

**FOR IMMEDIATE RELEASE:**

**GROCERY INDUSTRY COMPETITION REWARDS MOST NUTRITIOUS AND DELICIOUS CONVENIENCE FOODS IN EFFORT TO COMBAT OBESITY AND NON-ALCOHOLIC FATTY LIVER DISEASE**

*The Canadian Liver Foundation kicks off its second annual LIVERight Awards competition at Guelph Food Technology's Superfoods symposium.*

**Toronto, ON, September 11, 2008** – If asked to identify the most common cause of the most prevalent liver disease in Canada, the majority of Canadians would be surprised to hear the answer – obesity. According to the Canadian Liver Foundation the combination of unhealthy diet and a sedentary lifestyle, contributing factors to obesity, can lead to non-alcoholic fatty liver disease which currently affects an estimated 1.4 million Canadians.

The Canadian Liver Foundation is aiming to curb the obesity problem and help raise awareness about fatty liver disease by collaborating with the food and beverage industry to find foods that are easy to prepare, healthy and tasty. Now in its second year, the Canadian Liver Foundation's LIVERight Awards recruits an expert tasting panel to compare and judge products in 14 categories based on factors like calorie, fat and sodium counts as well as taste, innovation, freshness, texture, aroma, visual appeal. A chef with a Michelin star, a celebrated dietitian, a Food Network celebrity and the online food editor for one of Canada's most renowned family magazines are all part of the judging panel.

Among the Canadian Liver Foundation's new partners in the LIVERight Awards is the Guelph Food Technology Centre (GFTC). GFTC is Canada's only not-for-profit, non-subsidized food technology centre providing creative, confidential technical solutions, training, consulting and auditing to the Canadian agri-food industry in the areas of R&D, product development, packaging, shelf-life, food safety, quality, and productivity improvement.

Guelph Food Technology Centre hosts the symposium "Powerful Partnerships – Educating the Consumer on the Benefits of Incorporating Superfoods into their Diets" on October 2<sup>nd</sup>, 2008 at the Pearson Convention Center. To kick-off the 2009 LIVERight Awards, Anna Withrow, Manager of Canadian Liver Foundation's LIVERight Awards, will discuss the challenges of making the connection between diet with liver health, the Canadian Liver Foundation's guidelines for dietary recommendations and how past LIVERight Award winners have successfully incorporated superfoods into their products to differentiate themselves in the market. The Canadian Liver Foundation will have LIVERight Awards competition submission materials available at the symposium as well as online at [www.liver.ca/liverightawards](http://www.liver.ca/liverightawards) on October 2nd.



-2-

**What:** Guelph Food Technology Centre’s symposium “Powerful Partnerships – Educating the Consumer on the Benefits of Incorporating Superfoods into their Diets.”

**Who:** Experts from across North America’s foodservice industry will talk about ·

- Global perspectives and the evolution of superfoods
- Understanding and communicating with today’s consumer
- The realization of product development opportunities
- Marketing opportunities and challenges for superfoods

**When:** October 2<sup>nd</sup>, 2008, 9:00AM - 4:15PM

**Where:** The Pearson Convention Center, 2638 Steeles Ave. E., Brampton, Ontario

**For further information on the Superfoods symposium** or to register for the Superfoods event, please click here: <http://www.gftc.ca/course/reg/details.cfm?id=132>

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Details on the LIVERight Awards competition and event will be posted on October 2<sup>nd</sup>, 2008 at: [www.liver.ca/liverightawards](http://www.liver.ca/liverightawards).

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-30-