



# CAREER PATHWAYS:

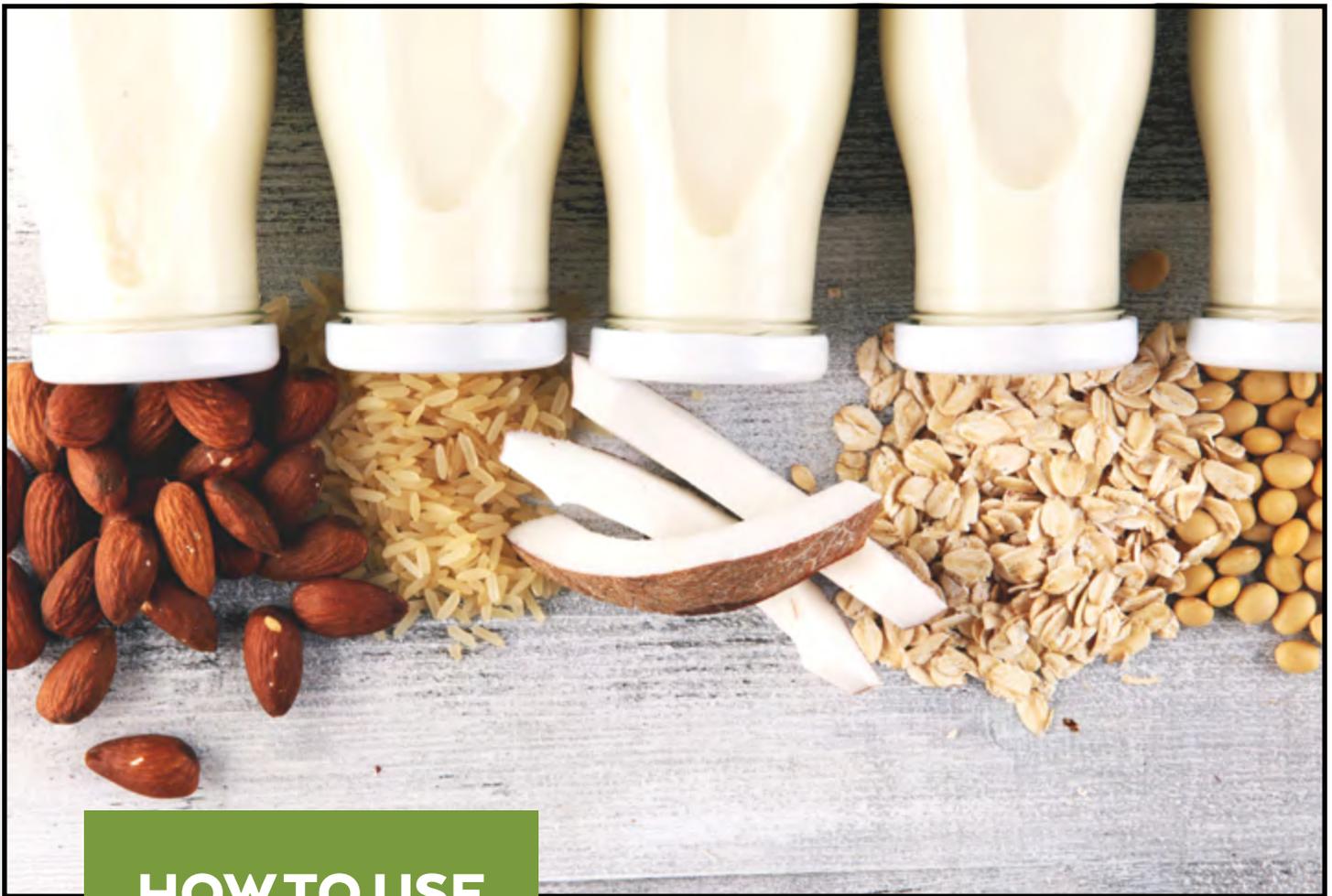
A Guide to Finding Employment in  
the Food & Beverage Industry

**FOOD &  
BEVERAGE**  
manitoba



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## HOW TO USE THIS CAREER PATHWAYS GUIDE

## FOOD & BEVERAGE manitoba



**N**o matter whether you're about to graduate from high school and are looking for career options or are looking to change careers, the process of finding the job that fits your skill set and personality can be challenging to say the least.

Consequently, it's critically important to find information sources that provide accurate, in-depth insight into the different careers that are out there – and how they might (or might not) fit you.

Our goal at Food and Beverage Manitoba is to provide you with the information you need to gain insight into all the excellent career opportunities that the food and beverage has to offer.

