 **Web.** www.kimmelsales.com

Head office: Yes **Year established:** 1991 **Total employees:** 24

Type of broker: Full Service Broker

Geographical coverage: National

Contact: Al Champagne, General Manager

Email: achampagne@kimmelsales.com

Product categories: confectionery/snack foods, dairy/deli/bakery, dry groceries/retail, foodservice, general merchandise, food manufacturers, specialty and organic foods, private label. Core products – snack foods and peanut butter.

Trade channels: grocery, mass merchandise, foodservice, distributors, food processors, club warehouse, discount.

Madison Avenue Retail Brands Inc.

2810 Matheson Blvd. East, Suite 200, Mississauga, Ontario L4W 4X7

Tel: (905)212-9811 **Fax:** (905)212-9893 **Web.** www.madisonavenue.ca

Head Office: Quebec **Year established:** 1989 **Total employees:** 10

Type of broker: Full Service Broker

Geographical coverage: National

Contact: Frank Maccarone, Vice President

Email: maccaronef@madisonavenue.ca

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry groceries/retail, frozen foods, foodservice, general merchandise, health and beauty care, health foods, food manufacturers, ingredients, meat, produce, pet foods, fresh seafood. Core product/service - private label branding.

Trade channels: grocery, club, mass merchandise, food service, distributors, specialty food distributors, convenience stores, drug stores.

Magnum Food Brokers Inc.

461 Alden Road, Unit 32, Markham, Ontario L3R 3L4

Tel. (905) 474-1500 **Fax.** (905) 474-0466
Head office: Yes **Year established:** 1980 **Total employees:** 19
Type of broker: Full Service Broker
Geographical coverage : National

Contact: Steven Marshall, President
Email: info@magnum-food-brokers.com

Product categories: frozen foods, meats, confectionery/desserts.
Core product – frozen foods for food service
Trade channels: food service, food service distributors, retail, mass merchandise, drug.

Marsham International Food Brokers Inc.

35 Romina Drive, Second Floor, Concord, Ontario L4K 4Z9
Tel. (905) 881-4762 **Fax.** (905) 881-7006 **Web.** www.marsham.ca
Head office: Yes **Year established:** 1991 **Total employees:** 20
Type of broker : Full Service Broker
Geographical coverage : Atlantic Canada, Ontario, and Québec

Contact: Paul Marsham, President
Email: marsham@idirect.ca

Product categories: non-alcoholic beverages, confectionery/snack foods, dry groceries, frozen foods, specialty and natural foods.
Trade channels: grocery, food service, mass merchandise, convenience, drug, natural distributors, natural retailers.

McCormack Bourrie Sales & Marketing

160 Applewood Crescent, Suite 27, Concord, Ontario L4K 4H2
Tel: (905) 738-8511 **Fax.** (905) 738-4219 **Web.** www.mccormackbourrie.com
Head office: Yes **Year established:** 1992 **Total employees:** 10
Type of broker: Full Service Broker
Geographical coverage : National

Contact: Paul Bourrie, President and CEO
Email: paulb@mccormackbourrie.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry groceries/retail, frozen foods, foodservice, meats, produce, specialty/natural foods, private label, fresh seafood.

Trade channels: distributors, food service/ institutional supply, bakery and dairy supply, wholesalers.

Michael Theodor Brokerage Inc.

2165 Williams Parkway, Brampton, Ontario L6S 6B8

Tel. (905) 595-0409 **Fax.** (905) 791-0970 **Web.** www.mtbi.ca
Head office: British Columbia **Year established:** 1980 **Total employees:** 30 (National)
Type of broker: Full Service Broker
Geographical coverage : National

Contact: Jimmy Vaid, Vice President
Email: jimmy@mtbi.ca

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry groceries/retail, frozen foods, meats, produce, specialty/natural foods, private label. Core products – specialty, natural and organic foods.
Trade channels: grocery retail, distributors, mass merchandise, and specialty.

