



Pitch & Plate

Growing opportunities for
new and innovative food
and beverage products.





Pitch & Plate

After seven successful Feed BC events that have introduced 80 companies from around the province, Pitch & Plate is back with a hybrid event introducing 10 more 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 Langara College for generously hosting this event and the Advisory Groups of Feed BC partners that helped support this event: University of British Columbia, Simon Fraser University, University of Northern BC, Selkirk College, and Vancouver Coastal Health.

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

We respectfully acknowledge the unceded traditional territory of the $\chi\omega\mu\epsilon\theta\kappa\omega\gamma\epsilon\mu$ (Musqueam) First Nation, on which Langara College is located, and that participants will be joining from across the province on the traditional lands of Indigenous Peoples.

AGENDA		
NOVEMBER 29, 2024, 12:00 PM – 5:00 PM PDT		
TIME	COMPANY/PRESENTER	SAMPLES
11:30 AM – 12:00 PM	ATTENDEE CHECK-IN: REFRESHMENTS AND PRE-EVENT NETWORKING	
12:00 PM – 12:15 PM	OPENING REMARKS	
12:15 PM – 12:20 PM	SAMPLES & SELL SHEETS HANDED OUT	
12:20 PM – 12:30 PM	1) oomé	Just Smoke Smoked Tofu
12:30 PM – 12:40 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
12:40 PM – 12:50 PM	2) The Better Butchers	Italian Plant-Based Ground
12:50 PM – 1:00 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
1:00 PM – 1:10 PM	3) Heartberry Soda	Lemon & Birch Bark Soda
1:10 PM – 1:20 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
1:20 PM – 1:30 PM	4) Earthling Foods	Cookies and Cream Protein Cake Cup
1:30 PM – 1:40 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
1:40 PM – 1:50 PM	5) brEAThe Kitchen	Chick N Pot Pie
1:50 PM – 1:55 PM	COMPLETE FEEDBACK FORM	
1:55 PM – 2:20 PM	BREAK	
2:20 PM – 2:25 PM	SAMPLES & SELL SHEETS HANDED OUT	
2:25 PM – 2:35 PM	6) Barakah Eats	Chicken Dum Biryani
2:35 PM – 2:45 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
2:45 PM – 2:55 PM	7) YUMASOY FOODS	Plant-based Protein Curls
2:55 PM – 3:05 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
3:05 PM – 3:15 PM	8) D'Angelo Pasta	Vegan Artisan Large Medallion Ravioli
3:15 PM – 3:25 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
3:25 PM – 3:35 PM	9) Atome Bakery	Liège Waffle
3:35 PM – 3:45 PM	COMPLETE FEEDBACK FORM, SAMPLES & SELL SHEETS HANDED OUT	
3:45 PM – 3:55 PM	10) OHME! Foods	Freeze-Dried Strawberry Yogurt Crunch
3:55 PM – 4:05 PM	COMPLETE FEEDBACK FORM, VOTE FOR BEST PITCH	
4:05 PM – 4:10 PM	CLOSING REMARKS	
4:10 PM – 5:00 PM	LET'S DISH! Best Pitch Award & Post-Event Networking	

PITCH & PLATE | A hybrid event introducing products ready for post-secondary and healthcare institutions.

LOCATION | Langara College & Virtual

Companies

OOMÉ

*Ready-to-eat, flavour packed
smoked tofu*

oomé™

Richmond | oomé is a female-founded, premium smoked tofu company. The company was founded to honour Miki's mother's Japanese heritage (hence the Japanese name oomé) and to continue the legacy of her late father who was a lover of delicious smoked foods. Their products are ready-to-eat, infused with simple and clean ingredients, naturally smoked with locally sourced cherry wood, and Non-GMO Project Verified. At oomé, it is their mission to celebrate family and great-tasting food while creating a brighter future for the planet and future generations.

CERTIFICATIONS	CFIA, GFSI GMaP, Non-GMO
LICENSES	Plastic Negative, Buy BC
DISTRIBUTION	GFS
CONTACT	Miki Talebi
PHONE	604-369-1302
EMAIL	miki@thisisooome.com
WEBSITE	https://thisisooome.com



THE BETTER BUTCHERS

Mushroom meat crumbles



Vancouver | The Better Butchers specializes in developing and manufacturing healthy, delicious meat alternatives using fungi. Their flagship product line features plant-based crumbles made from a blend of pea protein and oyster mushrooms. Free from the top ten allergens and crafted with a simple, pronounceable ingredient list, their crumbles contain no fillers or added flavours, instead relying on high-quality spices and herbs for seasoning.

