

For further information  
Please contact:  
Heather Connelly  
Marketing Services Manager  
Neptune Food Service Inc.  
(604) 540-3765

FOR IMMEDIATE RELEASE

### **Neptune announces a new trade show name and focus**

August 31, 2006 - Neptune Food Service has renamed their fall trade show held each year at the Pacific Coliseum. The annual show is now called the Fresh Products, Food, & Equipment Show. This change was made to put the emphasis on Neptune's Best at Fresh program.

"The Fresh Products, Food, & Equipment Show will be held on October 17-18, 2006 and is again gearing up to be a huge success" said Deeann Keller, Neptune's Show Manager. "With over 230 exhibitors participating in the show, customers will be given plenty to see and taste at the show. "

Each year the Neptune show has a theme that helps to create the fun and excitement on the show floor for customers. This year the show theme is the "Leisure Suit Lounge" and the décor will reflect the era of the 1970's.

The Fresh Products, Food, & Equipment Show also has a number of Industry Partner booths. These are suppliers that work in the foodservice industry and that can add some valuable knowledge to the customers at the show.

With more than 3,000 customers and 850 staff throughout the province, Neptune is one of the largest food distribution firms in British Columbia, and an important part of the Gordon Food Service (GFS) family. GFS is the largest family-run food distribution company in North America and have been operating for over 100 years.