This guide is centered around seven job profiles.

They will provide a snapshot of the prime career pathways that are available in a dynamic – and surprisingly diverse – industry.

Each profile will feature comments from people who are currently working in different areas of the food and beverage industry. Our goal is to provide you with an up-close-and-personal glimpse of why these people chose their job, what they enjoy about it, and how it fits their unique skill

set and personality.

### What Exactly is the Food & Beverage Industry?

"It's an industry that connects us all," says Mike Mikulak, executive director of Food & Beverage Manitoba. "It's a complex, diverse industry that provides us with one of the most valuable things in life, sustenance. Yet we often take it for granted."

Above all, it's in industry that is incredibly diverse, starting with farms and outlets that grow food ingredients, on up to food processors and manufacturers, companies that market the products and outlets that sell them.

"The industry has so much to offer," he adds. "And it's not just working in a factory. Chances are, there's a position that will match your interests. And it won't be just a job – it will offer you an opportunity to tackle issues that are important to you," as you work in the industry. There are just so many great opportunities that are available."

### The Food & Beverage Industry is Growing

Truth be told, the food and beverage industry is one of the fastest growing job sectors in Manitoba.

"There are just so many great job opportunities, and those opportunities will increase as the industry continues to grow," Mikulak says. "Jobs range from product development to food safety to business development and more. The jobs are exciting, dynamic and allow you to solve problems. And they are good-paying jobs."

Not only that, but being part of the food economy will allow those who choose a career in the field to make a difference.

"You can pursue your passion, which might be helping people with their mental or physical health or creating foods that will help people to eat healthier to combat diseases like diabetes, high blood pressure and obesity," he says. "There are lots of things you can do to make a difference."

It doesn't matter where you're coming from, whether it be high school, another career or another country – the food industry has something for you.

"It just has so many eye-opening career paths that you may never have thought of," Mikulak says. "The food industry is an exciting, dynamic sector where you can solve problems, help others – and make a good living doing something you love to do."

# ABOUT FOOD & BEVERAGE manitoba



**F**ormerly known as the Manitoba Food Processors Association (MFPA), Food & Beverage Manitoba is an industry-led, not-for-profit association.

Launched in 1993, it was designed to serve as an advocate for Manitoba's food and beverage industry and to provide companies with the resources they needed to help achieve their full creative and competitive potential.

Today - some 28 years later - we help members develop new markets, train skilled workforces, build human resource capacity

and create opportunities for networking and collaboration. We also share critical information about domestic and international trade, industry regulations and government programs.

This work is vitally important, as Manitoba's food and beverage industry is the province's largest manufacturing sector.

It is also one of the most challenging industries in which to succeed.

That's why we're here - to help the companies that make up our industry navigate the many challenges that come with running a business, from

fast-changing regulations to shifting customer demands and dealing with the threat of increasing competition.

If one word sums up Food & Beverage Manitoba, it would be dedication.

At present, we are 300 members strong with a simple mission that unites us: to feed our friends and families, not only in Manitoba but also across Canada and globally.

And feed people we will, with the best food and beverage products Manitoba has to offer!





# Food for Thought

## Career opportunities abound in food manufacturing

By Jim Timlick

**R**inal Chaudhari and Marina Oirik grew up worlds apart, but their stories share many similar elements.

Both grew up elsewhere before emigrating to Canada: Chaudhari in India, and Oirik in Ukraine and later Israel. Both also studied biotechnology and quality assurance while attending college or university.

And they both share a love of food that led them to pursue careers in the food manufacturing sector.

Chaudhari is quality assurance and project head for Winnipeg-based Medallion Milk, while Oirik is food safety and compliance manager for Bee Maid Honey.

"I've always loved food and I wanted to have an impact on something important and something that people use," Oirik says. "When I go to the store, see my products on the shelf, and they look good, and they're good quality, it's really rewarding."

It's a sentiment shared by Chaudhari.

"I'm a foodie and I understand the value of ingredients," she explains. "I've always had a habit of looking at labels. If there was a recall of something, I wanted to know why it happened. That's why I wanted to explore a career in the food industry. Once I started there was no looking back."

Chaudhari joined Medallion Milk about four years ago.

Today, her primary responsibility is ensuring the safety of all products produced at the dry dairy producer's manufacturing plant on Sheppard Street.

She also oversees new product development, supervises labelling to ensure products meet domestic and foreign label requirements, and assisted with the start-up of a new, fully automated

production line last year.

"I don't get bored. That's one of the things I enjoy the most about my job. There's always opportunities to increase your horizons here," she says. "The other part I love is getting to be part of all the different teams here."

