

Toronto CITY GUIDE

Your Guide to the
**CPMA CONVENTION
& TRADESHOW 2023**
TORONTO
APRIL 25-27

Everything you need to
make the most of the 2023
CPMA Convention & Trade
Show in Toronto

pure
flavor®

VISIT
PURE
FLAVOR®
AT **BOOTH**
#905

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CPMA
CONVENTION
+TRADE SHOW
TORONTO 2023



VISIT
PURE FLAVOR®
AT **BOOTH #905**



**GET
UPDATES
DURING
THE SHOW**

Pure Flavor® is sending out newsletters loaded with helpful information leading up to and during The CPMA Convention & Tradeshow 2023. Stay in the know with all the latest trade show updates and Toronto's nightlife by signing up now!

SEND ME UPDATES →

**CON
NEC
TED**

Engage the conversation, no matter where you are:



PURE-FLAVOR.COM

- Meet the -
PURE FLAVOR[®]
SALES TEAM



JAMIE MORACCI
President



MATT MASTRONARDI
Executive Vice-President



JOE SBROCCHI
SVP - Business
Development & Strategy



TIFFANY SABELLI
Director of Sales



PAUL MURRACAS
Senior Account Manager



BRENDA NECIC
Key Account Manager



ALAINA WILKINS
Key Account Manager



CARMINE BORRELLI
Key Account Manager



CAMERON HIGGINS
Jr Sales Associate



BRITTANY MASHNI
Jr Sales Associate

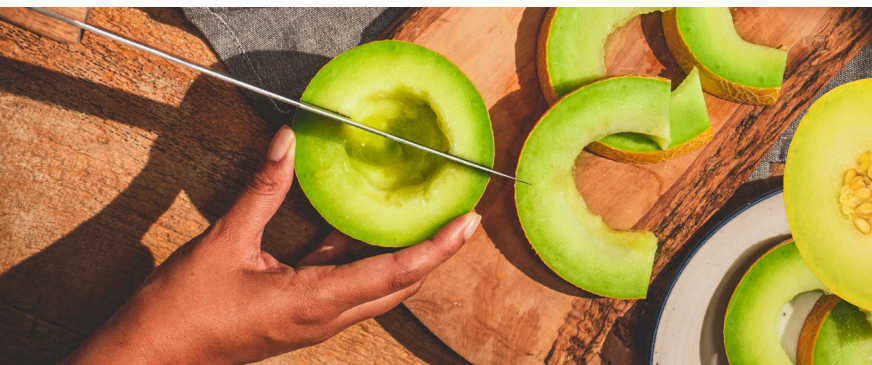


**A tropical
paradise.
Every day
of the year!**

TRY
SOLARA™
MINI MELONS
AT **BOOTH**
#905



Solara™ Mini Galia Melons will whisk you away on a tropical adventure with every bite. The Tastefully Tropical™ and ever-so-sweet melon is the perfect addition to every meal. A bright start in the morning, layered on salads at lunch, or diced at dinner, the always available greenhouse grown melon reminds you that it can be paradise every day.





The Latin origin of the word Solara™ translates to 'of the sun'. From the name to the eating experience, everything about it takes you on a tropical escape in any season. And did we mention they are packed with vitamins to keep your immune system at its peak as the season change?

Solara™ Mini Galia Melons are grown sustainably 365 days a year, so they are always ripe and ready. They are the perfect slice of paradise bringing tropical culinary adventures to every menu.

**Join our Solara™
Mini Galia Melon
adventures →**

MAP OF *Toronto*

A snapshot of the Toronto metropolis to help you make the most of your trip.

Click below to find the best attractions, nightlife, hotels, and much more that Toronto has to offer.

LEGEND:

Lodging - 12

Culture & Cuisine - 15

Restaurants - 16

Toronto Nightlife - 18

UNIVERSITY OF TORONTO



METRO TORONTO CONVENTION CENTER



ROGERS CENTRE



NORTHWESTERN LAKESHORE





**QUEEN'S
PARK**

University Ave

Wellesley St E

Jarvis St

Gerrard St E

River St

Don Valley Pkwy

Yonge St

Church St

Sherbourne St

Queen St E

Front St E



**SCOTIABANK
ARENA**

Gardiner Expy



**CN
TOWER**

Lake Ontario

Toronto

The largest city in Canada welcomes every visitor to #SeeTorontoNow. From events & attractions to live music, parks and dining, an unforgettable visit awaits.

The image features a vibrant sunset over the Toronto skyline, with the city lights beginning to glow. The sky transitions from a deep purple at the top to a bright orange near the horizon. Large, stylized text is overlaid on the scene. The letters 'nto' are in a bold, yellow, sans-serif font, with the 'n' and 'o' being significantly larger than the 't'. Below 'nto', the word 'Awaits' is written in a flowing, pink, cursive script. The background shows the silhouettes of skyscrapers and trees against the colorful sky.

nto Awaits

Toronto is the capital city of the province of Ontario and is situated at the western end of Lake Ontario. It is an international center of business, finance, arts, sports, and culture, and is recognized as one of the most multicultural cities in the world!

Toronto welcomes over 43 million tourists each year who enjoy four distinct seasons, with considerable variance in length. The diverse population of Toronto reflects its current and historical role as an important destination for new Canadians.

Home to the NBA Raptors, the NHL Maple Leafs, and the MLB Blue Jays as well as universities, museums and a lively music scene. Whatever you choose, adventure awaits from the moment you arrive!



