Guerilla Gourmet Corp Activities 2008

Winter

Program: ***Fast n Easy Heart Healthy Meal Ideas***
Date: February 1st to 29th
Banner: Longo's
Number of stores: 13 stores
Number of demo days: 26 days
Description: Cooking ideas for those seeking heart-healthier choices. Recipes, product discussion, meal planning and coupons given in an upbeat, miked and attention-getting delivery.

Program: ***Nutritious and Delicious!***
Date: March 1st – 29th
Banner: Dominion
Number of stores: 12
Number of demo days: 24
Number of shoppers: 67,200
Description: March is Nutrition month, so what's out there that are nutrition powerhouses? We'll feature complementary products, recipes, product discussions, coupons, given in an upbeat, attention-grabbing presentation.

Spring

Program: ***TO Kids Show***
Date: March 29th – 30th
Theme: Kids Can Cook!
Venue: Toronto Congress Center
Attendance: 22,000
Description: Part of the TO Kid Show's scheduled programs; interactive cooking demonstrations/sampling, with kids being chosen from the audience to help, aimed at helping kids understand the basics: safe food practices, cooking techniques, meal planning. Perfect way for brands to establish relationship early with future and existing grocery shoppers.

Program: ***Montreal Women's Show***
Date: April 4 – 6th
Theme: Bistro Chez Toi
Venue: Palais des Congres, Montreal
Attendance: 25,400
Description: Montreal is a culinary capital, characterized by people with a 'joie de vivre'. If you have a brand that needs to be tasted to be believed, one that offers Montreal women a taste and experience they'd normally find in a bistro but they can do at home, this is a great opportunity.

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Summer

Program: *Best of Summer Grillin n Chillin!*
Date: June 26th to August 10th
Banner: Dominion/A&P
Number of stores: 18
Number of demo days: 36
Number of shoppers 100,800
Description: Great opportunity for a summer and outdoor-themed product to be demonstrated and sampled in its natural habitat – outside! We pair summer-themed products together to give shoppers a clear idea of how things taste, as they will in the backyard or at the cottage.

Fall

Program: ***Back to School Meal Ideas***
Date: August 21st – October 5th
Banner: Longo's
Number of stores: 14
Number of demo days: 28
Number of shoppers: 59,200
Description: Today's consumers may be in a big hurry, but they're also looking for meal solutions that taste good, are good for their family and are convenient, sometimes all they need is a show and tell – and taste! This cooking demonstration and sampling program enables brands that meet these criteria to convince shoppers their brand fits into the shoppers' lifestyles.

Program: ***Women's Show, Toronto***
Date: November 7, 8, 9th
Theme: Bistro at Home
Venue: Metro Toronto Convention Center
Attendance: 34,600
Description: Part cooking presentation, part experiential event, Bistro at Home gives show visitors great bistro-inspired meal ideas they can make at home.

Program: ***Diabetic and Delicious Meal Ideas!***
Date: November 4th to 29th
Banner: Dominion
Number of stores: 10
Number of demo days: 20
Number of shoppers: 56,000
Description: Individuals with diabetes - or those cooking for them – know the challenges of finding products that respect the illness while maintaining the enjoyment of eating foods they like. This program explores products and cooking techniques that offer meal solutions for diabetics.

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