

FBC  2015



CANADIAN LENTILS

proud title sponsor

Visit our NEW website for recipes, tips & cooking tutorials at [Lentils.ca](https://www.lentils.ca)



JOIN THE CONVERSATION

#LoveLentils | Search CDNLENTILS to find us on:



WELCOME TO FBC 2015!

CANADA'S FOOD BLOG CONFERENCE

Welcome to FBC2015!

We are thrilled to welcome all of you to Montreal this year for the third annual Food Bloggers of Canada conference.

Over the last four years we've watched the food blogging scene in Canada change rapidly and it doesn't appear to be slowing down any time soon. The digital landscape is constantly evolving and it's fueled by learning and growth.

And what better way to learn and grow than by coming together this weekend with our peers, our mentors and our brand or blogger partners.

Our reasons for blogging are as individual as we are – some of us do it for the simple joy of writing and sharing our adventures with food. Some of us do it for a living. And some of us are somewhere in between.

But all of us are here this weekend because we felt a need to grow and connect. The face to face connections and friendships you make over the next few days, and the collaborations they will result in, will be with you for years to come, as will the benefits.

As with any worthwhile endeavor, you will get out of this weekend what you put into it. This year we encourage each of you, whether you are a blogger, a presenter or a sponsor, to embrace our 2015 philosophy of “taking a leap.”

Be it big or small, we encourage each of you to take a step forward and challenge yourself. You may succeed, you may stumble, but we're all here to help you up and you'll be the better for it in the long run!

As always,

Ethan and Melissa

Proud Sponsor of
FBC 2015
MONTREAL, QUÉBEC



-TASTY-
TURKEY™


Recipe image by Kelly Brisson of The Gouda Life, www.thegoudalife.ca



SCHEDULE OF EVENTS

FRIDAY OCTOBER 23

PRE-CONFERENCE

10AM - 2PM

PRE-CONFERENCE FOD PHOTOGRAPHY WORKSHOP

*Presenter: Andrew Scrivani with Tim Chin and Aimee Wimush Bourque
Montreal Ballroom A&B - 11th floor*

In this course you will learn from a 12 year professional in the food photography industry.

We will cover the basics of daylight food photography – exploring angles and light, food styling, prop styling and acquisition, and how to use all of these skills to craft your own food compositions and develop your own photographic style.

1:30PM - 4:30PM

TOURISM MONTREAL CULINARY WALKING TOUR

Pre-registration required. Meet on the third floor by the Reporter Bar for registration.

CONFERENCE REGISTRATION

2PM - 6PM - REPORTER BAR - 3RD FLOOR

Collect your name tag, your SWAG bag and get settled in for the weekend.

5:30PM - 6:45PM

COCKTAIL RECEPTION - REPORTER BAR - 3RD FLOOR

A chance to mix and mingle with your fellow attendees, speakers and sponsors.

7PM - 9PM

FRIDAY DINNER - MONTREAL BALLROOM A&B - 11TH FLOOR

Presented by Turkey Farmers of Canada

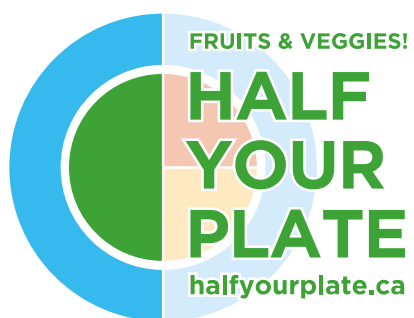
9PM - 10PM

EVENING ENTERTAINMENT

[Devour the Food Film Fest](#) FBC2015
Preview

MAKE A HEALTHY CHOICE

FILL HALF YOUR
PLATE WITH
**FRUITS
AND
VEGGIES**



FOLLOW US ON
  
@halfyourplate

CPMA 



CPHA
CANADIAN PUBLIC HEALTH ASSOCIATION
ASSOCIATION CANADIENNE DE SANTÉ PUBLIQUE



**HEART &
STROKE
FOUNDATION**



**Canadian
Cancer
Society**

**Société
canadienne
du cancer**

SATURDAY OCTOBER 24

7AM - 8:45AM

BREAKFAST - MONTREAL BALLROOM A&B 11TH FLOOR

Presented by Burnbrae Farms and Gourmet Garden

9AM - 10AM

OPENING SESSION - MONTREAL BALLROOM C&D

Presenter: Ricardo

Join us as we kick off the first full day of sessions and panels with celebrity chef, television personality and owner and founder of Canada's one and only national food magazine, Ricardo. As one who has forged a career by taking chances, not being afraid to try something new and, sometimes, having a few stumbles along the way, Ricardo will inspire and entertain you with his story of just what is possible when you're not afraid to take a leap – big or small!

10AM - 10:25AM

MIX AND MINGLE COFFEE BREAK WITH RICARDO

10:30AM - 11:30AM

YOU'RE AWESOME: CULTIVATING A MAGNETIC BRAND AND GROWING YOUR COMMUNITY

Presenter: Meghan Telpner

There is a lot of noise in the blog world. Meghan Telpner, who began her first blog in 2001, has managed to make herself and her blog stand out while growing an amazingly loyal community around her work. The result is a full-time thriving business that includes publishing two cookbooks, and launching the Academy of Culinary Nutrition.

Meghan will share how food bloggers can use their own unique awesomeness to differentiate themselves within their niche, and

attract a loyal audience. Meghan will offer key strategies to invite you to start establishing a personal brand in a noisy marketplace, develop an offering that has value for your community, build loyalty, establish yourself as a leader and influencer in the blogging world, and become the go-to resource for media.

11:45AM - 12:45PM

LEGALESE FOR BLOGGERS - UNDERSTANDING THE BASICS

Presenters: Lesley Ellen Harris and Sarah Huggins

Food blogger and entertainment lawyer Sarah Huggins teams up with copyright lawyer and author of the book, Canadian Copyright Law, Lesley Ellen Harris, to cover some of the basic legal issues that Canadian bloggers face every day.

Between them they will be discussing copyright issues – what you can use and share and what do when somebody uses your stuff – as well as the ins and outs of running contests on your blog and what to look out for in the contracts you sign – and when you should call a lawyer!