FAMILY FIRST. ALWAYS.



When it comes to making your organic choice, select products from growers you trust. Pure Flavor® Certified Organic greenhouse grown vegetables meet the strict USDA guidelines, ensuring what you buy is truly organic.



pure
flavor

Explore

Our Full Line of Certified Organic Products!

DISCOVER ORGANICS →

OFFICIAL EVENT HOTELS

Find a relaxing place to stay that's only steps away from the show floor.

Lodging





**DELTA HOTELS
TORONTO**

📍 75 Lower Simcoe Street



**HYATT REGENCY
TORONTO**

📍 370 King Street West



**INTERCONTINENTAL
TORONTO CENTRE
(HOST HOTEL)**

📍 225 Front Street West



FAIRMONT ROYAL YORK

📍 100 Front Street West



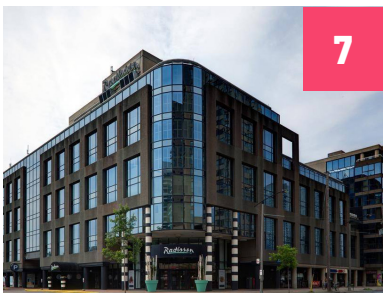
**TORONTO MARRIOTT
CITY CENTRE HOTEL**

📍 One Blue Jays Way



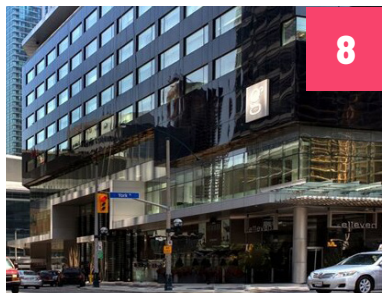
**LE GERMAIN HOTEL
MAPLE LEAF SQUARE**

📍 75 Bremner Boulevard



**RADISSON BLU
TORONTO DOWNTOWN**

📍 249 Queen's Quay West



**LE GERMAIN HOTEL
TORONTO MERCER**

📍 30 Mercer Street





SO SMALL THEY ARE OUT OF THIS WORLD!

UNO BITES™

NANO CUCUMBERS



WHEREVER
SNACKING
TAKES
YOU!



AVAILABLE YEAR-ROUND

No matter what your day has in store, Uno Bites™ are a healthy option you can enjoy from morning to night – on their own or with your favorite dips. Bring some along wherever your snacking takes you!

PURE-FLAVOR.COM/UNOBITES

Live Deliciously®

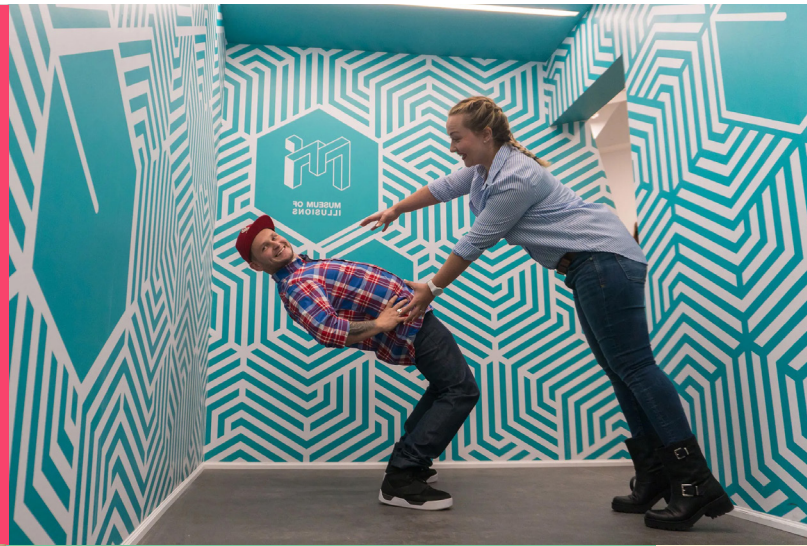


Culture & Cuisine

Toronto offers a diverse & multicultural culinary scene. Don't forget to try a few iconic Canadian dishes on your visit & make sure to book ahead as flavor awaits you.

ARTS AND ENTERTAINMENT

A unique and creative spirit thrives in cosmopolitan Toronto. World-renowned festivals, galleries, museums, and stages come together to showcase everything from Indigenous heritage to cutting-edge Canadian creativity.



