



# Pitch & Plate

The landscape for B.C. food is growing,  
and with it, new opportunities for B.C. food  
and beverage products.





## Pitch&Plate

After five successful Feed BC events highlighting 60 B.C. companies from around the province, Pitch & Plate is back with an Okanagan-flavoured event introducing 10 food and beverage businesses with products ready for the institutional food service market.

This unique event, designed and delivered for [Feed BC](#) and the [Ministry of Agriculture and Food](#) by B.C. food industry educators [Good to Grow](#), collaborates with Feed BC's public sector partners.

Pitch & Plate gives B.C. food and beverage companies the opportunity to learn about and develop skills for the institutional market, including post-secondary and health care, broadline distributors and suppliers.

The purpose of Pitch & Plate is to introduce food businesses to the institutional food services market to help diversify their markets. All businesses receive training on the institutional market, individual coaching sessions on how to pitch, pitch training, participation in the pitch event, audience feedback and individual debriefs. 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 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 Indigenous Peoples of all the lands we reside on today as we come together for this virtual event.

AGENDA		<i>Pitch &amp; Plate</i>   An online event introducing products from B.C.'s Okanagan region for post-secondary and healthcare institutions.
NOVEMBER 23, 2023, 1:00PM–3:30PM		
LOCATION		Virtual
ATTENDEE LINK		<a href="https://us02web.zoom.us/j/85795118018">https://us02web.zoom.us/j/85795118018</a>
TIME	COMPANY/PRESENTER	
1:00PM – 1:15PM	<b>OPENING REMARKS:</b> MINISTRY OF AGRICULTURE AND FOOD   ANDREA GRAY-GRANT, CEO AND FOUNDER, GOOD TO GROW	
1:15PM – 1:27PM	1) Slow Bottled Sunday	
1:27PM – 1:39PM	2) BC Brine	
1:39PM – 1:51PM	3) Fresh Attitude   <i>Vegpro International</i>	
1:51PM – 2:03PM	4) City Eats	
2:03PM – 2:15PM	5) Vegilante	
2:15PM – 2:20PM	<b>5-MINUTE BREAK</b>	
2:20PM – 2:32PM	6) Will's Food	
2:32PM – 2:44PM	7) Fuller Food Company	
2:44PM – 2:56PM	8) Okanagan Rawsome Natural Foods	
2:56PM – 3:08PM	9) Mindful FÜD	
3:08PM – 3:20PM	10) Mobile Juice Factory	
3:20PM – 3:30PM	<b>CLOSING REMARKS</b>	

# Companies

## SLOW BOTTLED SUNDAY

*Condiments with fresh, upcycled BC-grown food*



**Hedley** | Slow Bottled Sunday upcycles fresh Okanagan fruit into condiments that lead the industry in terms of the percentage of whole foods used. Their gluten-free, plant-based, low sugar, low sodium products have an uncompromising natural richness. Since 2021, they've rescued nearly 100,000 pounds of B.C. grown food from ending up in landfills and other waste streams. Giving B.C.'s undervalued harvest its well-earned flavour glory.

CERTIFICATIONS & LICENSES	n/a
DISTRIBUTION	Hart Marketing and Sales
CONTACT	Adam Harris
PHONE	250-882-7071
EMAIL	<a href="mailto:adam@slowbottledsunday.com">adam@slowbottledsunday.com</a>
WEBSITE	<a href="http://slowbottledsunday.com">slowbottledsunday.com</a>