Murphy's Food Sales & Marketing

2000 Argentia Road, Plaza 1, Suite 270, Mississauga, Ontario L5N 1P7
Tel: (905) 826-3242 **Fax:** (905) 826-1151 **Web.** www.murphyfoodsales.com
Head office: Yes **Year established:** 1996 **Total employees:** 9
Type of broker : Full Service Broker
Geographical coverage : National

Contact: Peter Murphy, Vice President
Email: peter@murphyfoodsales.com

Product categories: confectionery/snack foods, dry groceries, frozen foods,
Core product/service – private label.
Trade channels: grocery trade, mass merchandise, convenience and drug chains, wholesale/ price club chains.

Premier Marketing Canada Inc.

2100 Bloor Street West, Suite 6-152
Tel. (416) 271-0746 **Fax.** (416) 767-8700
Head office: Yes **Year established:** 2002 **Total employees:** 1
Type of broker : Full Service Food Broker
Geographical coverage : National

Contact: Andre Lepine, President
Email: alepine@premiermarketing.ca

Product categories: dry groceries, confectionery, bakery, frozen foods, specialty/natural/organics.

Trade channels: retail grocery, mass merchandise, food service, convenience, specialty distributors.

Provision Sales & Marketing Inc.

11 Prince George Drive, Toronto, Ontario M9A 1X9

Tel. (416) 225-1777 **Fax.** (416) 233-0981 **Web:** www.provisionsales.com

Head office: Yes **Year established:** 1984 **Total employees:** 11

Type of broker : Full Service Food Broker

Geographical coverage : Ontario

Contact: Fred Marotta, President

Email: fred@provisionsales.com

Product categories: confectionery, dairy/deli/ bakery, meats, private label.

Trade channels: food service, distributors, and specialty foods.

PJB – Primeline Ontario

1120 Brevik Place, Mississauga, Ontario L4W 3Y5

Tel. (905) 625-4469 **Fax:** 905-625-3491 **Web:** www.pjbprimeline.com

Head office: British Columbia **Year established:** 1972 **Total employees:** 40

Type of broker : Full Service Food Broker

Geographical coverage : National

Contact: Grant Huxtable, President

Email: ghuxtable@pjbprimeline.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry groceries/retail, frozen foods, foodservice, meats and seafood, produce.

Trade channels: distributors, food Service and institutional supply, bakery and dairy supply wholesalers.

Simon Zucker & Associates

3080 Yonge Street, Suite 5010, Toronto, Ontario M4N 3N1

Tel: (416)889-8277 **Fax:** (416)489-7657 **Web.** www.szasales.com

Head office: Yes **Year established:** 1979 **Total employees :** NA

Type of broker : Full Service Food Broker

Geographical coverage : National

Contact: Giancarlo Mincone, V.P. Sales

Email: gminconer@zasales.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack, dairy/deli/ bakery, dry groceries/retail, frozen foods, general merchandise, health foods, meat, private label, fresh seafood.

Trades channels: grocery, deli trade, drug store, frozen food distributors, grocery hypermarkets, mass merchandisers, and wholesale/price clubs.

Skilcor Northbud

175 Nuggett Court, Brampton, Ontario L6T 5H4

Tel. (905) 501-0111 **Fax.** (905) 789-0243 **Web.** www.northbud.com

Head office: Yes **Year established:** 1968 **Total employees:** 20
Type of broker : Full Service Broker and Processor
Geographical coverage : National

Contact: Thomas Trenholme, President
Email: ttrenholme@northbud.com

Product categories: dairy/deli/bakery, dry groceries, packaged produce,
Core products - meat.

Trades channels: grocery, distributors, food service, distributors, mass merchandisers, wholesalers.

Stefan Daniel International Marketing Corporation

4246 Golden Orchard Drive, Mississauga, Ontario L4W 3G3

Tel. (905) 238-9009 **Fax.** (905) 624-6823

Head office: Yes **Year established:** 1990 **Total employees :** NA

Type of broker : Full Service Broker, Distributor and Importer

Geographical coverage : National

Contact: Mario Pascucci, President
Email: mariopascucci@rogers.com

Product categories: beverages (alcohol, bottled water, fruit juice), dry groceries, frozen foods, snack foods, general merchandise, specialty and natural, private label.

Trades channels: grocery, food service, mass merchandise, convenience, distributors, drug, and specialty retail.

Thomas, Large & Singer Inc.