12:45PM - 1:45PM

LUNCH - MONTREAL BALLROOM A&B

Presented by Dairy Farmers of Canada

Enjoy a fall comfort food menu for lunch.

CANADIAN MILK. MADE OF 100% DEDICATION.



Canadian dairy farmers work hard to produce milk of the highest quality — which is what you'll be getting every time you buy dairy products made from 100% Canadian Milk.

Learn more at canadianmilk.ca

LOOK FOR



SATURDAY OCTOBER 24

1:45PM - 2:45PM SEARCH ENGINE OPTIMIZATION (SEO) FOR FOOD BLOGGERS

Presenter: Casey Markee

One of the premier SEO experts in North America, Casey Markee specializes in SEO for food bloggers. This is a topic that's confounding for most food bloggers but Casey will walk you through the basics and show you simple things you can do to improve your blog's SEO. He'll also talk about Google's new emphasis on mobile friendly sites and why it's important to make sure your blog is accessible to all audiences. Casey will also be giving away an SEO Audit to one lucky conference attendee (\$800US value).

3PM - 6PM MONTREAL TOURISM TREASURE HUNT

Enjoy Montreal as you participate in the [Montreal Tourism Instagram Treasure Hunt](#). You could win a trip to two back to Montreal!

6:30PM - 9:30PM SATURDAY DINNER & ENTERTAINMENT - MONTREAL BALLROOM A&B

Sponsored by Canadian Lentils

Canadian Lentils is pleased to present an evening of fine food and entertainment with special guest, Quebec-based nouveau cirque troupe, Cirque Éloize.

SUNDAY OCTOBER 25

7AM - 8:45AM BREAKFAST - MONTREAL BALLROOM A&B

Presented by Half Your Plate

Enjoy a healthy breakfast to start the day. Fill half your plate with fruits and veggies, grab a breakfast smoothie and enjoy a true Montreal tradition with fresh St. Viateur bagels, cream cheese and lox!

9AM - 10AM GETTING THE STORY - WORKING WITH LOCAL FOOD FARMERS AND CHEFS - MONTREAL C&D

Presenters: Jennifer Hayes, Chef Jay Nutt, Tiffany Mayer

Sponsored by Farm and Food Care Canada

Nothing connects us with readers like stories. Telling the stories of the local farmers,

artisans and chefs who grow and cook the food you eat can bring new depth to your writing and create a meaningful connection with your readers.

But how do you approach busy farmers and chefs? How do you get their stories? How do you find out where your food is coming from? This panel of a farmer, a chef and a blogger will give you the information you need to make those connections, ask the right questions and tell the stories of the talented hard working people who produce our country's food.

10AM - 10:20AM COFFEE BREAK

Sponsored by Cacao Barry

SMALL TALK FACT #9



The average life
of a
Tastebud
is ten days.

ADD WINE TO ITS BUCKET LIST.

MAKE SMALL TALK BIG

Share your "Small Talk Tip" and have it profiled on
#TheEntertainerWine website: theentertainerwine.com

ENTER THE ULTIMATE ENTERTAINER CONTEST AT:
www.foodbloggersofcanada.com/the-entertainer-wine-fbc2015-contest/



/WolfBlassCanada



@wolfblasswines #TheEntertainerWine



/wolfblasswines



SUNDAY OCTOBER 25

10:20AM - 11:20AM

FOOD PHOTOGRAPHY Q & A WITH ANDREW SCRIVANI

Presenter: Andrew Scrivani

Renowned New York Times food photographer Andrew Scrivani will give a short presentation on the basics of telling a story with your food photography and then open up the floor for a spirited food photography Q&A.

11:40AM - 12:40PM

TAKING THE LEAP FROM HOBBY BLOGGER TO PROFESSIONAL BLOGGER

Presenters: Ayngelina Brogan and Davida Kugelmass

Ayngelina Brogan and Davida Kugelmass started out blogging for different reasons – neither of which included making money. But now, both of them earn a full time income from food blogging.

It's not easy and they both know the art of the hustle. But it can be done and in this session they will walk you through very different approaches to earning a living from

your blog – by making the mental switch from hobby to business as well as the ins and outs of earning income.

1:00PM - 2:30PM

LUNCH

We're bringing a Montreal institution to Le Westin with a smoked meat lunch from Schwartz's Deli! Complete with pickles and Cott's Black Cherry Cola!

Takeout containers will be available for those who need to leave early to catch flights!

1PM - 3PM

BLOGGER/BRAND ONE ON ONE

This is your chance to sit down face to face with brands you'd like to meet with! Bring your business cards and be prepared for a working lunch while you network.

3PM

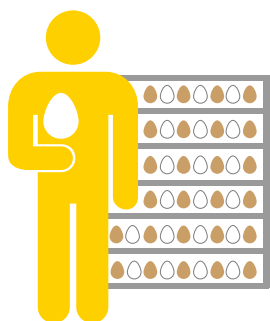
FBC 2015 WRAPS UP





Our eggs are among the best in the world
for quality, freshness, food safety and farming practices

Delivering **freshness** and **quality** you can **trust**



Canada **Grade A** eggs from farms that operate under **supply management** are among the **best in the world** in terms of **quality, freshness** and **food safety**. In Canada, eggs from regulated farms are graded, sized and packed at an egg grading station registered by the Canadian Food Inspection Agency.

Egg Farmers of Canada represents more than **1,000 regulated farms**.
Our farmers:

- Own and operate **family farms** and have been in the **business for generations**



- Work hard to **provide continual** and **year-round access** to fresh, local and high-quality eggs

- Care for their hens and are inspected and audited against Egg Farmers of Canada's national **Animal Care Program**



- Follow and are inspected against **Start Clean-Stay Clean™**, a world-class on-farm food safety program.



In Canada, there are egg farms in all types of production (conventional, enriched, free run, free range, organic) and in every province—and even in the Northwest Territories. This means **eggs are local and fresh**—and you have choice—regardless of where you shop.