CERTIFICATIONS	NSF
LICENSES	n/a
DISTRIBUTION	n/a
CONTACT	Celeste Trujillo
PHONE	604-338-1436
EMAIL	celeste@thebetterbutchers.com
WEBSITE	https://thebetterbutchers.com



HEARTBERRY SODA

Low-sugar craft sodas with wild harvested traditional Indigenous ingredients



New Westminster | Nadine is a 36-year-old female entrepreneur who owns and operates HeartBerry Soda. Her beverages are low in sugar and incorporate wild-harvested traditional Indigenous ingredients and real fruit to create a connection with the land and centuries of history and culture. Nadine employs experienced Indigenous people to cultivate and harvest the plants ethically and sustainably, using traditional plant medicine in a completely new form.

CERTIFICATIONS	Fraser Health Authority
LICENSES	Canadian Council for Indigenous Business (CCIB)
DISTRIBUTION	n/a
CONTACT	Nadine Jopson
PHONE	604-889-0084
EMAIL	hello@heartberrysoda.com
WEBSITE	https://heartberrysoda.com

**BREATHE KITCHEN**

Flavour-packed, plant-based pies



Vancouver | brEAThe Kitchen is dedicated to offering ethical food options that are both nourishing and sustainable. They specialize in making delicious, personal-sized pies filled with bold flavours and wholesome ingredients. Whether you choose their classic Chick N Pot Pie or the zesty Spicy Buffalo Cauliflower pie, each meal is a satisfying, hearty alternative to traditional comfort food. Their pies are entirely plant-based and free from animal products.

CERTIFICATIONS	n/a
LICENSES	Mérieux NutriSciences GMP Certificate for Whole Foods Market
DISTRIBUTION	GFS
CONTACT	Daphna Kedem
PHONE	604-368-1158
EMAIL	daphna@breathe-kitchen.com
WEBSITE	https://breathe-kitchen.com

**BARAKAH EATS**

Halal ready-to-eat meals



Surrey | Barakah Eats is a family-owned and operated business that produces frozen, gourmet, South Asian-influenced, ready-to-eat meals. The company was launched from Zafar and Lubna Khan's traditional Pakistani restaurant in the hopes of bringing exposure to Pakistani cuisine in BC. Their offerings stand out for their exceptional taste and quality, challenging the traditional notion that frozen meals are bland and uninspiring.

CERTIFICATIONS	HACCP, GMP
LICENSES	Halal
DISTRIBUTION	GFS, Sysco, Canteen, Ryan Vending, Transcold
CONTACT	Rushd Khan
PHONE	778-990-1950
EMAIL	rushdk@barakaheats.com
WEBSITE	https://barakaheats.com



YUMASOY FOODS

*Shelf-stable plant-based protein
made without chemicals*



Vancouver | Yumasoy is a Vancouver-based, women-owned and operated company. They are revolutionizing the meat replacement industry by offering high-protein, plant-based options made with real, recognizable ingredients. The company believes in the power of real food and rejects the notion that you have to choose between taste, health, and convenience.

CERTIFICATIONS	HACCP
LICENSES	Non-GMO
DISTRIBUTION	n/a
CONTACT	Gina Arsens
PHONE	604-613-4170
EMAIL	garsens@yumasoy.com
WEBSITE	https://yumasoy.com



