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SIAL Montréal 2022

PRIS

April 20 - 22, 2022

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Palais des Congrès, Pavillons Internationaux, Booth #2515

INGE

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NIOUS

THE AUSTRIAN EXHIBITORS

**Hosted by ADVANTAGE AUSTRIA - Austrian Trade Commission
Booth #2515**



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#foodaustria2022

GREETINGS



We are very happy that SIAL, Canada's largest food show, is finally back, and Austrian companies will be presenting their products. After months of virtual events we can't wait to present you a selection of Austria's finest products in person.

Austria is a country known for culture and nature, and for its high-quality gourmet products – in both the food and the beverage sector. Although it is a small country in size, Austria has managed to position itself in more than 180 export markets worldwide. Thanks to CETA, Austria and its products have been getting increasingly interesting for Canadian Buyers as well.

This year's Austrian booth, hosted by ADVANTAGE AUSTRIA – Austrian Trade Commission in Canada will present 6 producers, from delicious cheeses under the umbrella of the European Campaign "Europe, Home of Cheese" to fine oils, jams, sausages, and more.

We are looking forward to seeing you at our Austrian booth #2515! It's a great place to meet and taste the products and discuss opportunities for doing business with Austrians.

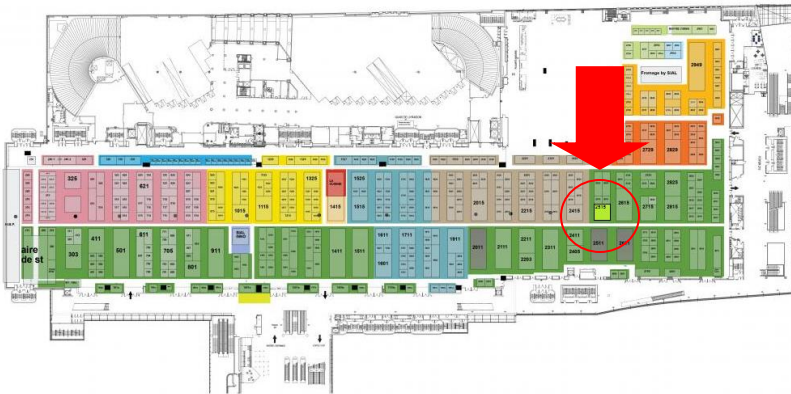
A handwritten signature in black ink, which appears to read "Gregor Postl".

Gregor Postl
Austrian Consul and
Trade Commissioner in Toronto

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WELCOME TO OUR AUSTRIAN BOOTH BOOTH #2515, PAVILLONS INTERNATIONAUX



● PAVILLONS INTERNATIONAUX
INTERNATIONAL PAVILIONS

● PAVILLONS PROVINCIAUX
CANADIAN PAVILIONS

● ÉPICERIE
GROCERY

● PRODUITS FRAIS
FRESH MARKET

● FROMAGE
CHEESE

● BOISSONS
BEVERAGES

● BIO
ORGANIC

● SIAL GROCERANT
SIAL GROCERANT

● SIAL EMBALLAGES
SIAL PACKAGING

● START-UP

● LA CUISINE BY SIAL

● CENTRAL EXPERT HUB

● INSPIRE DRINK

● CHEESE BY SIAL

● SIAL INNOVATION

● OLIVE D'OR



➤ **GET THE MAP**

Click [HERE](#) or scan QR Code

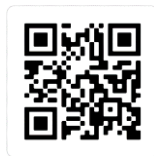




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The campaign “Europe Home of Cheese” promotes cheeses from Europe, specifically from Austria.

From the high mountains that define Austria’s stunning landscape come some of Europe’s finest cheeses. Here, in the quiet outdoors far away from urban life, natural high-quality milk from small family farms is processed using protected production methods passed down over generations. In Austria, cheese makers are working with traditional methods. This reflects the unmistakable, incomparable taste and quality of today’s cheeses.

Respect for the environment and the animals is a matter for Austrian farmers as intensive farming is impossible in the mountain areas. For nearly two decades, all Austrian milk farmers are voluntarily producing GMO-free milk and cheese only.

Nature is paramount in Austria. Unsurprisingly, Austria is a pioneer in organic farming. 26% of the agriculture is organic. That is the highest rate in the EU.