Be sure to **look for the Grade A symbol** before you purchase your eggs:



More than **90%** of Canadians trust the **quality standards** of food from **Canadian farms**



With **6 grams** of **high quality protein** and **14 important nutrients** such as vitamins A, D and E, folate and iron—eggs are one of the **most complete natural foods** available.



EGG FARMERS OF CANADA
eggfarmers.ca

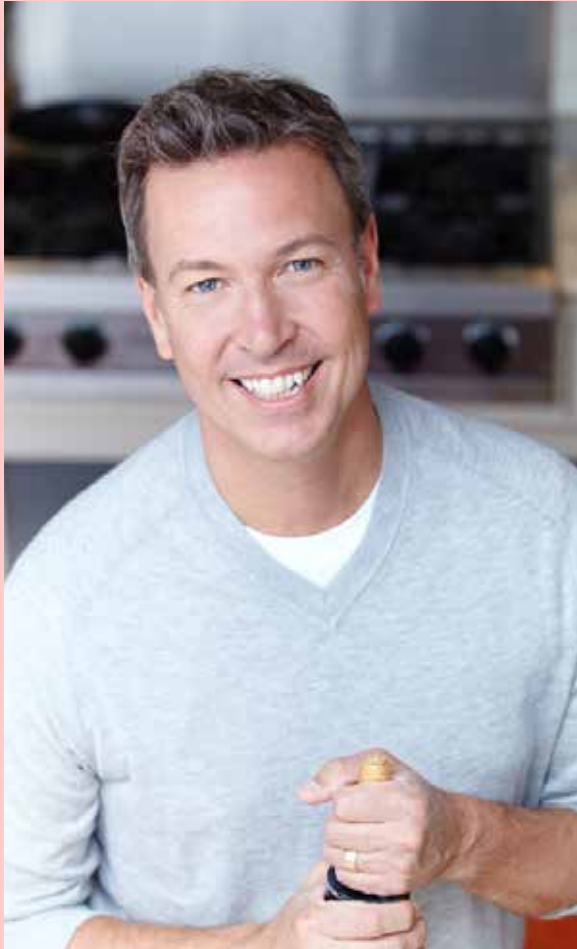


Your dishes deserve the best and freshest ingredients. Find local, fresh and high-quality **Grade A** eggs in a store near you.

f facebook.com/eggs

t @eggsoeufs

S P E A K E R S



RICARDO
KEYNOTE SPEAKER

Who is Ricardo?

A cook. An author. A television personality. An entrepreneur. Ricardo is all of the above, representing a brand that stands for a contemporary family lifestyle.

His eponymous magazine, RICARDO, is a phenomenal success in Quebec. The English edition launched last September in the rest of Canada and is gaining momentum by the day. Hundreds of thousands of fans follow his every move on social media.

His cookbooks, published in English and French, are best-sellers. His latest, Ricardo Slow Cooker Favourites, has made its way into more than 150,000 kitchens across Canada.

He has his own line of kitchen tools that are sold in 600 stores from coast to coast. Ricardo even has his own wine label: L'arrivée Vins du Monde (sold in Quebec only...for now).

He has appeared on Radio-Canada for over 13 years and has taped over 1,600 episodes of his show, RICARDO.

On a personal level, Ricardo has been appointed a Member of the Order of Canada for his efforts at making cooking accessible for all and for his commitment to social causes. Perhaps most important of all, he is a happily married father of three beautiful daughters.



MAIRLYN SMITH - HOME ECONOMIST
M.C.

Mairlyn Smith is the only professional home economist ~ aka a P.H.Ec ~ in Canada who's also an alumnus of the Second City Comedy Troupe, making her the funniest P.H.Ec. in the entire world. A popular media personality and speaker Mairlyn is also a Regular Guest Expert on the award winning national daytime television show Cityline as well as a regular on Toronto's Breakfast TV. Mairlyn's forte is her ability to mix learning with laughter. She's the author of six award winning cookbooks and is currently working on lucky number seven.

SIMPLE SAUSAGE STUFFED PORTOBELLO MUSHROOMS

by *Strawberries For Supper*

"Working with Mushrooms Canada has been an incredibly positive experience. The campaigns that I have been invited to participate in align with how I like to cook, making it a natural fit. The guidelines for the campaigns are clear but also provide a welcome challenge which makes the recipe development interesting and fun. The relationships I have been able to cultivate with the Mushrooms Canada team are something I hope to continue for a long time."

-Christina

Find the recipe @
MUSHROOMS.CA



mushrooms.ca *ada*



AYNGELINA BROGAN - DIGITAL PUBLISHER

Five years ago Ayngelina took what she thought would be a short-term career break to travel the world. She never went back and now she publishes the culinary travel site BaconisMagic.ca, which has been named a Top 10 Food Travel Site on USA Today. She has been featured in Grazia magazine and coined "the Foodista" by Glamour Paris.

She continues to explore the world through food, now with her partner Dave, a chef. Together they show how a professional chef and professional eater balance their passions of food and travel.



DAVIDA KUGELMASS - HEALTHY FOOD BLOGGER

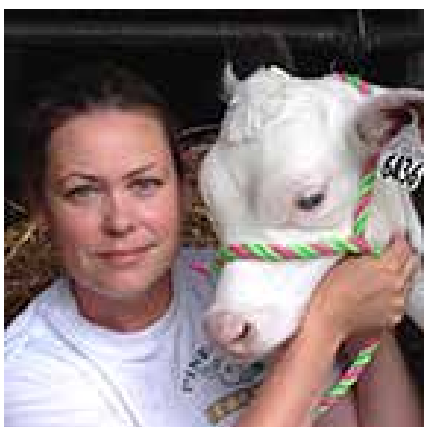
Davida is a healthy food blogger from Toronto, Canada. The focus of The Healthy Maven is on easy and delicious recipes made from whole foods. In under a year Davida was able to transition her blog from a hobby into her full-time job thanks to strong partnerships she established with brands within the health food industry. Before blogging full-time she worked with a healthy snack company on their marketing through social media and blogger outreach.

Her expertise is in navigating the brand-blogger relationship and how to successfully transition your blog from a hobby to a business. You can check out The Blogger Project for more information.



