

Vancouver will become a well-known destination and that has a great trickle-down effect, from the legacy of the infrastructure built to the future growth as more people will want to move and invest here.



## OFFICIAL SUPPLIERS

Outside the official suppliers and venues, many Olympics-related opportunities exist for bakeries, including supplying to special events, parties and meetings; country, state or province specific venues; sponsor venues; and VIP visitor events.

Connecting Canadian food suppliers with the foodservice executives in charge of food for such events was one of the goals of two small-scale, half-day, invitation-only foodservice exhibitions organized by Agriculture and Agri-Food Canada in Vancouver in March and October 2009. Jeffrey Lang, Agri-Food's 2010 Winter Games product sourcing advisor, said the majority of exhibitors was from British Columbia.

"The exhibitors were Canadian suppliers offering everything from seafood, meats, wine, beer, bottled water, juices, breads and pastries to ethnic foods, fruits, greenhouse vegetables, chocolates, snack foods and condiments," he said. "The attendees were those we identified as key people involved in sourcing and designing menus, including those outside the 'Olympic fence' area where there are fewer sponsor-related restrictions. Caterers, hotel executive chefs and food and beverage managers were key targets."

Vancouver-based Trumps Fine Food Merchants & Wholesalers, which offers high-end dessert products from cookies

and loaves to individual desserts and cakes, exhibited at both events and made excellent contacts, said managing director Heather Angel. A substantial boost for Trumps will likely come from additional sales to existing clients that include major catering firms, hotels, restaurants and grocery stores. One of Trumps' clients, Whistler Cooks, operates the concessions and catering for the Whistler Olympic Park Day Lodge in the Callaghan Valley, where cross-country, biathlon, Nordic combined and ski jumping events will take place.

"We anticipate 25 per cent more business during the Olympics, but are planning for a back-up capacity of an additional 15 per cent," Angel said.

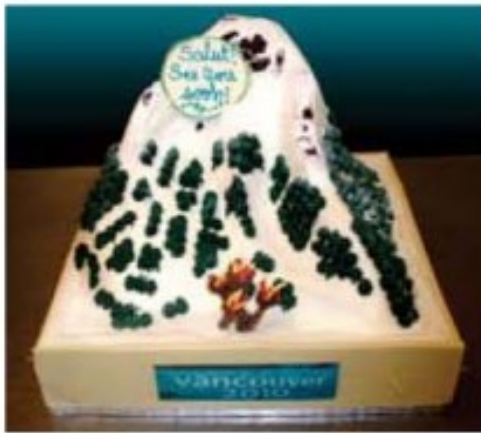
Trumps is also one of many bakery businesses that registered for the 2010 Commerce Centre's Online Business Network, a free online supplier database that has allowed British Columbia companies to profile themselves to Games-related buyers including VANOC, official sponsors and many other organizations.

Heather Angel of Trumps summarized the anticipated big-picture influence of the Olympics: "Vancouver will become a well-known destination and that has a great trickle-down effect on everyone, from the legacy of the infrastructure built to the future growth as more people will want to move and invest here," she said. "I remember the great effect Expo '86 had on this city." / **BJ**

# Owning the podium

## Vancouver bakers take a bow for Olympian efforts

Written by [Tuija Seipell](#)



A cake by Trumps Fine Food for the Olympics closing ceremony.

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The Olympics were like a huge, festive cake. Many small, well-perfected steps and carefully selected ingredients created an incredible showpiece. On a massive scale, the Olympics were a celebration of detail, of small stories adding up to one Big Deal.

For some local bakery businesses, the Olympics were amazingly good, for others, insignificant, and for some, a disappointment.

Heather Angel, managing director of Vancouver-based wholesaler Trumps Fine Food, is extremely happy with Trumps' Olympic results. "Our sales were up 47 per cent over the same period last year. We did better than we expected," she says.

Trumps serviced its regular clients and several Olympics-specific clients in both Vancouver and Whistler. It also provided desserts for the two Live City sites in Vancouver. One of the reasons Trumps' sales increased even more than Angel anticipated was that several clients, including Sodexo Canada, increased their orders and added items as the Games progressed. These added items included a large number of specialty cakes for athletes, staff and officials for various celebrations and also for the closing ceremonies in both cities.



A cake by Trumps Fine Food for the Olympics closing ceremony.

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