Berglandmilch eGen

Berglandmilch eGen

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Berglandmilch is Austria's largest dairy and processes milk from about 11,000 dairy farmers in the heart of the Alps. 100% GMO-free production characterizes amongst other things the worldwide unique Austrian quality.

People enjoy the wide and innovative range of products in over 50 countries around the world under brand names like Schäringer, Tirol Milch, Lattella, Alpi, Alpiand etc.

The Berglandmilch production takes place at 12 sites in Austria and the innovative product range extends from milk and yogurts to cheese, butter and cheese specialties.



DIE KÄSEMACHER GmbH

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The name DIE KÄSEMACHER reflects our philosophy: a regional tradition of craftsmanship, a love for nature and animals, and a true passion for cheese making.

Our product range, carefully made by hand according to traditional recipes, extends from our varied range of cheeses and also includes products such as milk and yogurt. For over two decades, the finest natural milk from the sheep and goats of our region has been the most important ingredient for our dairy products. Our milk comes from small farming businesses in the Wald-, Most- and Mühlviertel regions, where the animals' diet is 100% GMO-free. Careful use of natural resources is important to us, and our products are made thoughtfully, with care and with all our passion for cheese making. All in accordance with our slogan: Love and passion in fine taste.



Partner in Canada starting 2022 for semi-hard cheeses:

Fromagerie Bergeron, QC.


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Guaranteed quality – Our many years of experience and the commitment, as well as the ongoing documentation and monitoring of all products and work processes enable us to offer our costumers the highest quality. It is our goal to meet the highest quality requirements by means of our consistent quality management system including HACCP-concept, from the raw material to the finished product. A requirement everybody benefits from: Your cheese counter and thus every single customer in a culinary way.

Age-old recipes & state-of-the-art technology – Our recipes are old, yet our technical equipment is modern. We put great emphasis on high standards in the production processes and invest into state-of-the-art transport and storage technology.

Our alpine dairy at a glance – Milk suppliers: approx. 500 hay milk mountain farmers of those around 120 organic hay milk mountain farmers.



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Marcher Fleischwerke is a traditional, Austrian family-owned company that is now being managed by the third generation. Since 2018, the Marcher Group has been one of the top ten food and beverage companies in Austria.

Assuming responsibility at a local level and the production of high-quality, sustainable products are essential parts of the Marcher corporate philosophy.

In addition to the highest quality of meat, Marcher is characterized by modern production technologies, strict hygiene rules and respectful treatment of animals. Understanding customer needs and responding to them is the key to long-term partnerships and business relationships in Austria, Europe and in the world market.

Sortiment includes: pork, beef, sausages, convenience, meatless, salami.



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The Schalk Mühle is a proud family business and is managed in the 6th generation. Personal contact with our customers and employees is very important to us. We have always paid attention to the strengthening of regional, sustainable production and the preservation of traditional production methods through the elaborate preservation of proven machinery. Through our own organic farming, we know what it means to produce food with organic quality. Therefore, we support the work of our organic farmers from Austria - whom we know personally - and offer them fair prices for their valuable work and their contribution to a healthy nature. In addition, by using local agricultural raw materials we can minimize transport distance.



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It all started in 1971 with apricot compote and pickled gherkins: Today, the traditional Viennese company STAUD'S sweet and sour delicacies are available all around the globe, from New York to Tokyo. Based on a 1883 wholesaler's business, Hans Staud founded STAUD'S GmbH in the 1970s and began refining fruit and vegetables in the heart of Vienna's Ottakring. From the beginning, the company has led respectful relationships with suppliers and cared for the right treatment of nature, while honing the spirit of innovation. More than 230 varieties are being produced according to traditional craftsmanship and state-of-the-art technology. The selected fruit and vegetables stem mainly from Austria or are sourced from where they thrive best. The products are free of gluten, lactose or chemical preservatives and – except for our organic honeys – also vegan. Thus, STAUD'S carries only the best taste from Vienna into the world.

SAVE THE DATE FOR MORE #FOODAUSTRIA2022 ACTIVITIES



It is still early, but we would like to draw your attention to the **Marketplace Austria Food & Beverages**, hosted in Vienna, October 12th, 2022, by the Austrian Federal Economic Chamber.