WORLD CUISINE

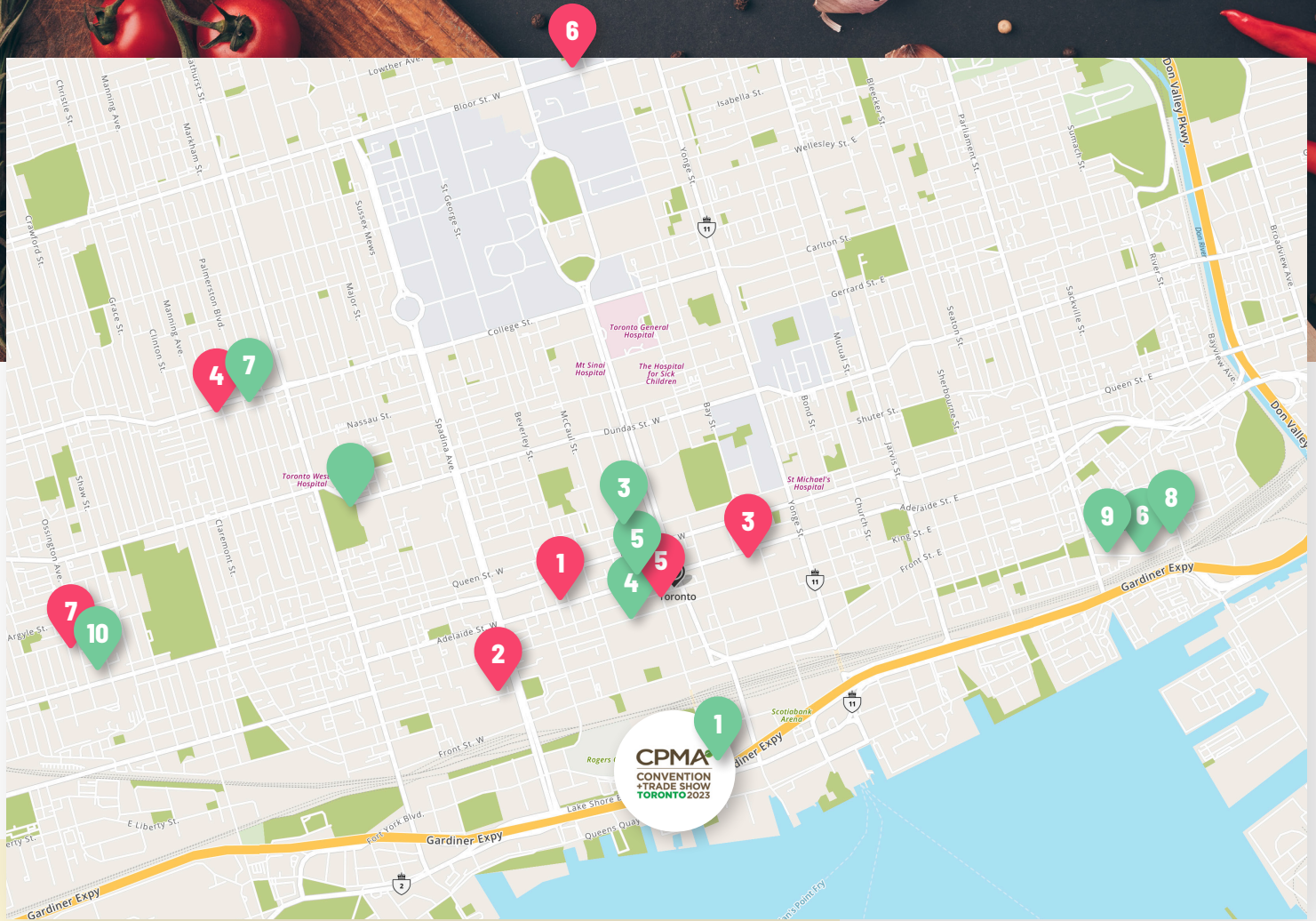
Toronto offers food for every taste. Make sure to bring your appetite with over 7,500 restaurants across 140+ neighborhood, there are boundless options.

Restaurants

CULINARY ADVENTURES

Wine, dine and hit the town for a night out in the big city.

Your senses will come alive with the array of ethnic offerings available to try!



1. KIIN

📍 326 Adelaide Street West

One of the best Thai restaurants in the world with impeccable attention to detail, both in the presentation and the food itself.

2. LE SELECT BISTRO

📍 432 Wellington Street West

Typical French bistro fare, beautifully prepared and presented, in chic surroundings

3. LOUIX LOUIS

📍 325 Bay St, 3rd Floor

A glorious setting where they take their craft seriously, are perfectionists in the kitchen, and conversationalists at the bar.

4. DOG & TIGER

📍 537 College Street

An excellent new gastropub with a real buzz that specializes in farm-to-table fare and handcrafted cocktails.

5. BYBLOS

📍 11 Duncan Street

Features superb Eastern Mediterranean cuisine using both traditional and local ingredients.

6. SASSAFRAZ

📍 100 Cumberland Street

Evolving over the decades to become one of the best-loved bistros in the heart of historic Yorkville.

7. MAMAKAS TAVERNA

📍 80 Ossington Avenue

One of the most notable Greek restaurants and a mainstay on the Ossington Strip.

FOODIE RESTAURANTS**1. EVVIVA \$\$**

📍 25 Lower Simcoe Street

Eclectic breakfast spot with a special vegan menu and gourmet cocktails.

2. NOMNOMNOM* \$

📍 707 Dundas Street West

Voted Toronto's Best Poutine.

*food stall

3. PLANTA QUEEN \$\$\$

📍 180 Queen Street West

100% Plant-based upscale Vegan dining .

4. COPACABANA \$\$\$

📍 230 Adelaide Street West

Chic Brazilian Steakhouse. Experiential dining with live Samba Performances.

5. PAI \$\$

📍 18 Duncan Street

Casual Northern Thai and curry house.

6. EL CATRIN DISTILERIA \$\$\$

📍 18 Tank House Lane

Authentic Mexican and specialty tequilas.

7. BAR RAVAL \$\$\$

📍 505 College Street

Authentic Spanish tapas.

8. CLUNY BISTRO & BOULANGERIE \$\$\$

📍 35 Tank House Lane

French-inspired modern food. Voted best French restaurant in Toronto.

9. CACAO 70 EATERY \$\$

📍 28 Gristmill Lane

Unique brunch and sweets located in the Distillery District.