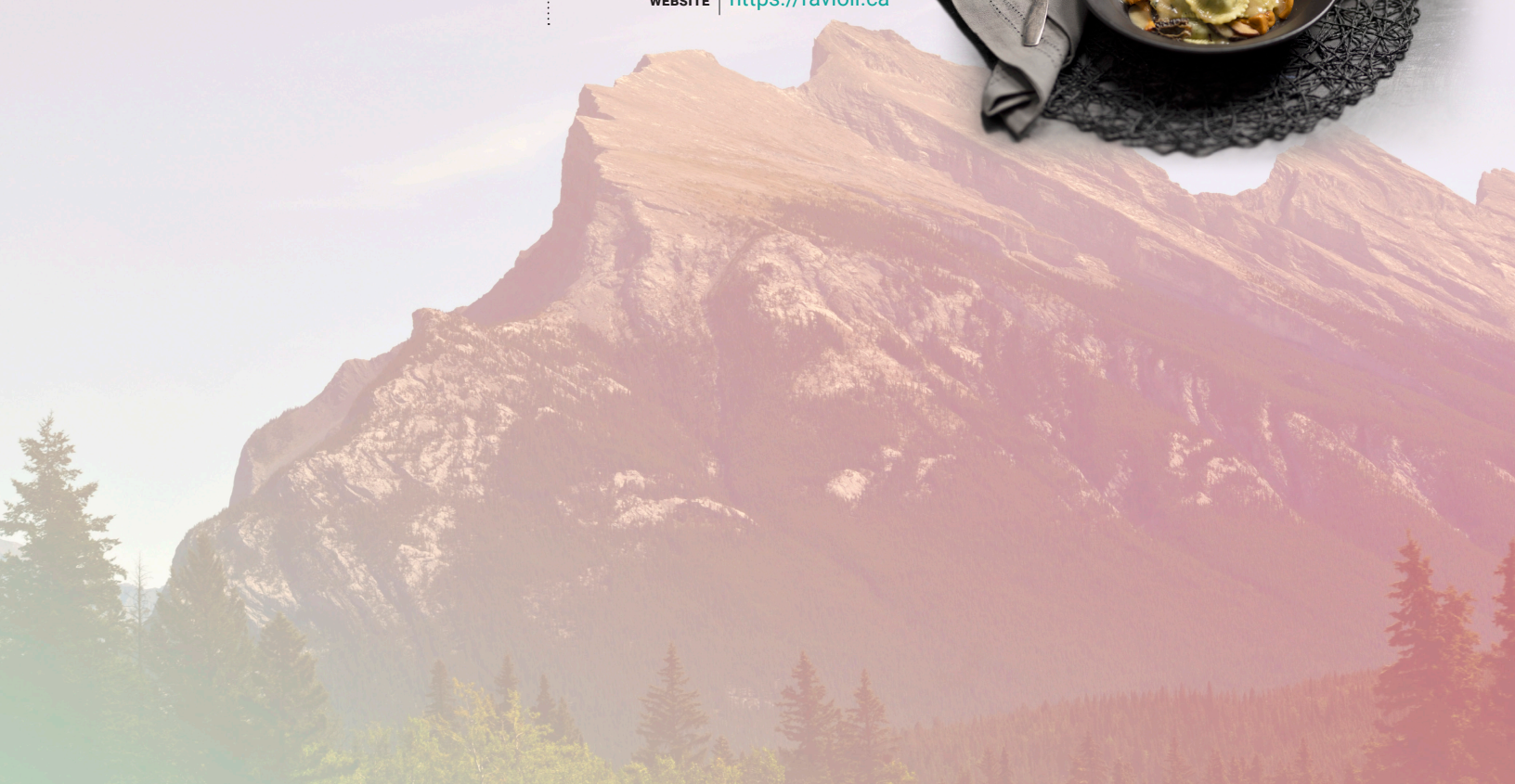
D'ANGELO PASTA

*Pasta products made with
natural ingredients*



Port Moody | D'Angelo Pasta is a high-quality manufacturer of fresh and frozen pasta products. Since 1986, the company has been supplying its products to a diverse range of clients, including large national chains, small local restaurants, and tourist organizations like Rocky Mountaineer, cruise ships, and convention centers. D'Angelo Pasta is fulfilling, contains no artificial colours, sweeteners, or chemicals and offers plant-based and gluten-free options.

CERTIFICATIONS	CFIA Certified Facility, HACCP Certification in Progress
LICENSES	n/a
DISTRIBUTION	GFS, Sysco
CONTACT	Hanif Muljani
PHONE	604-657-3099
EMAIL	hanif@ravioli.ca
WEBSITE	https://ravioli.ca



ATOME BAKERY

Frozen, ready-to-bake sourdough bread and pastries



Vancouver | Atome Bakery is a Vancouver-based online bakery that specializes in high-quality, ready-to-bake sourdough bread and pastries. They use traditional French recipes, clean ingredients, and organic Canadian flour to deliver artisan-quality products. Their frozen, bake-from-proof offerings provide a healthier and more convenient alternative to processed baked goods, making fresh bakery experiences accessible across BC.

CERTIFICATIONS	CFIA and FDA Registration
LICENSES	n/a
DISTRIBUTION	n/a
CONTACT	Alice Couderc
PHONE	604-715-3964
EMAIL	alice@atomebakery.com
WEBSITE	https://atomebakery.com

**OHME! FOODS**

Nutrient-packed, flavour-rich snacks



Vancouver | OHME! is a Vancouver-based brand offering freeze-dried fruit snacks and yogurt crunches made with locally sourced fruits when available. Founded by Jenny and Han Yue after starting their own health journey, OHME! delivers nutrient-rich, non-GMO, gluten-free snacks without added sugars. These versatile, shelf-stable bites are made with fewer than three ingredients, making them perfect for on-the-go snacking or as a healthy and sophisticated addition to recipes.