15 Allstate Parkway, Suite 500 Markham, Ontario L3R 5B4

Tel. (905)265-1800 **Fax.** (905)851-7837 **Web.** www.thomaslargesinger.com

Head office: Yes **Year established:** 1912 **Total employees:** 52

Type of broker : Full Service Broker

Geographical coverage : National

Contact: Peter Wagner, Chief Officer
Email: pwagner@thomaslargesinger.com

Product categories: beverages (non-alcoholic), confectionery/snack foods, dairy/deli/bakery, dry groceries/retail, frozen foods, food manufacturers/ingredients, private label, meats and fresh seafood.
Core product/service – private label.

Trades channels: grocery, food service, mass merchandise, distributors, food manufacturers, wholesale/price Clubs.

T. McConnell Sales & Marketing Ltd.

70 East Beaver Creek Road, Suite 204, Richmond Hill, Ontario L4B 3B2

Tel.: (905)771-7300 **Fax.** (905)771-7304

Head office: Yes **Year established:** 1975 **Total employees:** 8

Type of broker : Full Service Broker, Importer and Distributor

Geographical coverage : National

Contact: Graham McConnell, President

Email: tmc@tmccsales.com

Product categories: beverages (non-alcohol), confectionery, bakery, dry groceries, general merchandise. Core product/service - private label

Trade channels: retail, mass merchandisers, drug, and wholesale/ price clubs

Westrow Food Group

1099 Kingston Road, Pickering, Ontario L1V 1B5

Tel. (905) 839-9982 **Fax.**(905) 839-1117 **Web.** www.westrow.com

Head office: British Columbia **Year established:** 1985 **Total employees:** 35

Type of broker : Full Service Broker and Importer

Geographical coverage : Western Canada, Prairies, & Ontario

Contact: John Brayiannis, Key Account Manager

Email: jbrayiannis@westrow.com

Product categories: bakery, deli/dairy, dry groceries, frozen foods, specialty, meat and seafood, produce.

Trade channels: grocery chains, mass merchandise, and wholesale/ price clubs.

William M. Dunne & Associates Ltd.

10 Director Court, Suite #300, Woodbridge, Ontario L4L 7E8

Tel. (905)856-5240 **Fax.** (905)856-5241

Head office : Yes **Year established :** 1964 **Total employees:** 30

Type of broker: Full Service Broker

Geographical coverage: Ontario

Contact: Bob Brema, President

Email: bbrema@wmdassoc.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dry grocery/retail, frozen foods, foodservice, general merchandise, health & beauty care, health foods, pet foods/supplies, private label, specialty foods.

Trade channels: grocery, food service, mass merchandise, convenience, drug, clubs, distributors.

QUEBEC

Acosta Canada

1700 Lionel Bertrand Blvd., Boisbriand, Quebec J7H 1N7

Tel. (450)435-1000 **Fax.** (450)435-1763 **Web.:** www.acosta.com

Head office: Florida **Year established:** 1928 **Total employees:** 400

Type of broker : Full Service Broker
Geographical coverage : National

Contact: Mike McKinley, Executive Vice President
Email: mmkinley@acosta.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry retail groceries, ethnic, frozen foods, foodservice, general merchandise, health foods, meat, produce, pet foods/supplies, fresh seafood, specialty, organic, health and beauty care.
Trade channels: grocery, mass merchandise, club, convenience, drug, military, natural and specialty distributors, retail, dollar, club, and hardware.

Advantage Sales & Marketing LLC (ASM)

1 Place Laval, Bureau #350, Laval, Quebec H7N 1A1
Tel: (450)975-2525 Ext. 223 **Fax:** (450)975-7766 **Web:** www.asmnet.com
Head office: No **Year established:** 2000 **Total employees:** 280 (National)
Type of broker: Full Service Broker
Geographical coverage: National

Contact : Michael Aucoin, President of Advantage Sales and Marketing Canada
Email: Michael.aucoin@asmnet.com

Product categories: beverages (alcohol, bottled waters, fruit juices), confectionery/ snack foods, dairy/deli/bakery, dry retail groceries, frozen foods, foodservice, health and specialty foods, produce, and private label.
Trade channels: grocery, food service, mass merchandise, natural and specialty distributors, convenience, drug, dollar, club, and hardware.

