



Pitch & Plate

Growing opportunities for
new and innovative food
and beverage products.





Pitch & Plate

After six successful **Feed BC** events highlighting

70 companies from around the province, Pitch & Plate is back with a hybrid event introducing 10 food and beverage businesses with products ready for the institutional food service market.

This unique event provides food and beverage processors with the opportunity to learn about and build their readiness for the institutional food service market channel. Businesses receive training and individual coaching sessions, and have the chance to then pitch their products to post-secondary institutions, hospitals, healthcare authorities, broadline distributors, and service providers interested in new and innovative products for their institutions.

The audience plays an important role in providing feedback to the businesses so they can further refine their pitches and products.

A special thank you to the British Columbia Institute of Technology (BCIT) for generously hosting this event and the Advisory Groups of Feed BC partners that helped support this event: Okanagan College, Thompson Rivers University, Selkirk College, University of British Columbia, University of Victoria, Interior Health, Northern Health, Fraser Health, Island Health, and Vancouver Coastal Health.

Funding is provided in part by the governments of Canada and British Columbia through the **Sustainable Canadian Agricultural Partnership**, a federal-provincial-territorial initiative, and in part by the B.C. Ministry of Agriculture and Food's **Feed BC** program.

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 We respectfully acknowledge the unceded traditional territories of the Coast Salish peoples, including the xwməθkwəyəm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səilwətaʔt (Tsleil-Waututh) Nations, on which BCIT Burnaby is located, and that participants will be joining from across the province on the traditional lands of Indigenous Peoples.

AGENDA FEBRUARY 8, 2024, 1:00 PM – 5:00 PM		PITCH & PLATE A hybrid event introducing products ready for post-secondary and healthcare institutions.	LOCATION BCIT & Virtual
TIME	COMPANY/PRESENTER	SAMPLES	
12:30 PM – 1:00 PM	CHECK-IN: REFRESHMENTS AND PRE-EVENT NETWORKING		
1:00 PM – 1:15 PM	OPENING REMARKS: GOOD TO GROW, MINISTRY OF AGRICULTURE AND FOOD, AND BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY		
1:15 PM – 1:25 PM	1) Konscious Foods	TBD	
1:25 PM – 1:30 PM	FEEDBACK FORM		
1:30 PM – 1:40 PM	2) Soup Etc! (MRC Liquids+Solids Culinary Innovations Inc.)	TBD	
1:40 PM – 1:45 PM	FEEDBACK FORM		
1:45 PM – 1:55 PM	3) Living Tree Foods	TBD	
1:55 PM – 2:00 PM	FEEDBACK FORM		
2:00 PM – 2:10 PM	4) Famous (Howard's Foods Inc.)	TBD	
2:10 PM – 2:15 PM	FEEDBACK FORM		
2:15 PM – 2:25 PM	5) Brightside Foods (Brightside Burrito Shop Inc.)	TBD	
2:25 PM – 2:30 PM	FEEDBACK FORM		
2:30 PM – 2:40 PM	6) Chasers Fresh Juice	TBD	
2:40 PM – 2:45 PM	FEEDBACK FORM		
2:45 PM – 2:55 PM	7) FitBite (JTS Food Corporation)	TBD	
2:55 PM – 3:00 PM	FEEDBACK FORM		
3:00 PM – 3:10 PM	8) Plant Veda	TBD	
3:10 PM – 3:15 PM	FEEDBACK FORM		
3:15 PM – 3:25 PM	9) Haven Ridge Farm	TBD	
3:25 PM – 3:30 PM	FEEDBACK FORM		
3:30 PM – 3:40 PM	10) Bliss Balls	TBD	
3:40 PM – 3:45 PM	FEEDBACK FORM		
3:45 PM – 3:50 PM	CLOSING REMARKS		
3:50 PM – 5:00 PM	LET'S DISH! Post-Event Networking		

Companies

KONSCIOUS FOODS

*Frozen, gluten-free, non-GMO,
plant-based sushi rolls, poke bowls
and onigiri snacks*



Richmond | Konscious Foods plant-based frozen sushi, onigiri and poke bowls are the first to market innovation - opening a new category within the frozen meal and snack set. All products are Non-GMO Project Verified, are organic (where possible), and feature wholesome vegetables as the primary ingredients for the plant-based seafood that make up the delicious fillings for their maki rolls and poke bowls.