LESLEY ELLEN HARRIS - COPYRIGHT LAWYER

Lesley is a Canadian and international copyright lawyer, author, educator and foodie. She has been working in copyright law since 1984 when she was still a law student and is the author of several copyright law books including Canadian Copyright Law, 4th Edition. She also runs the useful copyright resource site, copyrightlaws.com where she works to explain copyright laws for digital property in plain English.



JENNIFER HAYES - DAIRY & BEEF FARMER

Jennifer Hayes is a dairy and beef farmer on Quebec's Gaspé Peninsula. She is the third generation to live and farm at Pinecrest Farms, which she co-owns with her father and uncle. Her farm is the eastern most dairy farm on the mainland in Quebec, and is comprised of about 600 acres of land which is used to grow crops to feed and bed their herd of 150 cattle.

She holds an MBA from Concordia University and is actively engaged in rural development projects in her region, with a particular interest in policies that strengthen the symbiotic relationship between dynamic rural communities and sustainable agriculture. Jennifer is an active member of the UPA (L'Union des Producteurs Agricoles) and sits on a number of other agricultural committees in her province. She has 2 young daughters, aged 6 and 4 who she hopes will one day take their place beside her on the family farm.

Jennifer is active on social media and takes every opportunity available to her to talk to consumers about where their food comes from. She can be found on twitter @farmShigawake and through her blog at farmshigawake.tumblr.com



SARAH HUGGINS - CORPORATE & ENTERTAINMENT LAWYER

Sarah Huggins is a corporate and entertainment lawyer with over 10 years of experience advising companies, non-profit organizations and individuals. She began her career at law firms in New York and Toronto, before moving in-house as the Director of Legal and Business Affairs at TIFF, the non-profit organization behind the annual Toronto International Film Festival.

When she isn't lawyering, Sarah writes and photographs a food blog (Cooking for) Kiwi & Bean, which documents her mis-adventures in feeding a hungry family. In 2014, the blog was awarded first place in the Food & Drink category and second place in the Family & Parenting category of the Canadian Weblog Awards.

Sarah lives in Toronto with her husband and two kids.



CASEY MARKEE - SEO CONSULTANT

Casey Markee is the Founder of the San Diego-based digital consultancy Media Wyse and the Lead SEO Consultant & Head of FastAnswer Support for the industry-leading SEO education site SearchEngineNews.com. Casey has over 15 years experience in the fields of SEO & Digital Marketing and has trained internet marketing teams on five different continents.

Casey's specialty is site auditing and he's conducted over 400+ site audits worldwide including dozens within the food blogging niche. Elise Bauer with SimplyRecipes.com, Jaden and Scott Hair with SteamyKitchen.com and Bjork Ostrom with FoodBloggerPro.com are just a few of the many well-known bloggers and blogs to which he has consulted.

A noted speaker with credits including Camp Blogaway, SMX Advanced, Pubcon, State of Search, and more, Casey has over 400+ published bylines and is one of the authors of the Unfair Advantage Book to Winning the Search Engine Wars currently on its 228th edition and the OLDEST continuously updated SEO how-to guide in the world. Download it for free at Search Engine Book.

Casey will be visiting Montreal for the first time and speaks absolutely NO FRENCH. Please be gentle with him. He's also a huge fan of bacon and considers it Meat Candy.



TIFFANY MAYER - FOOD WRITER

Tiffany Mayer is an award-winning journalist and the author of Niagara Food: A Flavourful History of the Peninsula's Bounty (History Press 2014). She has been writing about food and farming since 2002 after discovering her love of agriculture while studying journalism at the University of Regina, and her love of local food while standing in a Norfolk County cucumber field. Her work has been published in dozens of newspapers and magazines, including Edible Toronto, The Toronto Star, and the St. Catharines Standard. She currently writes a column about food and farming for the Postmedia dailies in Niagara and blogs at eatingniagara.com.

When she's not eating or writing, she can be found satisfying her inner boat nerd watching ships on the Welland Canal or serving as peacemaker between her toddler and three cats.



JAY NUTT - CHEF

Jay Nutt is the chef/owner of Nuttshell Next Door Café in Lakefield, Ontario. He is a proponent of using local food in season and when available, having forged partnerships with several farms and growers in the region. The café will celebrate its 10th anniversary in December.

A graduate of NAIT's Culinary Arts program, he apprenticed at the Fairmont Jasper Park Lodge and has worked and traveled across the country with stops at The King Edward Hotel in Toronto, and the Delta Prince Edward in Charlottetown.

He is a co-author of the best-selling The Dehydrator Bible and the Complete Trail Food Cookbook and a regular contributor and participant with Peterborough and the Kawarthas Tourism.

Jay and his wife Jennifer MacKenzie live on a little bit of waterfront with their dogs in the Kawarthas where he can paddle in the summer and snowshoe in the winter.



Do you know where your food comes from?

We've got straight answers to your questions about food and farming.

Everyone eats, but few of us know how crops are grown, how farm animals are raised and how more than 200,000 farm families in Canada do their jobs. And many people question why farmers might use GMOs, pesticides or antibiotics.

Want straight answers? Check out *"The Real Dirt on Farming"* booklet at RealDirtonFarming.ca. Then test your knowledge online at RealDirtonFarming.ca/Contests for a chance to win a Canadian food and farming prizepack valued at \$250.