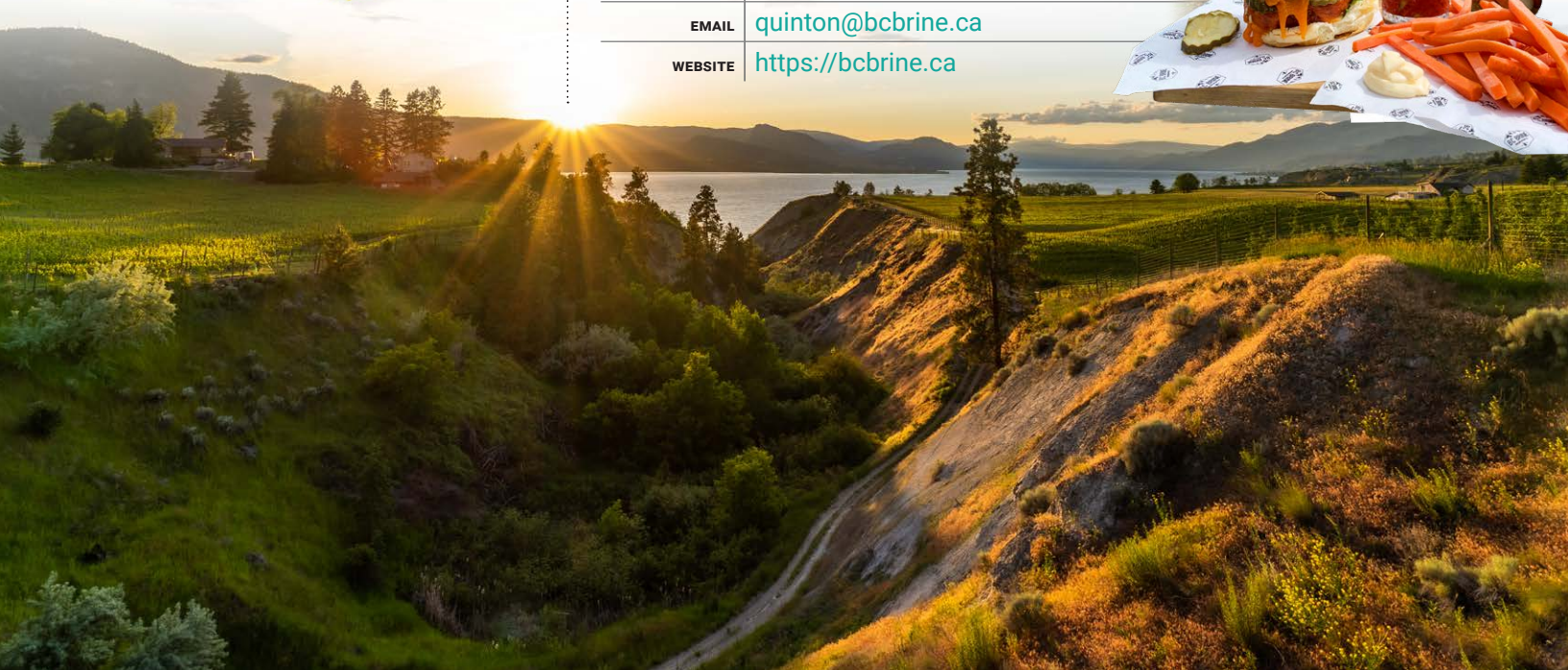
## BC BRINE LTD.

*Pickled vegetables*



**Falkland** | Artisan, small-batch, craft pickled vegetables made from only the finest ingredients. BC Brine grows the majority of the vegetables in their products and sources the rest from local farms. All of their products are manufactured right on their Falkland farm.

CERTIFICATIONS & LICENSES	Federally inspected (CFIA)
DISTRIBUTION	Pratts, Dovre, Lekker, Hart Marketing and Sales
CONTACT	Quinton Woronchak
PHONE	250-938-3306
EMAIL	<a href="mailto:quinton@bcbrine.ca">quinton@bcbrine.ca</a>
WEBSITE	<a href="https://bcbrine.ca">https://bcbrine.ca</a>



**FRESH ATTITUDE**

**VEGPRO INTERNATIONAL INC.**

*Ready-to-Eat salad kits (protein options) and lettuce blends (organic options)*



**Coldstream** | For nearly 20 years Vegpro International Inc., have been the leading producer of fresh salad and vegetables in Canada, specializing in the production, washing, and packaging of field-grown mesclun lettuces. Built in Spring 2018, the Coldstream packing plant is a smaller replica of the Quebec facility, with a 70,000 sq. ft. capacity adjacent to the fields where the mesclun is harvested. Their salad kits and lettuce blends are available throughout the year under the trusted brand Fresh Attitude.