Oirik was hired by Bee Maid three years ago.

Her principal responsibility is to make sure all the products that leave the company's Roseberry Street facility are safe for consumers to consume (i.e., they don't harbor any harmful bacteria or foreign materials).

She also ensures that products meet all federal and international labelling requirements, reviews lab analyses, and audits the company's operations for safety and quality standards.

"One of the things I like most about my job is that it's never boring," she says. "There's never a single day that's the same as the previous one. There's so much to learn all the time. The industry is always changing and improving. It's a lot of different things all the time. That's what makes the job interesting."

Oirik says there has never been a better time than now for people to consider a career in the food manufacturing sector.

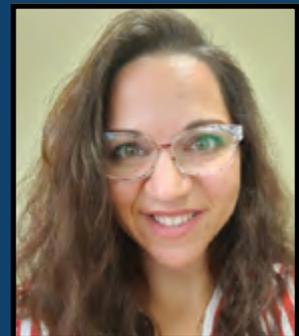
"Food manufacturing is an industry that keeps growing and it's getting more and more innovative," Oirik says. "It's an opportunity to be part of something big and make an impact on the food industry."

Chaudhari concurs.

"Consumers have become much more knowledgeable about food and companies are trying to keep up," she says. "The opportunity to grow in the food industry right now is limitless. I don't think there are the same opportunities or options in a lot of other industries."



Rinal Chaudhari



Marina Oirik

### Type of Job:

Quality Assurance Tech - Food Science

### Starting Salary Potential:

\$40,076 - \$53,218

### Educational Pathways:

High School, Community College

### Post-Secondary:

University of Manitoba, Pharma-Medical Science College of Canada



# In His Element

## Joel Lamoureux of Richardson Foods

By Todd Lewys

To say Joel Lamoureux's path to working in the food science/product development area of the food industry was a roundabout one would be something of an understatement.

After working in restaurants for 12 years, he realized he had a yearning for more.

As much as he enjoyed working in the restaurant industry – particularly the culinary end of things – he wanted to be more involved in where the food came from.

With that in mind, he went back to school as a mature student, getting his red seal chef certification at Red River Polytechnic (formerly Red River College) and a food science degree at the University of Manitoba.

"Basically, I just liked science," he says. "I was really interested in FODMAPS (Fermentable Oligosaccharides, Disaccharides, Monosaccharides & Polyols) and fructose," he says, noting that the short chain carbohydrates, or sugars, can cause digestive distress in people. "I wanted to see how a combination diet could help people enjoy eating without experiencing so much discomfort."

Ultimately, Lamoureux – who now works at Richardson Foods in its research and development department – decided he wanted to attack nutrition from two angles: as a chef, and as a food scientist.

Today, he puts his two designations – red seal chef and food science degree – to use daily.

"As a chef, people in the food industry hire you to help them see if a certain diet meets trends, and to freshen up dishes and balance flavours. I use my experience as a chef to work with plant operators to help create new, exciting products."

On the other, his work as a food scientist is more technical.

"When I put that hat on, I work with others in the plant on things like food safety and food processing," he says. "You also look at things like production cost and shelf life."

Turns out, his red seal chef certification and food science degree work together quite nicely.

"The two work together really well. One day I could be in production, the next I could be working on trials testing ingredients that will help improve an existing product. I just love the different aspects of my job. There's not a dull moment, and it's a lot of fun."

More than anything, he sees his job as a constant progression.

"You just learn so much about food," says Lamoureux. "The product development side of my job works for me because I'm inquisitive and like challenges and puzzles. I love the creativity involved in bring something new to the market."

At the same time, he truly enjoys the science-based aspect of the work he does at Richardson Foods.

"The testing we do – trials that are designed to find ways to make products work correctly – are also fun. A lot of pride is involved. When I'm in a store and see a shelf with something I worked on, it's gratifying."

Lamoureux says he couldn't be happier about his decision to pursue a career in the food industry.

"I'm right where I want to be, doing what I want to do. I'm enthusiastic about my work and would say I enjoy myself 80 per cent of the time, which is something not a lot of people can say. Best of all, I'm making a good living doing something I love. That's really exciting."



Joel Lamoureux

### Type of Job:

Food Scientist/Chef

### Starting Salary Potential:

\$52,640 - \$74,917

### Educational Pathways:

High School, Vocational/Community College

### Post-Secondary:

University of Manitoba, RRC Polytech, Commonwealth College



## Food & Beverage Industry Offers Stability, Variety & Challenge

Angela Pateman of Richardson Foods

By Jennifer McFee

**A** division of Canada’s largest agribusiness continues to forge forward and contribute key ingredients — and employment opportunities — to the food and beverage industry.