CERTIFICATIONS & LICENSES	Non-GMO Project Verified, Plant Based Foods Association, SQF for March 2024
DISTRIBUTION	Horizon, KeHE, UNFI
CONTACT	Candice Zhang
PHONE	604-517-0737
EMAIL	czhang@konscious.com
WEBSITE	https://ca.konscious.com



SOUP ETC!

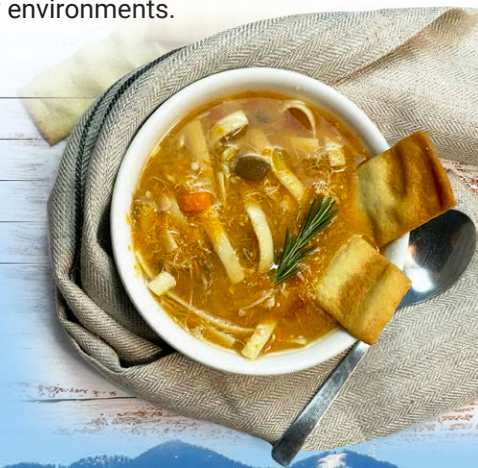
(MRC Liquids+Solids Culinary Innovations Inc)

Fresh soups, chowders and chilis



Vancouver | The Soup Etc! brand has been produced in East Vancouver since 2001 and has become a fixture of the Lower Mainland's local food production landscape. Built on healthy ingredients and inspired by recipes from around the world, Soup Etc! has evolved into a wholesale category leader, both in food service and retail grocery environments.

CERTIFICATIONS & LICENSES	HACCP, GMP
DISTRIBUTION	Lekker, UNFI
CONTACT	Michael Coderre
PHONE	604-537-5605
EMAIL	michael@liquidsandsolids.ca
WEBSITE	https://www.soupetc.ca



LIVING TREE FOODS

Plant-based ravioli, cheese spreads and cream cheeses



New Westminster | Living Tree Foods crafts delicious plant-based products from scratch, offering the only dairy-free ‘cheese’ ravioli made in Canada, using their award-winning cashew cheese spreads as part of the flavorful filling. They use premium natural ingredients in all of their products, such as hand picked basil, freshly squeezed lemon juice and 00 Italian flour. Their most frequent feedback is some variation of, “Even though I’m not vegan, this is incredible!”.

CERTIFICATIONS & LICENSES	Buy BC, Federally inspected (CFIA), HACCP Principles (audit scheduled for early 2024)
DISTRIBUTION	n/a
CONTACT	Emily Wilson
PHONE	647-643-2491
EMAIL	emily.wilson@livingtreefoods.ca
WEBSITE	https://livingtreefoods.ca



FAMOUS

(Howard's Food Inc)

Rubs and sauces (Howard's Foods is also condiment co-packer)



HOWARD'S FOODS INC.
Purveyor of Fine Foods Since 1993

Burnaby | Howard’s Foods is a leading condiment co-packing company dedicated to delivering high-quality, flavourful condiments. “Famous” is one of their house brands that boasts a full line of sauces as well as a British Columbia Salmon Rub and Rub/Plank Combo. At Howard’s Foods, their mission is to elevate the taste experience of consumers by co-packing premium-quality condiments and soups that reflect the diverse and dynamic culinary landscape. They strive to empower their clients with tailored solutions, unmatched quality, and collaborative partnerships.

CERTIFICATIONS & LICENSES	SQF, FDA Food Safe, Canada Organic Trade Association
DISTRIBUTION	Intercity Packers
CONTACT	Howard McMahon
PHONE	604-626-5200
EMAIL	howard@howardsfoods.com
WEBSITE	https://howardsfoods.com https://www.howardsfoodscopacking.ca



BRIGHTSIDE FOODS

(Brightside Burrito Shop Inc)

Frozen ready-to-eat vegan and vegetarian meals



Vancouver | Brightside Foods is a Vancouver-based frozen food company from the same team that brought you The Burrow Restaurant. They make high-quality, handmade, restaurant style burritos and pockets--easy meals you can eat every day. A perfect solution for a meal in a pinch, Brightside puts sunshine in your freezer.

CERTIFICATIONS & LICENSES	Buy BC
DISTRIBUTION	n/a
CONTACT	Dana VanVeller
PHONE	778-823-4770
EMAIL	info@brightsidefoods.com
WEBSITE	https://www.brightsidefoods.com



CHASERS FRESH JUICE

Cold pressed juice



Abbotsford | Chasers produces healthy and fresh cold pressed juices made from fresh "produce" only! Juices undergo High-Pressure Processing (HPP) to ensure lasting freshness, maximum nutrition and flavor--crucial elements for a high-quality, produce-based juice. Made in B.C., they are proud to service to restaurants, hotels, cafes, retail and grocery outlets.