Alimentation Impact Inc.

145 Montee de Liesse, Bureau #3, St-Laurent, Quebec H4T 1T9
Tel. (514)737-2977 **Fax.** (514)737-9967 **Web:** www.alimentationimpact.qc.ca
Head office: Yes **Year established:** 1990 **Total employees:** 17
Type of broker : Full Service Broker
Geographical coverage : Québec and Western & Northern Canada

Contact: Charles S. Tanguay, President
Email: ctanguay@qc.aira.com

Product categories: dairy/deli/bakery, frozen foods, foodservice, general merchandise, meat, private label.
Trade channels: grocery, food service, mass merchandise, wholesalers/ distributors, vending trade.

Bellemont Powell

1570 Ampere Street, Suite 508, Boucherville, Quebec J4B 7L4
Tel. (450) 641-2661 **Fax.** (450) 641-6516 **Web.** www.bellemontpowell.com

Head office: No **Year established:** 1968 **Total employees :** 21
Type of broker: Full Service Food Broker
Geographical coverage: Québec

Contact: Dino Farrese, Vice-President
Email: dfarrese@bellemontpowell.com

Product categories: deli/bakery, dry groceries, fresh seafood, meats, natural and organic, frozen foods, general merchandise, produce.

Trade channels: grocery retail, mass merchandise, and wholesalers/ distributors.

Clark St. Jean Added Value Solutions Inc.

4304 Boul. Grande Allee, Boisbriand, Quebec J7H 1M9

Tel: (450)977-2061 **Fax:** (450)971-4054

Head office: Yes **Year established:** 1992 **Total employees :** NA

Type of broker : Full Service Broker

Geographical coverage : National

Contact: Tim Clark, President
Email: timc@csjavs.com

Contact: Marc St. Jean, President
Tel: (450)979-6667
Email: marcs@csjavs.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/bakery, dry groceries, retail, frozen foods, health foods

Trade channels: mass merchandisers, wholesale/price clubs. Core service – sales to warehouse, clubs and mass merchandisers.

Concord National Inc.

345 Samson Blvd, Room 202, Ste-Dorothee, Laval, Quebec H7X 2Z7

Tel. (450) 969-5444 **Fax.** (450) 969-3468 **Web.** www.concordnational.com

Head office: Ontario **Year established:** 1991 **Total employees:** 48 (National)

Type of broker: Full Service Broker

Geographical coverage: National. This office covers Québec

Contact: Sebastian Descoteaux
Email: sebastian.descoteaux@concordnational.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/bakery, dry retail groceries, frozen foods, general merchandise, health and beauty care, health foods, meats and frozen foods, organics, produce, private label, wines.

Trade channels: grocery, food service, liquor/wine, club, mass merchandise, specialty, convenience, and drug.

Integra Brand Management

720 Disraeli Place, Laval, Quebec H7W 4E3

Tel. (514) 448-2619 **Fax.** (514) **Web.** www.integrasalesandmarketing.com

Head office: Yes **Year established:** 1989 **Total employees :** 10

Type of broker : Full Service Broker

Geographical coverage : British Columbia, Ontario and Québec

Contact: Mark Blumenthal, President

Email: mark@integraBrandManagement.com

Product categories: confectionary, dairy/deli/bakery, dry groceries, snack foods.

Core products – specialty, natural and organic foods.

Trade channels: grocery, mass merchandise, natural and specialty distributors.

Lexam Canada Inc.

8725 Pascal Gagnon, Suite 100, Montreal, Quebec H1P 1Y5

Tel. (514) 323-7440 **Fax.** (514) 323-1419 **Web.** www.lexsam.com

Head office: Yes **Year established:** 2004 **Total employees:** 11

Type of broker : Full Service Food Broker

Geographical coverage : National

Contact: Sammy Vizzi, President

Email: Sammy@lexsam.com

Product categories: confectionary/desserts, ethnic foods, frozen foods, ingredients, meats and seafood, snack foods.

Trade channels: food service, distributors, restaurant chains and food manufacturers.

Madison Avenue Retail Brands Inc.