<b>CERTIFICATIONS &amp; LICENSES</b>	PrimusGFS, Federally Inspected (CFIA)
<b>DISTRIBUTION</b>	Coldstar, Van-Whole Produce, Valley Produce Plus, The Produce Terminal
<b>CONTACT</b>	Jonathan Blais
<b>PHONE</b>	236-600-9416
<b>EMAIL</b>	<a href="mailto:jonathan.blais@vegpro.com">jonathan.blais@vegpro.com</a> <a href="mailto:emilie.chenevier@vegpro.com">emilie.chenevier@vegpro.com</a>
<b>WEBSITE</b>	<a href="https://attitudefraiche.com">https://attitudefraiche.com</a>



**CITY EATS**

*Low sodium, salt free, and sugar free authentic Jamaican seasonings*



**Kelowna** | City Eats creates low sodium, salt, and sugar free seasonings that elevate the flavour of any dish. Supplying only the finest, high quality seasonings, with natural herbs and spices that help to experience the bold, authentic, symphony of flavours of Jamaican and Caribbean cuisine.

<b>CERTIFICATIONS &amp; LICENSES</b>	n/a
<b>DISTRIBUTION</b>	n/a
<b>CONTACT</b>	Sabrina McDonald
<b>PHONE</b>	250-300-4431
<b>EMAIL</b>	<a href="mailto:info@cityeatsca.com">info@cityeatsca.com</a>
<b>WEBSITE</b>	<a href="https://www.cityeatsca.com">https://www.cityeatsca.com</a>



**VEGILANTE**

*High protein plant-based food*



**Kelowna** | Vegilante creates exceptional tempeh using traditional fermentation methods with novel types of legumes, resulting in a one-of-a-kind high-protein plant-based product. Fermenting adzuki beans, black beans, chickpeas, and mung beans instead of soybeans offers a unique culinary experience with new flavours and textures. This tempeh takes its place at the center of a plate, embodying authenticity and deliciousness.

CERTIFICATIONS & LICENSES	n/a
DISTRIBUTION	n/a
CONTACT	Martin Rivard
PHONE	778-953-1312
EMAIL	<a href="mailto:wearevegilante@gmail.com">wearevegilante@gmail.com</a>
WEBSITE	<a href="https://vegilante.ca">https://vegilante.ca</a>



**WILL'S FOOD INC.**

*Chinese cooking sauces*



**Salmon Arm** | Will's Food facility in Salmon Arm produces Chinese cooking sauces, such as fried noodle sauce, stir-fry sauce, and BBQ sauce. Chinese cuisine is amongst the most popular in the world, but creating it can require complex techniques, special equipment, and time. These all-in-one cooking sauces allow anyone to easily and quickly recreate authentic Chinese dishes.

CERTIFICATIONS & LICENSES	Federally Inspected (CFIA)
DISTRIBUTION	Sonray
CONTACT	a) Ann Liu   b) Will Ou Yang
PHONE	a) 778-926-0577   b) 438-777-2087
EMAIL	a) <a href="mailto:ann.liu@willsfood.ca">ann.liu@willsfood.ca</a> b) <a href="mailto:will.ouyang@willsfood.ca">will.ouyang@willsfood.ca</a>
WEBSITE	<a href="https://www.willsfood.ca">https://www.willsfood.ca</a>



**FULLER FOOD COMPANY**

*Organic, gluten-free, vegan snack bars*



**Kelowna** | Faced with the challenge of finding diabetic-friendly snacks for his three busy children with Type 1 Diabetes, Rob took matters into his own hands and crafted a solution. In response to their need for convenient yet satisfying snacks with low sugar. Fuller Food offers a delightful snack bar, meticulously curated with pronounceable ingredients, ensuring a wholesome, healthy, and enjoyable choice.