Farm & Food Care cultivates appreciation for food and farming by connecting farm gates to our dinner plates. Farm & Food Care is a coalition of farmers and associated businesses proactively working together with a commitment to provide credible information and strengthen sustainable food and farming for the future.

www.farmcarefoundation.ca

Online version of this publication: www.RealDirtonFarming.ca

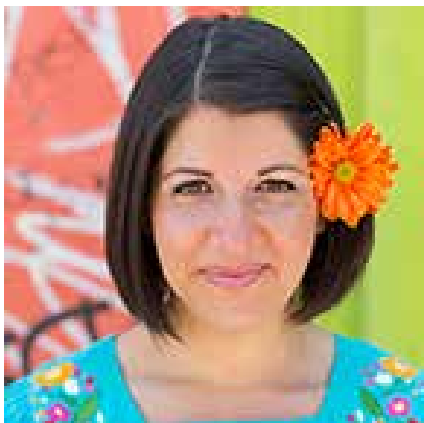


ANDREW SCRIVANI - FOOD PHOTOGRAPHER & FILMMAKER

Born and raised in New York, Andrew Scrivani has been photographing and filming for The New York Times Food Section since 2002, the NYT premier Recipe column "Good Appetite" by Melissa Clark since 2005 and is now a featured contributor for the NYT Cooking Site and App. Having found fame and notoriety during his tenure at NYT, Andrew has also taken his skills to the small screen after having been approached by various advertisers and has recently signed with the prestigious Artists Company to represent him in directorial pursuits.

Andrew's work has been seen in magazines and newspapers worldwide including, Eating Well Magazine, La Cucina Italiana, The Wall Street Journal, Newsweek, Food Arts, Edible Manhattan and others. His work is also featured in international advertising campaigns by The New York Times, Red Lobster and Sargento Cheese, Boodles Gin and Reyka Vodka.

Andrew has been the principal photographer on over a dozen cookbooks, most notably for ABC TV's The Chew book series as well as books for healthy eating experts Kris Carr and Tara Stiles. You can read his columns in the New York Times Food Section, Diner's Journal blog and his own personal blog makingSundaySauce.



MEGHAN TELPNER - AUTHOR, NUTRITIONIST & ENTREPRENEUR

Meghan Telpner is a Toronto-based author, speaker, nutritionist, and founder of the Academy of Culinary Nutrition. Her humorous, engaging and real approach to living a healthy and awesome life has garnered her a world-wide following and extensive media attention. Meghan's Academy of Culinary Nutrition is growing a global tribe of vibrant living advocates and her bestselling and award-winning book UnDiet: Eat Your Way to Vibrant Health is creating a revolution in how people think about their health.

With an equal passion for both vibrant living and good karma business, Meghan works with health-focused independent practitioners and small businesses to find their unique voice in a crowded marketplace, stay ahead of the curve, cultivate community and convert passion into profitable conscious business. For more visit MeghanTelpner.com.

CW
BY
CORNINGWARE™

**PROUD
TO ADD A
SPLASH OF
COLOR
TO FBC2015**



MTL àTABLE

OCT 29 - NOV 08

PRESENTED BY :



ypdine™

A Yellow Pages App

TASTE THE BEST OF MONTRÉAL

OVER 150 RESTAURANTS
3 SERVICES FOR \$21, \$31 OR \$41

GOURMET BRUNCHES

Book your table now at
mtlatable.com



AN INITIATIVE OF:

**TOURISME /
Montreal**

A T T E N D E E S

Name	Blog/Company	Twitter
Aaron L	My ChouChoux	
Abbey S	Abbey's Kitchen	@AbbeysKitchen
Aimee W	Simple Bites	@simplebites
Alanna L	One Tough Cookie	@alannalipson
Alex B	Food 4 Thought	@alexbielak
Alexandra L	Alex Cuisine	@alexcuisine_
Allyson M	Turkey Farmers of Canada	@TastyTurkey
Amanda S	The Cinnamon Scrolls	@cinnamonscribe
Amber J	Canadian Lentils	@cdnlentils
Amie W	MAtv	@MissWatson
Andrew S	Sunday Sauce	@andrewscrivani
Angela L	Treasury Wine Estates Canada	@EntertainerWine
Anita G	Masco Canada	@OrganicExpert
Ariel T	Ariel Tarr Photo	@ArielTarr
Ashleigh G	Ashleigh Grange, RHN	@asheatwell
Ashley F	The Recipe Rebel	@TheRecipeRebel
Ayngelina B	Bacon is Magic	@ayngelina
Bernice H	Dish 'n' the Kitchen	@DishntheKitchen
Beth D	Beth Dunham Photography	@beth_dunham
Bethany M	Alberta Milk	@moreaboutmilk
Bonnie L	Sweet Bee the Exploring Foodie	@SweetBFoodie24
Bridget O	Crosby Molasses	@crosbysmolasses
Casey M	Media Wyse	@mediawyse
Catherine H		
Charlene T	Chew Street	@1ChewStreet
Charmian C	The Messy Baker	@charmian_c
Chrissie B	The Busy Baker	@busybakerblog
Christian D	Les Éleveurs de volailles du Québec	
Christina A	Strawberries for Supper	@strawberrysupp
Christine A	Egg Farmers of Canada	@eggsoeufs
Christine A	Food Network	@foodnetworkCA
Christy V	My Spice Box	@myspiceboxca
Courtney H	Pulse Canada	@pulsecanada
Cynthia P	Cynful Kitchen	@cynderbug

Daniella P	Tooch's Kitchen	@toochskitchen
Davida K	The Healthy Maven	@thehealthymaven
Dayna R	Fit Shop	
Denise L		
Diane G	Kitchen Bliss	@kitchenblissca
Emily H	Egg Farmers of Canada	@eggsoeufs
Erin O	CropLife Canada	@CropLifeCanada
Ethan A	Food Bloggers of Canada	@ethanadeland
Evelyne B	Cheap Ethnic Eat	@cethniceatz
Fareen J	Food Mamma	@fareenj
Fernanda I	Blog Quintal	@blogquintal
Gabriella N	Breakthrough Communications	@gabbynpr
Gabrielle G	Eyecandypopper	@eyecandypopper
Genevieve L	Dairy Farmers of Canada	@100CanadianMilk
Ginni K	Mindfully Spiced	@ginnikelle
Greta P	Looneyspoons	@gretapodleski
Heather M	Heather's Eats	@heathers_eats
Heather T	Heather In Heels	@heathernheels
Hilary M	Cocoa Bean The Vegetable	@cocoabeantheveg
Holly N	Spend with Pennies	@spendpennies
Holly B	Jittery Cook	@JitteryCook
Isabela P	My Spice Box Inc	@myspiceboxca
Isabelle B	Crumb	@lzzbell
Isabelle C	Tourism Montreal	@montreal
Jacqueline D	Cooking with Jax	@CookingWithJax
Janice L	Kitchen Heals Soul	@ktchnhealssoul
Jason D	Masco Canada	@DeltaFaucetCAN
Jason L	Shut Up and Eat	@shutupandeatmtl
Jay N	Farm & Food Care Canada	@chefjaynutt @farmfoodcare
Jennifer D	Canola Eat Wel	@CanolaEatWell
Jennifer M	Farm & Food Care Canada	@foodworxjen @farmfoodcare
Jennifer H	Farm & Food Care Canada	@farmShigawake
Jenny J	The Brunette Baker	@Brunette_Baker