This international B2B forum is open to food and drink buyers and experts from retailers and wholesalers worldwide. It is an excellent opportunity to meet 100+ Austrian suppliers and producers and to get a taste of Austria. If you can't join in person, there will be virtual B2B meetings available too. Here are some **impressions from 2021** as well as the **2021 participants**. More detailed communication about potential flight reimbursement and hotel will follow.

Don't miss to pre-register for this event today!



REGISTER

MARKETPLACE AUSTRIA 2022

FOOD & BEVERAGES

(<https://food2022.b2match.io/>)



We hope to see you in Vienna!

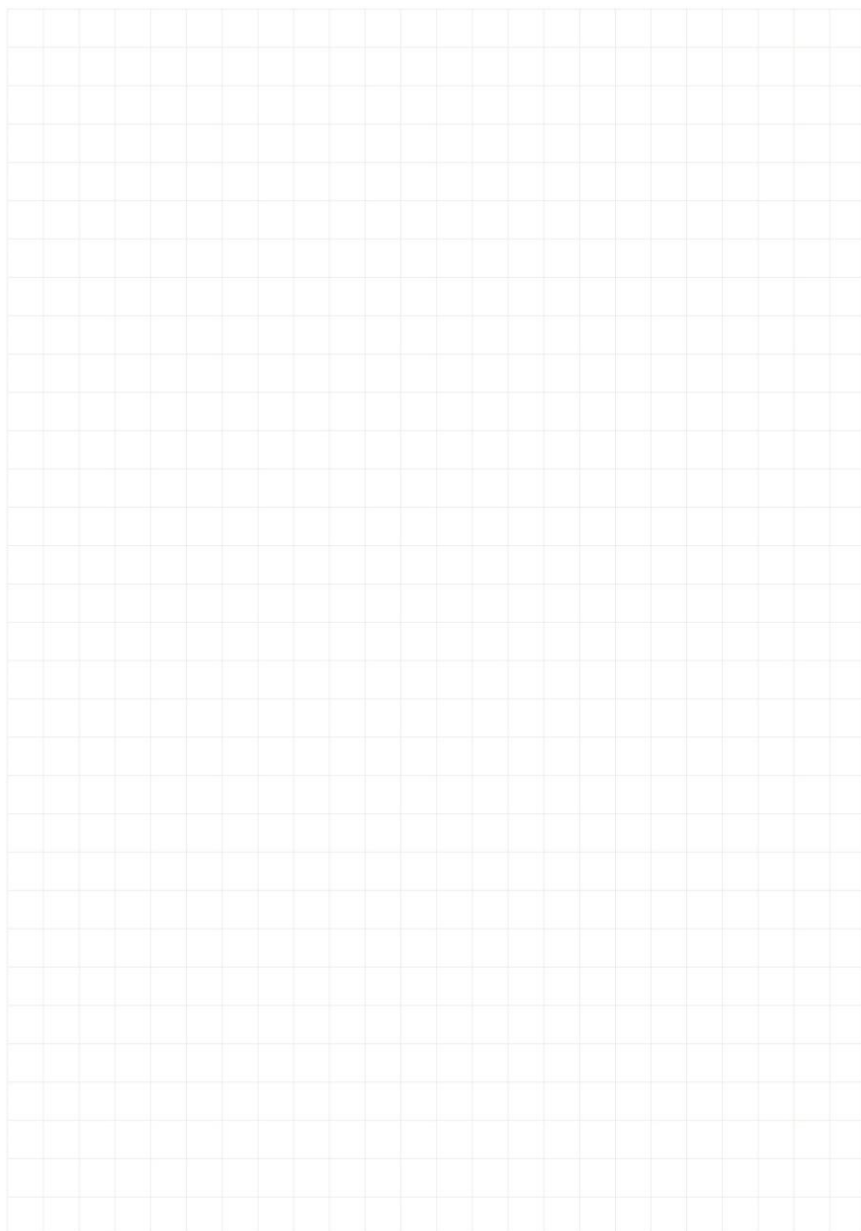
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In Cooperation with



Thank you to ReFocus Austria for the support