10. MANDY'S SALADS \$\$

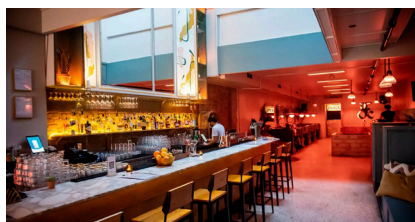
📍 52 Ossington Avenue

Gourmet soups, salads, smoothies and bowls.



TORONTO *Nightlife*

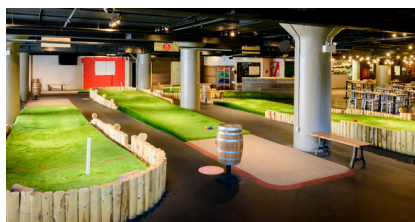
Head out on
the town to unwind
after a full day on the
convention floor.



TRACK & FIELD

📍 582 College Street

Games await with shuffleboard and bocce lanes along with the Ontario-invented table game of crokinole.



LOB

📍 100 Broadview Avenue

Activities-plus-alcohol formula that combines bocce with mini-golf.



THE PISTON

📍 937 Bloor Street West

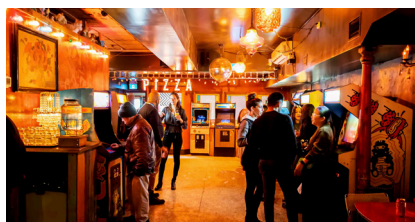
Spanning decades of disco parties, '90s video dance nights & '60s mod vinyl DJs. An inclusive environment & easygoing attitude.



COMEDY BAR

📍 945 Bloor Street West

An indie comedy bar with local talent and touring pros featured on two stages.



GET WELL

📍 1181 Dundas Street West

Featuring an impressive list of craft beers on tap, a decent selection of vintage arcade games, and a pizzeria in the bar.



THE DRAKE HOTEL

📍 1150 Queen Street West

A boutique hotel that is a hub for local events, concerts, DJ's and multimedia art.



cloud9[®]

A tiny taste of heaven[®]

TASTE
THEM AT
BOOTH
#905

Sweetness
you crave,
quality you
deserve

The blast of fruity sweetness in every award winning Cloud 9[®] Tomato is a testament to our devoted team of growers and their passion for excellence. Every single tomato has been hand-selected and carefully evaluated to ensure it meets the highest standard.

DISCOVER CLOUD 9[®] →



» GROWING FORWARD »

At Pure Flavor®, we're forging a new, green way forward that puts sustainability first by efficiently growing millions of healthy & flavorful vegetables. You deserve to feel good about the choices you make at your local grocery store. We're working hard to make that choice an easy one 365 days a year.

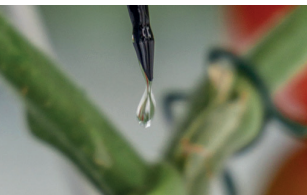
There's much more to growing delicious, sustainable and healthy vegetables than meets the eye. We're proud of the work we do and are excited to share with you this whirlwind tour of a Pure Flavor® Greenhouse.



STEP INSIDE FOR a Quick Tour

A BETTER WAY to Grow

More fresh vegetables produced with fewer resources. It's the way of the future and we're just getting started.