Richardson Food & Ingredients is one division within Richardson International, renowned worldwide for its grain handling expertise.

This division concentrates primarily on oils and margarines, as well as some sprays and shortenings. It’s the world’s largest oat miller, using locally grown crops to create internationally recognized goods.

“Our division focuses on end-use products that go into bottles or packages. We’re more involved with consumer packaged goods but we also do food service and industrial,” says Angela Pateman, marketing team lead for Richardson Food & Ingredients.

“As an example, we would sell margarine or oil to an industrial customer who is baking muffins or cookies that they sell to coffee shops.”

Pateman has worked her entire career in the food industry — and she continues to appreciate her involvement in the ever-changing sector.

“It’s interesting to me because I like food and I like trying different things. Once I started in this industry, I enjoyed the fast pace of it.”

She also enjoys the fact that the industry is always evolving.

“I like that things are always growing and

changing in the food industry. We have to stay on top of new trends, and there’s always something new in the market. We also have to consider the supply chain and the future of food,” she says.

One of the best aspects of her role, says Pateman, is that every day presents a new challenge.

“My role is in marketing, so we’re primarily looking after product launches, sales support tools and advertising for our branded products. We also do a lot of business-to-business advertising. We’re not always just selling a brand; sometimes we’re trying to find customers to buy our products.”

Within Richardson International, an array of professional opportunities exists with roles in everything from research and technology to marketing and finance — and much more.

“Being a larger company, we’ve acquired other companies over the years, so we’re always learning about new products and different customers as well. Even within our division, we have a lot of people working in various roles, such as accounting and customer service,” she says.

Now is the time to seek employment in the well-diversified food industry, adds Pateman.

“During the pandemic, food production has been considered essential, so we’ve had more job stability than some other industries. As a new grad, I never would have thought about the longevity of the company I was going to work for, but it’s nice to know that we have that stability.”



Angela Pateman

**Type of Job:**

Marketing

**Starting Salary Potential:**

\$38,129 - \$49,869

**Educational Pathways:**

High School

**Post-Secondary:**

University of Manitoba, University of Winnipeg, RRC Polytech, CDI College



## Making an Impact in the Restaurant Business

### Diego Moncado of Salisbury House

By Trina Rehberg Boyko

If you live in Winnipeg, chances are you've enjoyed a meal at Salisbury House.

Sals, as it's known locally, is famous for its classic desserts and Nip sandwich platters with all the fixings.

But have you ever thought about how those fixings made it on to your plate? Or how everything that makes Sals what it is—the menu, the branding, the atmosphere—came to be?

Maybe not, but Diego Moncado sure has.

As director of commissary operations at Salisbury House, Moncado has a hand in all those behind-the-scenes details and he serves them up in what we see when we walk into a Salisbury House restaurant.

"I wear a lot of different hats," Moncado says.

As part of his role, he negotiates contracts with suppliers, buys all the products and oversees deliveries to the restaurants to make sure everything he buys goes where it's supposed to go.

Products are delivered to restaurants five days a week and two times a day, Moncado says, which makes for a busy work life.

"Every day offers a different challenge," he says.

His first venture into the food and beverage industry was as a dishwasher 32 years ago.

He studied hotel and restaurant management at Red River College Polytechnic, working his way through operations and management roles before getting to where he is today.

His current position, which he's held for six years, comes with responsibility and rewards.

It also comes with working the occasional evening and weekend, though Moncado doesn't mind. He appreciates seeing the results of his hard work.

"In my role, you have a direct influence on the success of the people you're working with and the company you're working for," Moncado says. "Every little decision has a ripple effect. But when you have a passion for it and you put the right effort in, the rewards are great."

In the restaurant industry, and the overall food and beverage industry, your work matters.

Whether you work in operations or accounting, the effects can be felt at every level.

"If you're an accountant and you don't pay a bill on time, you might be cut off from a supplier and the food doesn't come on time," Moncado says. "You have an impact on the company as a whole."

So next time you order a Nip platter, you may want to give your compliments to the chef—and the server, the dishwasher, the accounting team, the supplier, the director of commissary operations – and so on.

Or, at the very least, understand how every role in the food and beverage industry is a valuable one that depends on the work of others to be successful.

"You really do get to see the fruits of your labour," Moncado says. "You'll know how your day is going, because you'll see happy faces around you if it's going well."