700 Bord du Lac, Dorval, Quebec H9S 2B8

Tel: (514)631-2795 **Fax:** (514)631-5795 **Web:** www.madisonavenue.ca

Head office: Yes **Year established:** 1989 **Total employees:** 10

Type of broker: Full Service Broker

Geographical coverage : British Columbia, Ontario and Québec

Contact: Stan Vincelli, President

Email: vincellis@madisonavenue.ca

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dairy/deli/ bakery, dry groceries/ retail, frozen foods, foodservice, general merchandise, health and beauty care, health foods, food manufacturers, ingredients, meat, produce, pet foods, fresh seafood. Core product/service - private label branding.

Trade channels: grocery, club, mass merchandise, food service, distributors, specialty food

distributors, convenience stores, drug stores.

Nanni-Marketel Inc.

125, rue Ganon, bureau 202

Montreal (St. Laurent), Quebec H4N 1T1

Tel. (514) 389-2553 **Fax.** (514) 389-6654 **Web.** www.nannimarketel.com

Head office: Yes **Year established:** 1990 **Total employees:** 16

Type of broker: Medium Full Service Broker

Geographical coverage : Québec

Contact: Andre Leclerc, President

Email: info@nannimarketel.com

Product categories: bakery, meats, frozen foods, foodservice, packaged Produce.

Trade channels: grocery, food service, distributors, mass merchandise.

Pieral Food Brokers Ltd.

535, rue Samuel-de Champlain, bureau 230 Boucherville, Quebec J4B 6B6

Tel: (450) 655-1211 **Fax:** (450) 655-6090

Head office: Yes **Year established:** 1991 **Total employees:** 18

Type of broker: Small Full Service Food Broker

Geographical coverage : Québec

Contact: Mr. Alain Hamel, Président

Email: info@pieral.ca

Product categories: bakery, meats, frozen foods, foodservice, packaged produce.

Trade channels: grocery, food service, distributors, mass merchandise.

Post Inc.

6855 Avenue de L'Epee, Suite 301

Montreal, Quebec H3N 2C7

Tel. (514) 738-4477 **Fax.** (514) 738-3223 **Web.** www.postinc.com

Head office: Yes **Year established:** 1898 **Total employees:** 100

Type of broker : Full Service Food Broker

Geographical coverage : Québec and Eastern Canada

Contact: Jeffrey Post, President

Email: jpost@postinc.com

Product categories: beverages (alcohol, bottled waters, fruit juices), confectionery/ snack foods, dairy/deli/bakery, meats, frozen foods, foodservice, produce.

Trade channels: food service and distributors.

Thomas, Large & Singer Inc.

2050 boul. Industrial, Chambly, Quebec J3L 4V2

Tel. (450) 658-7501 **Fax.** (450)658-9586 **Web.** www.thomaslargesinger.com

Head office: Ontario **Year established:** 1912 **Total employees :** 2 in Quebec

Type of broker : Full Service Food Broker

Geographical coverage : National

Contact: Claude Charlebois, General Manager, Québec Division

Email: ccharlebois@thomaslargesinger.com

Product categories: beverages (non-alcoholic), confectionery/snack foods, dairy/deli/bakery, dry groceries/retail, frozen foods, food manufacturers/ingredients, private label, meats and fresh seafood.

Trades channels: grocery, food service, mass merchandise, distributors, food manufacturers, wholesale/price Clubs.

Van de Water-Raymond Ltd.

2300 Monterey Road, Laval, Quebec H7L 3H9

Tel: (450)688-7580 **Fax:** (450)681-7775 **Web.** www.vandwaterraymond.com

Head office: Yes **Year established:** 1961 **Total employees:** 150

Type of broker: Full Service Broker

Geographical coverage: National

Contact: Jean-Yves Milot, V.P. & General Manager, Grocery Division

Email: milotjy@vandewaterraymond.com

Contact: Stephane Raymond, VP of Sales & Marketing, Natural and Organic

Email: raymonds@vandewaterraymond.com

Product categories: beverages (alcohol, bottled water, fruit juice), confectionery/snack foods, dry Groceries/retail, frozen foods, foodservice, general merchandise, natural and organic, health and beauty care, health foods, pet foods/supplies, private label.

Trade channels: grocery, food service, mass merchandise, distributors, convenience, drug, dollar, club, hardware.