Jessica C	Run Farm Girl Run	
Jo-Ann B	Jo-Ann Blondin	@JoAnnBlondin
Joyce S	In the Wild Kitchen	@inthewildkitchn
Julia C	Ask Mama MOE	@AskMamaMOE
Julia K	The Domestic Blonde	@kentjulia
Julia K	Imagelicious	@Imagelicious
Justine S	Nature's Path Foods Inc.	@NaturesPath
Justine Y	Merkato Communications	@MerkatoComm
Katherine C	The Piquey Eater	@PiqueyEater
Kathryne G	The Media Chef	@FoodMuser
Kim R	The Finer Cookie	@kimerydoc
Laura O	RICARDO Media	@ricardorecipes
Lesley Ellen H	Copyrightlaws.com	@Copyrightlaws
Liliana T	My Cookbook Addiction	@cbookaddiction
Lisa L	The Viet Vegan	@thevietvegan
Lois F	Food, Sex and Living Young	@foodsexlivnyung
Lori D	Canola Eat Well	@CanolaEatWell
Lynn W	Food Talks	@foodtalksRD
Madeleine G	Lime Leaves and Tastebuds	
Mairlyn S	Mairlynsmith.com	@MairlynSmith
Mardi M	eat. live. travel. write.	@eatlivtravwrite
Maria V	She Loves Biscotti	@loves_biscotti
Maria R	Distant Job	
Marie A	Food Nouveau	@foodnouveau
Marie-Eve C	Half Your Plate	@halfyourplate
Marlene C	Urban Cottage Life	@MusingMar
Marsha K	You Gotta Eat This	@mashka15
Maureen D		
Mayssam S	Will Travel for Food	@mayssamaha
Meaghan T	Harbourfront, Holsteins & Jezebel Jerseys	@modernmilkmaid
Megan N	Food and Whine	@food_whine
Meghan T	Meaghan Telpner Inc. / Academy of Culinary Nutrition	@meghantelpner
Melisa F	Healthy Meli	
Melissa H	Food Bloggers of Canada	@mhchipmunk
Merry K	Merry About Town	@Merry120
Michelle P	The Tiffin Box	@michpetersjones
Monica H	Thermomix Foodie	

Monique D	Les Éleveurs de volailles du Québec	
Nadia F	Mangia Bedda	@MangiaBedda
Nancy W	Nomss.com	@instanomss
Nicole H	Culinary Cool	@culinarycool
Rachel K	Canadian Lentils	@CdnLentils
Renee K	Sweet Sugarbean	@sweetsugarbean_
Ricki H	Ricki Heller	@rickiheller
Rosalyn G	Rosalyn Gambhir	@rosalyngambhir
Samantha T	It Doesn't Tast Like Chicken	@bonappetegan
Sandra D	Dairy Farmers of Canada	@100CanadianMilk
Sarah H	(Cooking for) Kiwi & Bean	@kiwiandbean
Sarah V	Food, Sex & Living Young	
Shannon K	Botanical Food Company	@GourmetGardenUS
Shannon B	Mushrooms Canada	@mushroomscanada
Shannon M	City Eats, Cottage Treats	
Shareba A	In Search of Yummy	@InSearchofYummy
Shelley H	Spice Wife	@shelley9955
Sondi B	Sondi Bruner Consulting	@sondibruner
Stacey M	Bake Eat Repeat	@bakeeatrepeat
Stephanie P	La Petite Fourchette	@ptitefourchette
Sugaya H	Relish the Bite	@relishthebite
Sue H	Burnbrae Farms	@burnbraefarms
Teenuja D	Veganlovlie	@veganlovlie
Tiffany M	Eating Niagara	@eatingniagara
Tim C	Timchin Photography & Design	@timchin
Trudy S	Eat Live and Play	@eatliveandplay
Voula H	Eat at Home	@VoulaHalliday
Vsherry S	Canadian Produce Marketing Association	@halfyourplate
Yoko D	House Foods	
Yvan T		
Yvonne L	My Chouchoux	
Zoe M	Appetite by Random House	@zoemaslow

FREE SUBSCRIPTION ABONNEMENT GRATUIT



EXCLUSIVE OFFER FOR FOOD BLOGGERS OF CANADA BLOGGERS

**GET AN 8-ISSUE SUBSCRIPTION
TO CANADA'S ONE AND ONLY
NATIONAL FOOD MAGAZINE!***

Please write to
marketing@ricardocuisine.com
with the following information
to get your complimentary
subscription:

- > Full name > Complete address > Email address
- > Blog name and link > Facebook, Twitter and Instagram handles > In which language you wish to receive your subscription (English or French)
- > And if you wish to subscribe to Ricardo's free weekly newsletter.

Allow 4 to 6 weeks before receiving your first copy.

*Offer ends November 1, 2015. Valid only for blogger members of FBC.



OFFRE EXCLUSIVE POUR LES BLOGUEURS MEMBRES DE FOOD BLOGGERS OF CANADA

**OBTENEZ UN ABONNEMENT
DE 8 NUMÉROS AU MAGAZINE
RICARDO*!**

Veuillez envoyer les
informations suivantes à
marketing@ricardocuisine.com
afin de vous abonner:

- > Prénom, nom > Adresse complète > Courriel
- > Nom de votre blogue et site Web > Noms sur Facebook, Twitter et Instagram > Dans quelle langue vous souhaitez recevoir votre abonnement
- > Et si vous souhaitez vous abonner à l'infolettre hebdomadaire de RICARDO.