CERTIFICATIONS	CFIA
LICENSES	Vegan Society (fruit snacks only)
DISTRIBUTION	n/a
CONTACT	Han Yue
PHONE	778-700-9321
EMAIL	hello@ohmefoods.com
WEBSITE	https://ohmefoods.com

**EARTHLING FOODS**

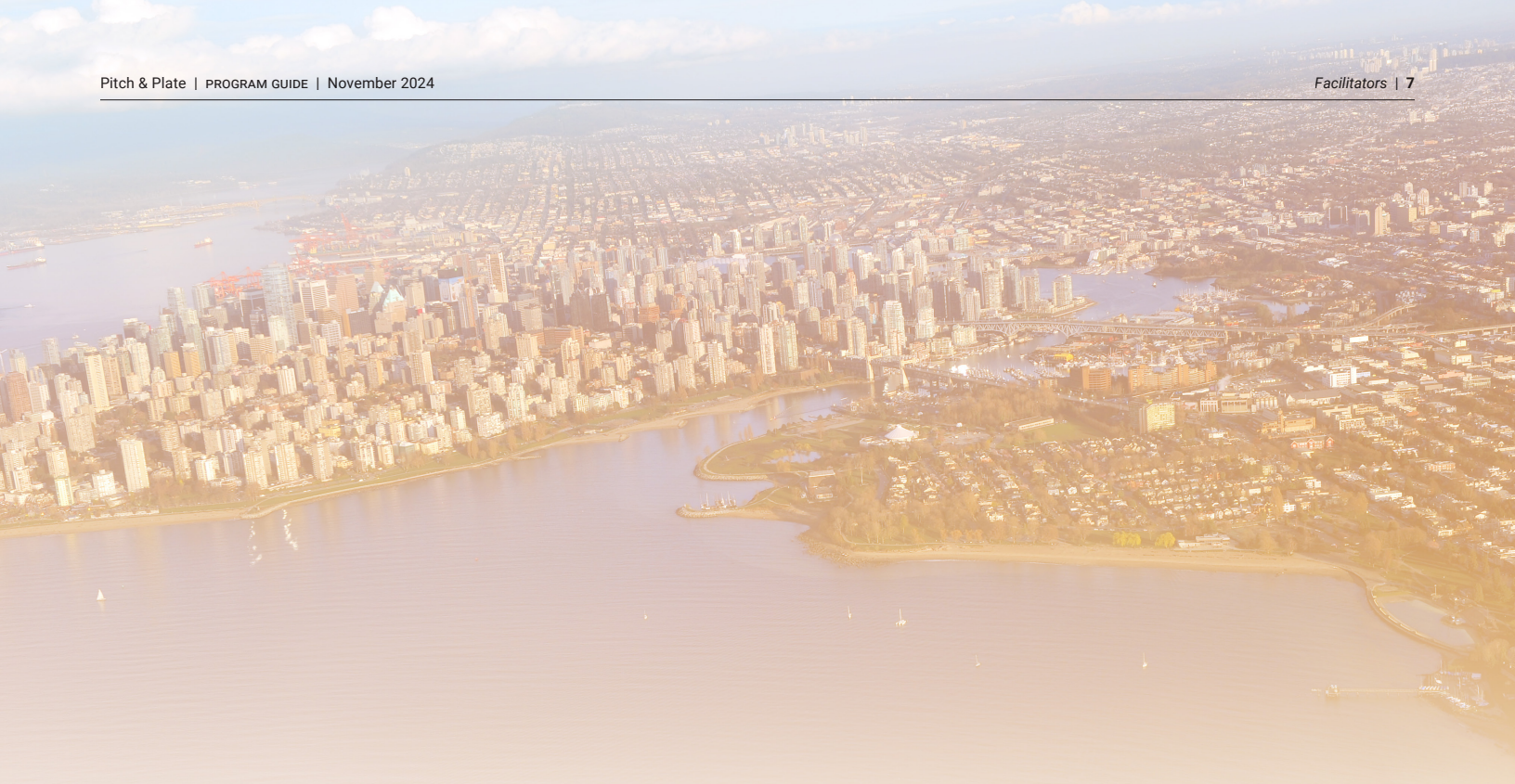
Globally inspired gluten-free baked goods



Port Coquitlam | Earthling Foods was founded by siblings Chae and Jimmy Kim in 2019. The company offers premium, artisan-quality goods using traditional French pastry methods and innovative gluten free recipes inspired by their Korean heritage. They use real cream and 100% grass-fed and pasture-raised butter from BC to create their globally inspired and uniquely indulgent flavours that are “not too sweet”. In addition, all of their products are free from wheat, artificial colours and flavours, preservatives, and palm/seed oil. Earthling Foods is a women-owned, immigrant-owned, and family-owned business.

CERTIFICATIONS	CFIA, HACCP Audit in September
LICENSES	n/a
DISTRIBUTION	Sevco
CONTACT	Jimmy Kim
PHONE	778-955-5800
EMAIL	jim@earthlingfoods.ca
WEBSITE	https://earthlingfoods.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



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 coaching, education, product development, branding and design, and signature events From the Ground Up Conference and Trade Show and Pitch & Plate. Good to Grow believes a food-secure, sustainable future for B.C. starts with local first.

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