WE USE 90% LESS WATER



PRECISE PLANT NUTRITION



BUMBLEBEE POWER



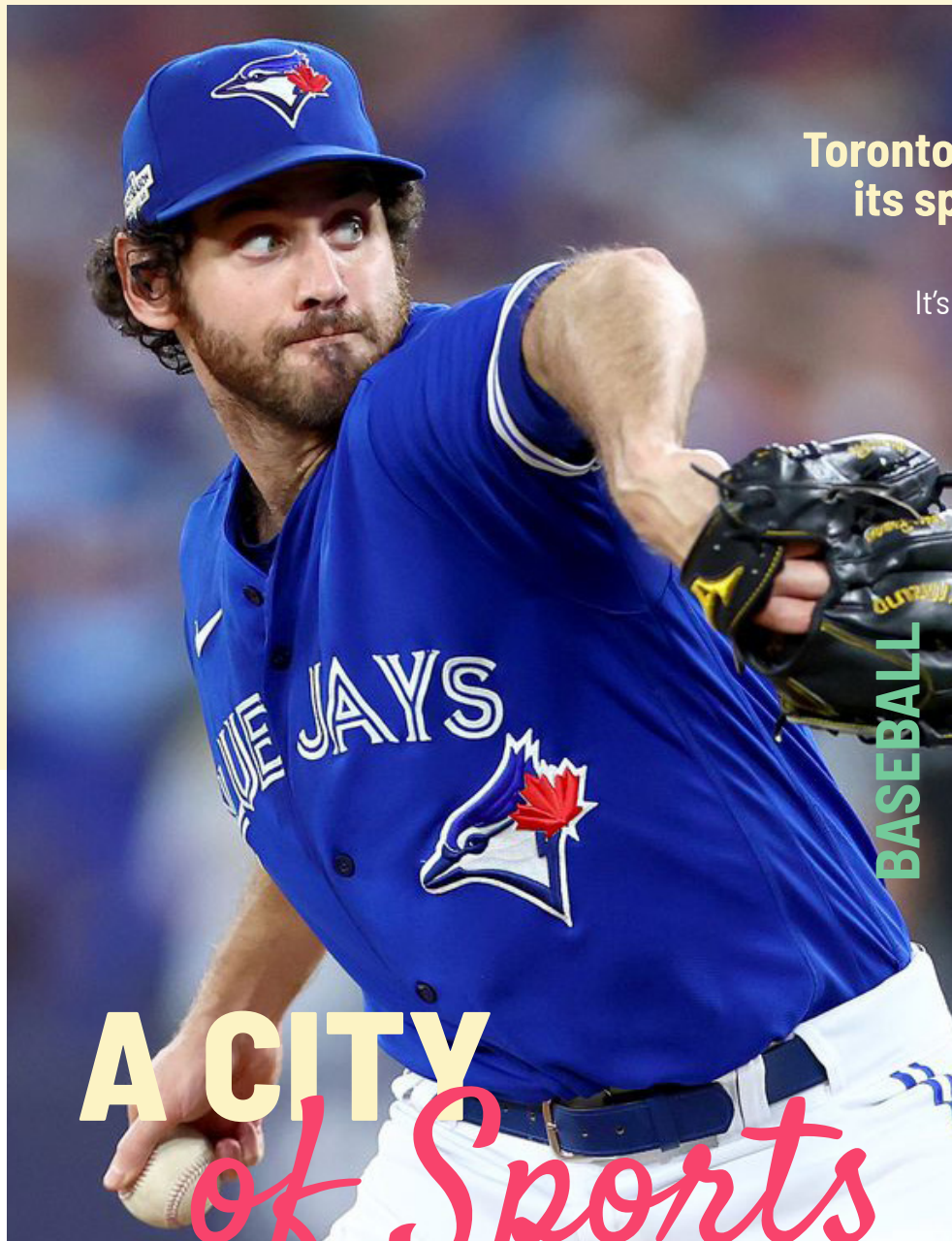
SUPPLEMENTAL LIGHTING



ENERGY SCREENS

THAT'S THE POWER OF GREENHOUSE GROWING.

Learn more at PURE-FLAVOR.COM/GREENHOUSEGROWN



Toronto is a city that loves its sports and has many teams to support.

It's spring so take in a ball game at the newly renovated Rogers Centre featuring four new outfield neighborhoods!

BASEBALL

A CITY of Sports

TICKETS

Single game tickets are available online

[BUY TICKETS →](#)

PLAYERS

Get to know the players before the game starts!

[SEE PLAYERS →](#)

EXPERIENCE

Experience the new spaces including The Catch Bar, The Stop, Corona Rooftop Patio, Park Social & The Westjet Flight Deck!

[LEARN MORE →](#)



HOCKEY

Hockey fans? Get to know the Toronto Maple Leafs →



BASKETBALL

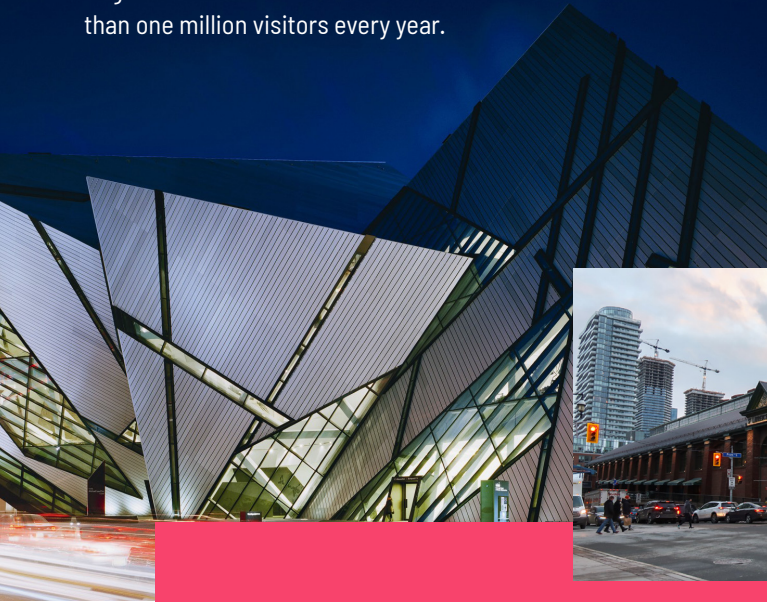
Discover Toronto's basketball team, the Toronto Raptors →

Tour the City

Set aside some time to stroll the city streets and take in the diverse sites and experiences that Toronto has to offer.

ROYAL ONTARIO MUSEUM

The ROM showcases art, culture and nature from around the world and across the ages. It is one of the largest museums in North America and attracts more than one million visitors every year.



RIPLEY'S AQUARIUM OF CANADA

One of three aquariums owned-and-operated by Ripley Entertainment and houses 5.7 million liters of marine and freshwater habitats from across the world.

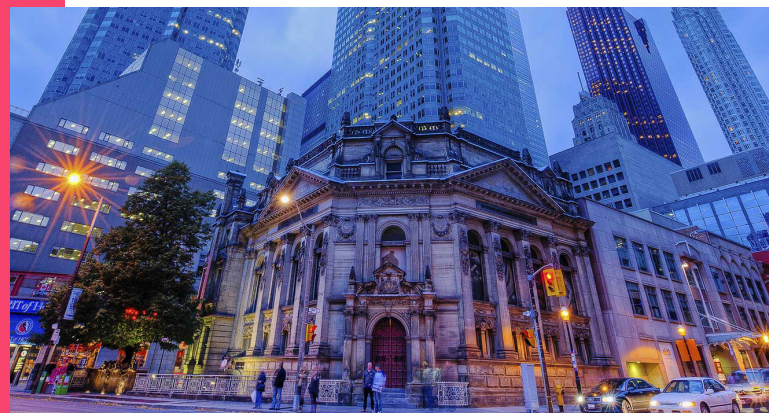


ST. LAWRENCE MARKET

A major public market located on the SW corner of Front & Lower Jarvis Streets. Vendors fill two levels offering everything from fresh items to prepared food and even a cooking school. A must-see for the culinary fanatic.

