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CONCEPT TO PILOT TO MARKET

August 2014

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Keybrand Foods Inc. Expands Its Salad Production Facilities on PEI

Keybrand Foods Inc. - Maritime Division of Charlottetown announces the completion of its recent expansion and move to new facilities in the West Royalty Business Park. The company is the successor to Johnston's Homestyle Products Ltd., which has been in business in Prince Edward Island since the early 1950s. "We've essentially doubled the size of our processing and storage capacities," said General Manager, Randy Johnston.

This year, more than 6.6 million pounds of Keybrand Food salads will be made on Prince Edward Island and sold throughout Atlantic Canada in grocery stores and in many restaurants. "Our customers are incredibly loyal to our products, and it is due to them that we have been able to undertake this expansion," said Randy Johnston "Our salads are the number-one preferred brand for consumers in Atlantic Canada, and have been for more than four decades, which is quite an achievement."



With the expansion, the company diversified its packaging and production capabilities, and launched a Johnston Homestyle heritage brand of retail salads. Pictured: Potato & Egg Salad, French Pasta Salad, and Pub Style Coleslaw are among the many salads produced.

Keybrand Foods Inc. is a Canadian company with processing plants in Ontario, Saskatchewan and Prince Edward Island. The company has been in business since 1964, and associated with the Johnston's Homestyle Products brand since 2000.

BioFoodTech's Client Satisfaction Survey for 2014 is Complete

BioFoodTech's annual client satisfaction survey was completed in June by telephone poll. This is the seventh year that BioFoodTech has contracted a third party to conduct the survey which is an integral part of our ISO Quality Management System. Seventy-four percent of our 2013-14 clients participated.

A big thank you goes out to our clients who participate in the surveys; your feedback is essential for our aim of continual improvement of our services. Responses to the survey have resulted in several changes to our operating system; this helps us serve our clients better.

At BIO|FOOD|TECH, we provide free preliminary consultation services and will help you source appropriate funding for your projects.

Lab Services:

To obtain swabbing supplies and sterile bottles, or for further information about our laboratory services, please call our microbiology laboratory at (902) 368-5937.

Links to Sampling Instructions:

[Sample Submission form](#)

[Requirements for the Collection and Shipping of Samples](#)

[Requirements for the Sampling and Shipping of Shellfish](#)

SUCCESS STORIES

BIO|FOOD|TECH is committed to the security and confidentiality of our clients' information. Project information, reports and study results belong to the client and are not developed for publication. Consent to reveal general activities has been received from some of our clients. These are published within our newsletters and on our website.

See [Success Stories](#)



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Deep Roots Distillery Grand Opening

BioFoodTech congratulates Mike and Carol Beamish of **Deep Roots Distillery** on their Grand Opening held on July 31. This new distillery is located at the Beamish's family-owned organic apple orchard, just a few kilometers west of Charlottetown in the community of Warren Grove.



As an extension to Beamish Organic Orchard, Deep Roots Distillery produces and sells distilled spirits and liqueurs. They have a growing line-up of distilled products, including *Maple Liqueur* and *Island ???* (as you can see, the name is still questionable). In this first year, the company expects to produce 8000 bottles of distilled products. These will be sold onsite at the distillery, at the Charlottetown Farmers Market and through the PEI Liquor Control Commission outlets.

The Beamish family are committed to using locally grown products and apply environmentally responsible processing. Certified organic apples and cider are available during the fall harvest, as well as the Beamish's Apple Butter and Candied Apples. Island produced honey and maple syrup are also sold on site.

Visit [Deep Roots Distillery](#) for a guided tour, to roam the orchards, or to pick up some of their great products. Tours can be arranged in advance. Contact info@deeprootsdistillery.com, or call Mike at (902) 620-1085.

Read more about Beamish Orchard and Deep Roots Distillery in BioFoodTech's [Success Stories](#).

Food Safety Workshops

(Registration forms and course outlines are available on the www.biofoodtech.ca website)

[HACCP and the Control of Listeria Workshop](#) (3 days), Aug. 11-13, 2014, BioFoodTech, Charlottetown, PE. **<POSTPONED TO A LATER DATE>**

[HACCP and the Control of Listeria Workshop](#) (3 days), Sept. 15-17, 2014, Inverary Resort, Baddeck, NS.

If you are interested in a food safety course at your plant or in your area, contact Jim Landrigan at (902) 368-5772; E-mail: jklandri@biofoodtech.ca for further information.

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