



The Wellness Show Wants your Dough!

Call for Entries for the Healthy Baking Contest, presented by Rogers Foods

December 15, 2008 (North Vancouver, BC) Calling All Non-Professional Bakers! The Wellness Show, on February 6, 7, & 8, 2009, is proud to present the Healthy Baking Contest, presented by Rogers Foods.



In its 17th year, the Wellness Show is the authoritative exhibition showcasing people, products and services related to the health and wellness industries at the Vancouver Convention & Exhibition Centre. The 2009 show will see a comprehensive 3-day program including more than 280 exhibitors, keynote speakers, demonstrations and special events, all reflecting the most up-to-date information on wellness and healthy living for adults, children and pets. The Healthy Baking Contest has become a tradition at the Wellness Show; in country-fair style, people are eager to display their creative baking talent.

The trend to eat locally-made foods combined with allergy awareness and the desire to be aware of exactly what people are eating has led to a renaissance in recent years in people making their own breads and pastries. University studies have revealed that people want to be aware of what they are feeding their families, and making foods to their own specifications. Now, more than in previous decades, we have a generation of families and non professional cooks who are again in their kitchen baking. And their results are often most delicious!

Rogers Foods, around since 1951, has seen baking fads come and go. For over fifty years, they have proven that they can survive as a niche company, by producing a variety of high quality, competitively priced, specialty flour, cereal and value-added products. They supply several varieties of natural flour, wheat germ, bran, cereals and granola to commercial foodservice and are widely featured in home pantries.

Joan Overin, marketing manager at Rogers Foods, is enthusiastically anticipating what the contest brings. "More families are making a conscious decision to increase the intake of nutritional products and this is reflected in the healthy ingredients they use in their baking. Rogers features the winning recipes in their recipe books and I've tried baking some of them. They are really delicious! We're looking forward to seeing the new ideas and recipes that come in this year."

With the downturn in the economy, more people are watching their budget and choosing to cook more often at home. There is a great deal of pleasure in baking something from scratch for your family. It can save money, plus you can choose to use whole grains or other healthy ingredients.

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Here's how to enter:

Create an original bread or muffin recipe baked with Rogers flour, any variety, as per the four categories:

- Multi-grain – such as rye bread, rosemary and onion bread, whole wheat bread
- Fruit/nuts/seeds – Yeast bread – such as knobby fruit loaf, cranberry walnut, Oat bran, sesame seed bread
- Quick bread – banana loaf, cranberry flaxseed loaf, pumpkin spice loaf
- Muffins – such as oatmeal carrot, blueberry bran, yogurt honey and orange granola

Bring a loaf of bread or 4 muffins, a copy of the recipe with ingredients and amounts used, the completed entry form, proof of purchase of Rogers flour, and proof of the Wellness Show ticket purchase to the 17th Annual Wellness Show office at the Vancouver Convention & Exhibition Centre on Saturday, February 7 between noon and 4:00 PM.

Each entrant will receive a \$2.00 discount off the general admission ticket for the show, and a free gift from Rogers for entering. Recipes will be judged according to appearance, taste, texture, crust and use of nutritious ingredients and the top three in each category will be awarded prizes.

1st 2nd and 3rd prizes for all four categories!

1st prize minimum value \$200

2nd prize minimum value \$150

3rd prize minimum value \$75

* There will be a Rogers gift basket for each winner *

Contest entry forms and rules & regulations are available at the following locations:

The Wellness Show: online at www.thewellnessshow.com

Rogers Foods Ltd.: call 1-800-356-8735 Ext. 345

Choices Markets:

- 2627 W 16th Ave, Vancouver 604-736-0009
- 3493 Cambie Street, Vancouver 604-875-0099
- 1888 W 57th Ave (Kerrisdale) 604-263-4600
- 1202 Richards Street (Yaletown) 604-633-2392
- 6855 Station Hill Drive (Edmonds Sky Train Station), Burnaby 604-522-6441
- 2595 W 16th Ave, Vancouver 604-736-0301
- 3248 King George Hwy., Surrey 604-541-3902
- 8683 10th Ave, Burnaby 604-522-0936
- 1937 Harvey Ave, Kelowna 250-862-4864

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Tickets to the show are \$12.50 general admission, \$10 for seniors (65+) and students, \$5 for children 6-15, and free for the young ones. Visit Choices Markets for a \$2.00 off coupon, and the Wellness Show will donate \$1.00 to FarmFolk/CityFolk from every Choices Markets \$2.00 off coupon redeemed. Advance tickets can be purchased on the show website or save and purchase a 3-day pass for only \$27. For information, schedules and updates check the website regularly at www.thewellnessshow.com.

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Note to editors and Foodie media:

Do you have what it takes? We are proud to invite you to participate in our Media Muffin Valentine Magic! The rules are the essentially same as for the public entries (but the media entry day is Friday, not Saturday as for the public): the recipe must not have been published and the baker must be a non-professional. All we request is that you show us your stuff with a nourishing Valentine-themed muffin recipe – it can be any kind you want – savoury, sweet, chocolate – the sky's the limit!

The winner will receive a donation to their favourite charity!

Contact us at media@thewellnessshow.com for more information or to enter