Prévoir un délai de 4 à 6 semaines avant la réception du premier numéro.

*L'offre se termine le 1^{er} novembre 2015. Valable seulement pour les blogueurs membres de Food Bloggers of Canada.

RICARDO

SOCIAL MEDIA CHEAT SHEET

SPEAKERS

FRIDAY

M.C.

Mairlyn Smith i: @mairlynsmith
t: @mairlynsmith

PRE-CONFERENCE SESSION ONE

Andrew Scrivani i: @andrewscrivani
t: @andrewscrivani

Tim Chin i: @timchin
t: @timchin

Aimee Wimbush i: @aimeebourque
Bourque t: @simplebites

SATURDAY

KEYNOTE

Ricardo i: @ricardorecipes
t: @ricardorecipes

SESSION ONE

Meghan Telpner i: @meghantelpner
t: @meghantelpner

SESSION TWO

Lesley Ellen Harris t: @copyrightlaws

Sarah Huggins i: @kiwiandbean
t: @kiwiandbean

SESSION THREE

Casey Markee i: @mediawyse
t: @mediawyse

SUNDAY

SESSION ONE

Jennifer Hayes t: @farmshigawake

Chef Jay Nutt t: @chefjaynutt

Tiffany Mayer i: @eatingniagara
t: @eatingniagara

SESSION TWO

Andrew Scrivani i: @andrewscrivani
t: @andrewscrivani

SESSION THREE

Ayngelina Brogan i: @ayngelina
t: @ayngelina

Davida Kugelmass i: @thehealthymaven
t: @thehealthymaven

Love at first bite

BITE4BITE: For every bag of Love Crunch granola purchased, Nature's Path will donate the equivalent to food banks across North America, up to \$1 million annually.

Learn more at
naturespath.com



BURNBRAE™
FARMS • FERMES

PROUD TO BE A SILVER SPONSOR

At Burnbrae Farms, we believe in the value of hearty discussion — and we think a hearty meal can really get things rolling.

So join us for breakfast on
SUNDAY, OCTOBER 25
for made-to-order poached eggs
and fluffy omelettes featuring our
premium Naturegg™ Omega Plus™ eggs.



To learn more about our products,
visit us at www.burnbraefarms.com

[f](#) [t](#) [p](#) [i](#) /BurnbraeFarms

SPONSORS

TITLE SPONSORS

Canadian Lentils [facebook](#)
t: @cdnlentils
i: @cdnlentils

Turkey Farmers
of Canada [facebook](#)
t: @tastyturkey
i: @tastyturkey

PLATINUM SPONSORS

Dairy Farmers
of Canada [facebook](#)
t: @100canadianmilk
i: @100canadianmilk

Half Your Plate [facebook](#)
t: @halfyourplate
i: @halfyourplatecanada

GOLD SPONSORS

Egg Farmers
of Canada [facebook](#)
t: @eggsoeufs

Farm and Food
Care Canada [facebook](#)
t: @farmfoodcare
i: @farmfoodcare

Montreal Tourism [facebook](#)
t: @Montreal
i: @Montreal

Mushrooms
Canada [facebook](#)
t: @mushroomscanada

Ricardo Magazine [facebook](#)
t: @ricardorecipes
i: @ricardorecipes

The Entertainer
Wine [facebook](#)
t: @entertainerwine

SILVER SPONSORS

Burnbrae Farms [facebook](#)
t: @burnbraefarms
i: @burnbraefarms

CorningWare [facebook](#)
t: @worldkitchenllc
i: @corningware

Gourmet Garden [facebook](#)
t: @gourmetgardenUS
i: @gourmetgarden

Nature's Path [facebook](#)
t: @naturespath
i: @naturespathorganic

BRONZE SPONSORS

Appetite by
Random House [facebook](#)
t: @randomhouseca
i: @appetite_randomhouseca

California Cling
Peach [facebook](#)
t: @calclingpeach

Canola Eat Well [facebook](#)
t: @canolaeatwell
i: @canolaeatwell

Crosby's Molasses [facebook](#)
t: @crosbymolasses
i: @crosbymolasses

Delta Faucets [facebook](#)
t: @DeltaFaucetCAN
i: @DeltaFaucetCAN

SPONSORS

BRONZE SPONSORS (CNTD)

House Foods [facebook](#)
i: @housefoodstofu

Merkato [facebook](#)
Communications t: @merkato-comm
i: @merkato_communications

Natural Delights [facebook](#)
Dates t: @ndmedjooldates
i: @ndmedjooldates

CONTRIBUTING SPONSORS

Clif Bar [facebook](#)
t: @ClifBar
i: @clifbarcompany

CONTRIBUTING SPONSORS (CNTD)

Food Network [facebook](#)
Canada t: @foodnetworkca
i: @foodnetworkca

Epicure [facebook](#)
t: @homeofepicure
i: @epicureofficial

Manitoba Harvest [facebook](#)
t: @manitobaharvest
i: @manitobaharvest

Penguin Random [facebook](#)
House Canada t: @randomhouseca
i: @randomhouseca

St. Viateur Bagels [facebook](#)
t: StViateurBagel
i: stviateurbagel

Try Lightly Dried Herbs Today!

Gourmet Garden, known for squeezable herb and spice stir-in pastes, has a revolutionary new offering for busy cooks.

New Lightly Dried herbs & spices are fantastic to sprinkle, rub or garnish your food. They're the closest thing to fresh in appearance, flavor and aroma...yet stay fresh for 4 weeks once opened.

Organically grown (except ginger) and made with just 4 simple ingredients, they are Gluten, Allergen and GMO free.



An herb garden at your fingertips



Twitter handle: @GourmetGardenUS

Visit www.gourmetgarden.com for delicious recipes.

