



TOP TIER FOODS INC.

QUINOA QUICKIES

\$14.5K

FUNDED BY THE
CANADA-BC AGRI-
INNOVATION
PROGRAM

Background

- Top Tier Foods Inc. located in Vancouver B.C. creates innovative products using Canadian grown quinoa.
- Their flagship line of quinoa side dishes called Quinoa Quickies are sold across Canada and into Asia. Their newest product, Sushi Quinoa, is set to launch in the spring of 2017 and is the first quinoa in the world developed for the sushi industry.

Funding from the Governments of Canada and British Columbia has allowed the company to:

- Reimagine what Canadian grown quinoa can mean for the world through increased innovation and research.
- Reformulate of current product lines to better compete on a domestic and global stage.
- Test for enhanced nutritional benefits, shelf life and allergen declarations.



The \$14,500 project will enable Top Tier Foods to launch a first-to-market product with business opportunities spanning several sectors in B.C. Sushi Quinoa, a patent protected product with texture attributes similar to sticky rice, will enable restaurants and their consumers to have a greater level of choice when it comes to nutrition. With domestic and international opportunities available, Top Tier Foods is hopeful that Sushi Quinoa will bring lasting jobs to B.C. and support the health of sushi eaters around the globe.



JOB DEVELOPMENT

Additionally, Top Tier Foods was able to work with the highest level of food technologists in B.C. to reformulate their existing line of Quinoa Quickies to make improvements to the texture, flavour and ingredient quality. These exciting improvements will strengthen a great B.C. brand and help improve sales both domestically and internationally.

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ONLINE AND MAJOR
RETAIL STORES
ACROSS CANADA
CURRENTLY STOCK
QUINOA QUICKIES

Benefit to British Columbia

- The new products will increase employment opportunities in B.C. through development, procurement, packaging and sales
- Top Tier Foods Inc., a B.C.-based company will help grow the Canadian quinoa industry, an important new industry for Canadian farmers
- Internationally focused products like Sushi Quinoa will help put Canadian food products on the map and will help increase demand for other Canadian produced products around the world.

Funding for the Canada-BC Agri-Innovation Program has been provided by the Governments of Canada and British Columbia through *Growing Forward 2*, a federal-provincial-territorial initiative.