HOCKEY HALL OF FAME

Calling all Hockey enthusiasts! Enjoy an afternoon at the famous Hockey Hall of Fame and take a walk through hockey history. Have your picture taken with The Stanley Cup, test your shooting skills against famous animated life size goalies, try on real goalie equipment, and learn the history of Canada's beloved sport. Also featuring a 3D theater to watch vintage hockey footage and the chance to immerse yourself as a television anchorperson to call the play-by-plays during a hockey game.



CANADA'S CELEBRATION DESTINATION

The CN Tower is a soaring 553.3 meter high concrete communications and observation tower in downtown Toronto. It was built on the former Railway Lands and was completed on June 26, 1976. It was built by the Canadian National Railway Company and was initially privately owned but is now managed by a public corporation. Climb up to the clouds, test your nerves, and ascend to the highest observation platform in the Western Hemisphere!

CN Tower



EDGEWALK

Harness your potential with a full-circle, hands-free journey around the exterior of the Tower's main pod, 116 storeys above ground.

Elevate your experience using the free Viewfinder app! Use it to identify the city's most famous landmarks and points of interest as you take in the 360-degree view from the Main Observation Level.

DOWNLOAD THE VIEWFINDER APP →



DINE AT 360 RESTAURANT

Where flavors from across Canada come together in a setting truly like no other.



Your **RELIABLE** FOODSERVICE PARTNER

From the tried-and-true, to the latest flavor trendsetters, our product lineup has everything you need to deliver incredible flavor consistency for your clients. We offer over 35 different tomatoes, peppers, cucumbers, melons, and berries in every color, shape, and size imaginable, each and every day of the year.





VISIT
PURE
FLAVOR®
AT **BOOTH**
#905

WHO WE SERVE



Pure Flavor® is your trusted partner to deliver the highest quality greenhouse grown fruits & vegetables to restaurants, healthcare, education, lodging, and entertainment establishments across North America.

As industry leaders, our expertise and continuous investment in innovation & growing technology allow you to supply your clients with year-round premium produce.

LEARN MORE →



SHOW *information for*

Welcome to the 2023 CPMA Convention & Trade Show!



The Canadian Produce Marketing Association Convention & Trade Show is where you can showcase your brand at Canada's largest fresh produce event.

REGISTER NOW →

METRO TORONTO CONVENTION CENTRE

222 Bremner Boulevard
Toronto, ON M5V 3L9

TRADE SHOW HOURS:

Wednesday, April 26, 2023
1:30 pm – 5:30 pm

Thursday, April 27, 2023
11:30 am – 4:30 pm

CONTACT:

Nicole Jeffrey – Manager, Events
1.613.226.4187 x217
njeffrey@cpma.ca

Mon, April 24	Event	Location	Room
12:00 pm - 5:00 pm	Registration area is open	MTCC South Building	Level 600

Tues, April 25	Event	Location	Room
7:30 am - 6:00 pm	Registration area is open	MTCC South Building	Level 600
8:00 am - 12:00 pm	Retail Tour	Off-site locations	
8:00 pm - 11:00 pm	Chair's Welcome Reception	Steamwhistle Brewery	Locomotive Hall

Wed, April 26	Event	Location	Room
7:00 am - 6:00 pm	Registration area is open	MTCC South Building	Level 600
8:00 am - 9:45 am	Delegate & Companion Breakfast	MTCC South Building	Hall G
10:00 am - 11:15 am	Business Sessions	MTCC South Building	801 A/B, 802
10:00 am - 4:00 pm	Companion Program	Off-site	
11:30 am - 1:15 pm	Delegate Lunch	MTCC South Building	Hall G
1:20 pm - 1:30 pm	Trade Show Opening Ceremony	MTCC South Building	Outside Hall D/E
1:30 pm - 5:30 pm	Trade Show	MTCC South Building	Hall D/E
2:00 pm - 4:00 pm	Learning Lounge	MTCC South Building	Trade Show Floor - Booth 100
5:30 pm - 6:30 pm	Young Professionals Networking Reception	MTCC South Building	713 A
5:30 pm - 6:30 pm	Women in Produce Reception	MTCC South Building	713 B
9:30 pm - 1:00 am	After Party	Intercontinental	Ballroom/ Ontario

Thur, April 27	Event	Location	Room
8:00 am - 4:30 pm	Registration area is open	MTCC South Building	Level 600
8:30 am - 1:30 pm	Half Your Plate Sessions for Health Professionals	MTCC South Building	801, Trade Show Floor
9:45 am - 11:30 am	Awards Brunch	MTCC South Building	Hall G
11:30 am - 4:30 pm	Trade Show	MTCC South Building	Hall D/E
12:00 pm - 1:00 pm	International Reception	MTCC South Building	Trade Show Hall - CPMA Booth
1:00 pm - 3:00 pm	Learning Lounge	MTCC South Building	Trade Show Floor - Booth 100
6:30 pm - 7:30 pm	Annual Banquet Reception	MTCC South Building	Hall G Foyer
7:30 pm - 11:00 pm	Annual Banquet & Entertainment	MTCC South Building	Hall F/G

FOR AN UP TO DATE SCHEDULE, VISIT CONVENTION.CPMA.CA →



alōnna™

Exotically Delightful™

A melon for every meal, the exotic flavors of Alonna™ Canary Melons meld effortlessly with fine cheeses, cured meats, mixed berries and honey. With its lunar-like glow & silky texture, the quality and consistent availability of a greenhouse grown Alonna™ Canary Melon ensures consumers have a flavorful & continuous supply regardless of the season.