"Great stories happen to those who can tell them."
- Ira Glas

merkato

communications

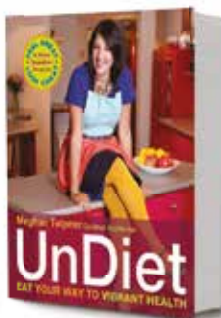
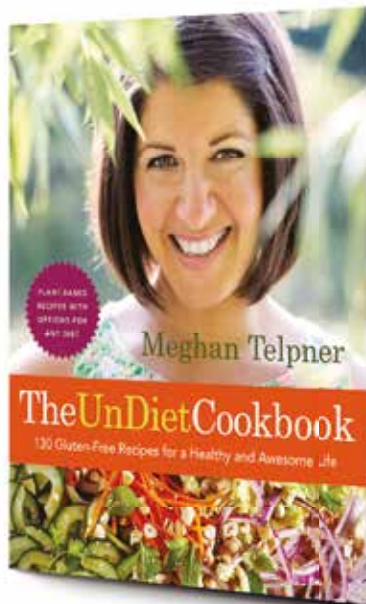
Public relations solutions
that work for you

 merkato.ca
 info@merkato.ca
 416.915.4408
 MerkatoCommunications
 MerkatoComm
 Merkato Communications

**LOOK AND FEEL YOUR BEST
WHILE EATING THE MOST
DELICIOUS FOOD.**

**MEET
MEGHAN THIS
WEEKEND**

From the bestselling author of *UnDiet* comes a colorful and easy-to-follow cookbook bursting with 130 recipes as delicious as they are good for you.



Join The UnDiet Community

MeghanTelpner.com | @MeghanTelpner | #UnDietLife

appetite

by RANDOM HOUSE

Nature's
POWER
Fruit

Enjoy your stay in
Montréal!



We're proud to be sponsors!

LET'S CONNECT **naturaldelights.ca**



**Cooking up some new ideas
in the kitchen? Need a faucet?**

Let's talk.



deltafaucet.ca

 @DeltaFaucetCAN

 DeltaFaucetCanada

 DeltaFaucetCAN

THANK YOU!

An event of this size and scope does not come together overnight. Nor is it accomplished by only two people!

Over the last 15 months (yes... 15!) we've worked with many people who have helped make FBC2015 happen.

First and foremost, we simply could not put on this conference without the very generous support of our sponsors. Conferences are expensive and without them, the cost of a ticket would be beyond prohibitive for each of us. We thank them all for their enthusiasm, their generosity and their support of the Canadian food blogging community. We encourage you to again check out our sponsor page for all our incredibly generous partners, including our Title Sponsors, Canadian Lentils and Turkey Farmers of Canada.

Thank you to our dedicated team of on-site volunteers:

Shauna Adeland
Christina Austin
Sondi Bruner
Beth Dunham
Heather Mitchell
Ariel Tarr

We would also like to thank our entire event team at Le Westin for helping to making this conference a success and for being so welcoming and fun to work with, especially Annie Frappier, our event manager, and Chef Paul Little for his enthusiasm and creativity.

And a huge thank you to our behind the scenes team for making the weekend look easy:

CCR Solutions for our AV and stage management
Sandra Fernandes for managing on-site logistics
Liam Axe for our conference program design

And thank you to all of you who chose to spend your weekend with us! We look forward to seeing you all again very soon!

**We're proud to
be a sponsor!**



Grown on family farms,
California cling peaches are picked
and canned within **24 hours** to lock
in their **appearance, texture,
flavour and nutrition.**



www.calclingpeach.ca

Molasses

100% NATURAL

- Made from pure sugarcane juice
- A source of iron, magnesium & potassium
- No preservatives
- Gluten-free
- Non-GMO



100's of Recipes and Free Digital Cookbooks
at www.crosbys.com

World's Best Pasta Swap



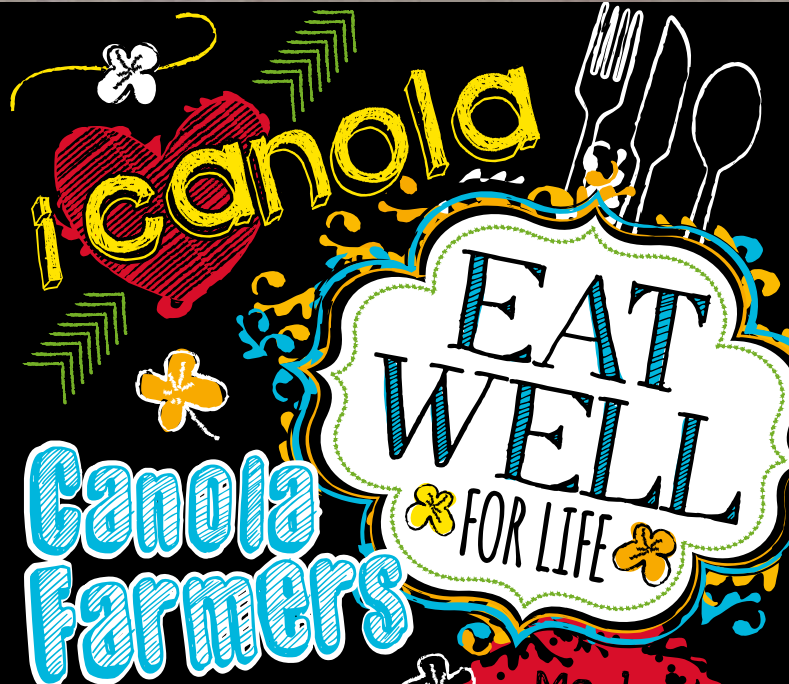
- ☒ Gluten Free
- ☒ Low calories
- ☒ Conveniently pre-cooked



Certified



house-foods.com



Thank you for
choosing **CANOLA OIL!**

Made
In
Canada

[@CanolaEatWell](https://twitter.com/CanolaEatWell)

[#EatWellCanolaoil](https://www.instagram.com/CanolaEatWell)

Canola!
EAT WELL FOR LIFE



TITLE SPONSOR



TITLE SPONSOR

PLATINUM SPONSORS



GOLD LEVEL SPONSORS



mushrooms.canada

RICARDO



FARM & FOOD
Care CANADA



SILVER LEVEL SPONSORS



BRONZE LEVEL SPONSORS



CONTRIBUTING SPONSORS



E P I C U R E



Penguin
Random
House