<b>CERTIFICATIONS &amp; LICENSES</b>	Gluten-free, dairy-free, non-GMO, and vegan as listed on ingredient list.
<b>DISTRIBUTION</b>	n/a
<b>CONTACT</b>	Rob Collins
<b>PHONE</b>	250-317-4516
<b>EMAIL</b>	<a href="mailto:fullerfoodcompany@gmail.com">fullerfoodcompany@gmail.com</a>
<b>WEBSITE</b>	<a href="https://fullerfoodcompany.ca">https://fullerfoodcompany.ca</a>



**OKANAGAN RAWesome NATURAL FOODS INC.**

*Gluten-free, vegan, keto-friendly, sprouted, nutrient-dense crackers (crisps) & dip*



**Grindrod** | Okanagan Rawsome produces nutrient-dense and delicious Crisps and Dip! These Crisps are loaded with local organic produce from the farm and neighboring farms. Creating a way to turn local farm food into fast food without compromising on ingredients, taste, or nutritional density thanks to the ancient practice of dehydration.

<b>CERTIFICATIONS &amp; LICENSES</b>	Certified Organic ingredients (95%–99%) as listed on the ingredient list
<b>DISTRIBUTION</b>	n/a
<b>CONTACT</b>	Anna Gorman
<b>PHONE</b>	780-991-0802
<b>EMAIL</b>	<a href="mailto:orders@okanaganrawsome.ca">orders@okanaganrawsome.ca</a>
<b>WEBSITE</b>	<a href="https://www.okanaganrawsome.ca">https://www.okanaganrawsome.ca</a>



**MINDFUL FÜD**

*Organic, vegan apple-based honey alternative made from rescued apples*



**Kelowna** | Mindful FÜD created the first and only certified organic vegan honey alternative made from fresh pressed apples that would've otherwise been food waste. Their alternative can be replaced 1:1 in recipes calling for bee honey, maple syrup, or agave.

<b>CERTIFICATIONS &amp; LICENSES</b>	HACCP certified, BC Certified Organic Program (BCCOP)
<b>DISTRIBUTION</b>	Gordon Food Service, Jiva Organics
<b>CONTACT</b>	Venessa Stonehouse
<b>PHONE</b>	778-968-7080
<b>EMAIL</b>	<a href="mailto:venessa@mindfulfud.com">venessa@mindfulfud.com</a>
<b>WEBSITE</b>	<a href="https://www.mindfulfud.com">https://www.mindfulfud.com</a>



**MOBILE JUICE FACTORY**

*Organic and non-organic juices and custom fruit processing*



**West Kelowna** | The Mobile Juicing Factory produces their own pasteurized, no additive juices from their own fruits and vegetables as well as for local farmers. They can produce many different sizes of juice varying 1.5L to 20L boxes and are currently piloting single-serve in their winery. Mobile Juice Factory helps reduce the waste of perfectly edible fruits and vegetables that are blemished, off-colour, or too small for fresh fruit markets.

<b>CERTIFICATIONS &amp; LICENSES</b>	Certified Organic By PACS
<b>DISTRIBUTION</b>	n/a
<b>CONTACT</b>	a) Karnail Singh Sidhu    b) Narinder Kaur Sidhu
<b>PHONE</b>	a) 250-212-3452    b) 250-801-7344
<b>EMAIL</b>	a) <a href="mailto:karnail@kalala.ca">karnail@kalala.ca</a> b) <a href="mailto:narinder@kalala.ca">narinder@kalala.ca</a>
<b>WEBSITE</b>	<a href="https://mobilejuicefactory.com">https://mobilejuicefactory.com</a>



# 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](mailto: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.

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