BREAKFAST

PARADISE IN THE PALM OF YOUR HAND

Grown indoors in climate-controlled greenhouses where it's paradise 365 days a year, Alonna™ Canary Melons are nurtured with the ideal amount of light, nutrition, and water to deliver the same sweet flavor families love, no matter the time of year. It's your own personal paradise, right in the palm of your hand.

If you need
inspiration, we've
been busy creating
Exotically Delightful™
recipes to help you
Live Deliciously®! →

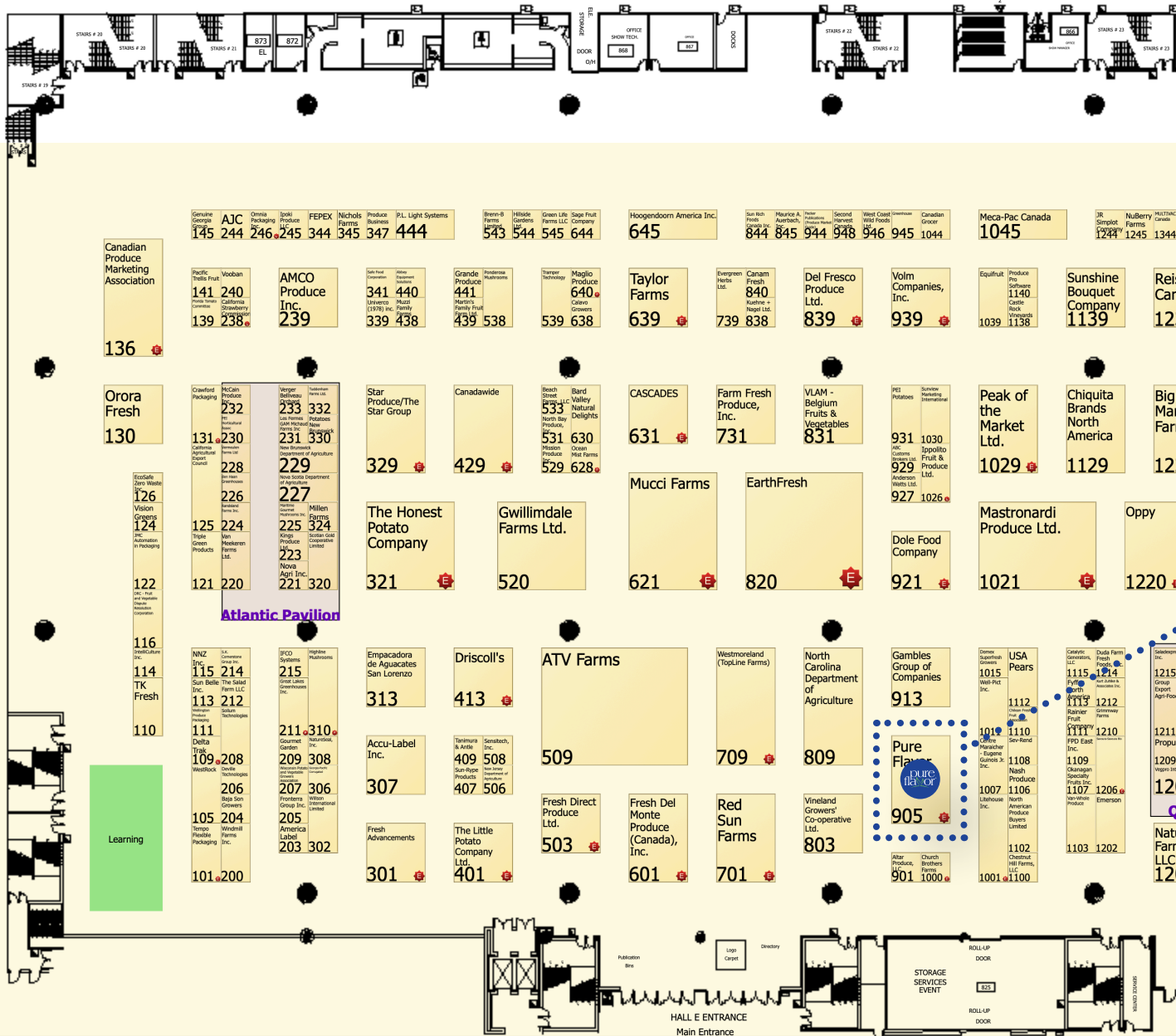
DINNER

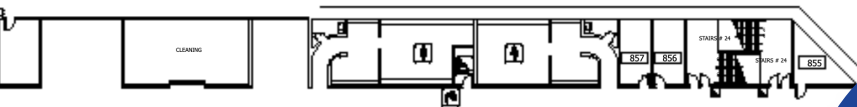
SNACK

LUNCH

MAP OF THE

SHOW 7 floor





VISIT
PURE
FLAVOR®
AT BOOTH
#905

1348	Amplify Logistics	1346	Heat Sealing Packaging	1445	1538	1539	1639	1738	1745	Ontario Pavilion	1939
1339	Unitec Canada Fruit And Vegetables Technology, Inc.	1439	A.C. Neagoe Packaging	1533	1632	1629	1639	1738	1745	Adapt.ag	1839
1329	Texas Department of Agriculture	1429	Southern United States Trade Association	1533	1632	1629	1639	1738	1745	Schur Star Systems Inc.	1839
1320	Nature Fresh Farms Inc.	1420	Catania Worldwide	1521	1621	1621	1621	1621	1621	Windset Farms	1821
1312	Group Export Agrifood	1414	Group Export Agrifood	1411	1606	1607	1607	1607	1607	Mexico Pavilion	1801
1311	Group Export Agrifood	1410	Group Export Agrifood	1403	1606	1607	1607	1607	1607	Wonderful Pistachios & Almonds	1801
1309	Group Export Agrifood	1408	Group Export Agrifood	1301	1606	1607	1607	1607	1607	Interfel	1801
1307	Group Export Agrifood	1406	Group Export Agrifood	1301	1606	1607	1607	1607	1607	Freshcourt	1801
1301	Group Export Agrifood	1406	Group Export Agrifood	1301	1606	1607	1607	1607	1607	Quebec Pavilion	1801
1301	Group Export Agrifood	1406	Group Export Agrifood	1301	1606	1607	1607	1607	1607	Interfel	1801
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CPMA
CONVENTION
+TRADE SHOW
TORONTO 2023

[CLICK FOR THE FULL MAP →](#)



ARRIVING IN *Toronto*

There are always a few last minute questions before you board the plane. Sit back, relax, and rest assured we have the answers.

Ground transportation from the Toronto Pearson International Airport | YYZ

RENTAL CARS

Avis/Budget, Dollar/Thrifty, Enterprise, Hertz and National/Alamo are all on site for quick, efficient car rentals at Pearson Airport.

TRAIN TO CITY (UP EXPRESS)

Union Pearson Express runs from Pearson Airport to Union Station in downtown Toronto in just 25 minutes.

TAXIS & LIMOS

Travel from Toronto Pearson International Airport to the Metro Toronto Convention Centre in approximately 30 min.

PRE-ARRANGED SERVICES

Pre-arrange your Pearson Airport taxi, limo or bus before your arrival.

RIDE SHARING

Ride sharing services are available at Pearson Airport. Request a pick-up from either terminal.