CERTIFICATIONS & LICENSES	Federally inspected (CFIA), HACCP
DISTRIBUTION	Yen Brothers, Horizon, Summit Specialty Foods
CONTACT	Jill Forster
PHONE	778-879-6613
EMAIL	jill@chasersvancouver.com
WEBSITE	https://chasersvancouver.com



FITBITE
 (JTS Food Corporation)
 Cassava chips



Richmond | FitBite Chips was founded by a group of friends in 2015 and is proudly B.C.-owned and operated. Their vision is to produce a delicious and healthy alternative to potato chips, using only natural and high-quality ingredients. Their cassava chips are gluten-free, organic, non-GMO, low glycemic and contain 40% less fat than a potato chip.

CERTIFICATIONS & LICENSES	Federally inspected (CFIA), Non-GMO Project Verified
DISTRIBUTION	Sysco
CONTACT	Joyal Pararajasingam
PHONE	604-303-0065
EMAIL	jtsfood@telus.net
WEBSITE	http://fitbitechips.com



PLANT VEDA
 Plant-based, probiotic lassis, yogurts,
 and oat milks



Delta | Plant Veda is an award winning plant-based dairy company making lassis, yogurts, and oat milks. Instead of adding heavily refined ingredients they focus on blending multiple natural ingredients to create the same taste and texture as dairy. Their lassis and yogurts contain 15 billion probiotics and pre-biotics to support healthy digestion. Recently Plant Veda aquired Nora’s and is now manufacturing plant-based ice creams with natural ingredients and minimal processing. Their 25,000 sqft space in Delta also serves as a plant-based co-packing facility specializing in almond, soy, cashew, and oat.

CERTIFICATIONS & LICENSES	Federally inspected (CFIA), SQF in progress
DISTRIBUTION	Sysco, GFS, SnowCap
CONTACT	Sunny Gurnani
PHONE	604-200-3335
EMAIL	orders@plantveda.com
WEBSITE	https://www.plantveda.com



HAVEN RIDGE FARM*Freeze dried haskap berries*

Vanderhoof | Haven Ridge Farm freeze dried haskap berries are grown in Northern B.C. with no use of chemicals. They are extremely high in vitamin C and antioxidants. The company's mission is to provide a highly nutritious, great tasting and convenient fruit product.

CERTIFICATIONS & LICENSES	CanadaGap
DISTRIBUTION	n/a
CONTACT	Shane Dunn
PHONE	250-567-6801
EMAIL	250shane@gmail.com
WEBSITE	n/a

**BLISS BALLS***Gluten-free, vegan snack ball*

Burnaby | Bliss Balls are tasty balls of happiness! These treats are made from dried fruits and nuts, then enveloped in premium dark chocolate to give you a taste of heaven. Enjoy this satisfying, guilt-free treat during midday slumps, after yoga, or whenever you crave some bliss.

CERTIFICATIONS & LICENSES	Kosher, HACCP
DISTRIBUTION	Jiva Organics, Horizon
CONTACT	Rajinder Bagga
PHONE	604-254-9480
EMAIL	rajinder@jivaorganics.ca
WEBSITE	https://blissballs.ca



Facilitators

FEED BC

feedBC

Bringing B.C. food to public institutions



About Feed BC | Feed BC is a provincial government initiative led by the Ministry of Agriculture and Food to encourage, inspire and support a shift to more B.C. food in hospitals, residential care facilities, public post-secondary institutions, K-12 schools, and other government-supported facilities.

Feed BC offers a range of tools, resources and individualized supports to share information and increase awareness of local food opportunities in public institutions. More information is available on the Feed BC website under [Feed BC Institutional Partnerships](#), [Producer and Processor Resources](#) and [Value Chain Innovation](#).

EMAIL: feedbc@gov.bc.ca

WEBSITE: <https://gov.bc.ca/feedbc>

GOOD TO GROW NATURAL PRODUCTS COACHING



GOOD TO GROW

About Good to Grow | Good to Grow is a team of food industry experts and business educators who create success for B.C. food and beverage brands. They provide business coaching, workshops and learning cohorts, and their signature event From The Ground Up Conference and Trade Show. Good to Grow believes a food-secure, sustainable future for B.C. starts with local first.

ADDRESS: 105 – 828 Harbourside Drive
North Vancouver, B.C. V7P 3R9

EMAIL: info@goodtogrowproducts.com

WEBSITE: <http://www.goodtogrowproducts.com>