PUBLIC TRANSIT BUSES

Pearson Airport buses travel to Toronto and surrounding areas. Check next departure times or use the trip planner to map your route.

PICKING UP & DROPPING OFF

When your friends and family arrive at Pearson Airport, you can be right there to greet them.

Travel from Pearson International Airport to the Metro Toronto Convention Center is approximately 30 min or 27 km.

SAFE TRAVELS AND SEE YOU IN TORONTO!

alonna™

Give your body the energy it needs to keep up with your busy and sometimes hectic schedule.

FEEL PURE ENJOYMENT
YOU'RE NOT BORING. YOUR FOOD SHOULDN'T BE EITHER.

GOES WELL WITH
Herbs, Spices and Flavors: Parsley | dill | Citrus | olives | berries
Foods: Prosciutto | blue cheese shrimp | apples | Brie | sausage



SUGGESTED RECIPE: Spicy Bacon Cashew Melon Bites

OUR PEOPLE



We live our brand promise by supporting healthier lifestyles for consumers, communities, our partners, and our employees. Our company culture is built on the expertise and experience of our team members, who serve as our strongest brand ambassadors in sharing our healthy lifestyles.

BEHIND THE BRAND

Behind the growing Pure... a strategic content... Consumers spend more... online content than ever... mouth-watering recipes... in-house to connect with... that is authentic and rel... blog, social post. Video an... content inspires them to p... their grocery list, week after

PEPPERS

51% OF CONSUMERS WERE MORE LIKELY TO PURCHASE ORGANIC PEPPERS OVER NON-ORGANIC

*Pure Flavor, Love for Fresh Surveys, 2020

SUGGESTED

Did you know that every kind of tomato is grown to suit a different eating occasion? Whatever the shape, size, or color, there's a Pure Flavor® Tomato grown just for you. Greenhouse grown tomatoes are picked right before shipping to your local... each aisle, meaning you can find fresh tomatoes near you in every season.

67% OF PEOPLE USE TOMATOES THE MOST WHILE COOKING*



Our STORYBOOK

Take a flip through our storybook to learn more about our company and how our greenhouse grown fruits & veggies come to life.

GET YOUR COPY →

CUCUMBERS

There's a different cucumber for every snack, salad, appetizer and dish. Cucumber varieties come in convenient sizes for your whole family to enjoy on the go or at the dinner table. Each is grown in high-tech greenhouses, ensuring...



THE NEXT GENERATION OF VEGETABLE GROWERS

At Pure Flavor®, we're forging a new, green way forward that puts sustainability first by efficiently growing millions of healthy & flavorful vegetables. You deserve to feel good about the choices you make at your local grocery store. We're working hard to make that choice an easy one 365 days a year.

LIFE IS BETTER WHEN YOU *Live Deliciously*®