Diego Moncado

#### Type of Job:

Logistics Coordinator/Supply Chain Coordinator

#### Starting Salary Potential:

\$40,117 - \$52,359 / \$52,640 - \$74,917

#### Educational Pathways:

High School, Community College

#### Post-Secondary:

University of Manitoba, CDI College, Commonwealth College, Association for Supply Chain Management



## Growing A Successful Career from CFO to CEO

### Peak of the Market's Pamela Kolochuk

By Trina Rehberg Boyko

**A**griculture has always been a part of Pamela Kolochuk's life, having been raised on a farm in southern Manitoba.

She spent her early career working in accounting and management for major agricultural producers in the province before landing at Peak of the Market, where she was hired as chief financial officer.

Four years later, she took over as chief executive officer.

"I feel that Peak of the Market is agriculture first and food and beverage second," Kolochuk says. "We supply food to consumers across North America, but it really starts with the grower at the beginning of the day."

Her passion for the agriculture industry and her CFO experience helped prep her for her new position, as she was able to get to know the business, its people and its processes.

"It wasn't a huge stretch by any means because I understood the business well and knew all the growers and dealt with them on a regular basis," Kolochuk says. "Understanding the business is key for anyone moving into a CEO role and also, knowing what the vision for the future is."

With its 80th anniversary approaching in 2022, Peak of the Market has a strong history that Kolochuk wants to build upon.

She plans on continuing the company's community work while highlighting the growers behind it all.

"The key to our success is the growers we partner with and the relationships we have," Kolochuk says. "We want to share more stories and education. Who are the growers that produce our food? How can you

learn more about the vegetables you eat?"

Building those relationships is also Kolochuk's favourite part of the job.

"I love seeing what's growing, what's happening in the fields, what new products our growers are coming out with," she says, adding that sweet potatoes are a new crop that's never been grown in Manitoba before. "Those are all fun things, and of course, we're always looking at ways to help the community."

As for working in the agriculture industry itself, Kolochuk feels that job security is a draw.

Through the COVID-19 pandemic, sales were up at Peak of the Market and growers supplying the company were busier than ever.

"You're always going to have a job in Manitoba if you work in agriculture," she says. "People need to eat."

Though growers drive the work that Kolochuk does, it's a team effort to keep it moving forward.

She's hired a new director of marketing and communications, and heads a staff that covers sales, operations and everything in between.

"As we hire, we're always looking for the right person that has the right attitude and the right experience," Kolochuk says.

You don't need years of agricultural or food and beverage experience, she says, if you have the skills the job requires.

"Just because you're a CFO and you're working in property management doesn't mean you can't work in food and beverage," she says. "There are so many similarities you don't see."

The most important thing to remember?

"Be curious," says Kolochuk. "The more curiosity you have, the further it will take you."



Pamela Kolochuk

**Type of Job:**  
CFO/CEO

**Starting Salary Potential:**  
\$117,828.00 - \$154,852.00 /  
\$126,439.00 - \$159,313.00

**Educational Pathways:**  
High School

**Post-Secondary:**  
University of Manitoba, University of  
Winnipeg, RRC Polytech, Universite  
de St. Boniface



## Employment Resources Abound for Newcomers

By Jennifer McFee

Newcomers to Canada can enjoy a taste of Manitoba's food and beverage industry by creating connections with community organizations.

Food & Beverage Manitoba and the Immigrant Centre work in partnership to provide up-to-date information and access to job postings in the industry.

In addition, the Immigrant and Refugee Community Organization of Manitoba facilitates support to newcomers.

"Both organizations offer basic food safety training within their programs to help prepare newcomers for the food industry and to reduce barriers to entering the industry," says Sarah Schwendemann, director of operations and strategic partnerships for Food & Beverage Manitoba.

Food & Beverage Manitoba also works closely with Manitoba Start and YES! Winnipeg Talent Hub, which offer additional supports for new immigrants.

For new Canadians with an entrepreneurial spirit, local supports can help them launch their own food or beverage company.

"Internally at Food and Beverage Manitoba we will be running bootcamps on how to bring your food or beverage product to life. We are excited about the variety of products being developed and will make as many spots available as we can."

The organization also maintains close partnerships with organizations such as World Trade Centre Winnipeg, Futurpreneur, Business Development Bank of Canada, Farm Credit Canada and Manitoba Agriculture and Resource Development.

Those partnerships ensure professional



**Schwendemann says Food & Beverage Manitoba is dedicated to providing employment resources for newcomers to Manitoba.**

business supports are available for new companies. If needed, Food & Beverage Manitoba can connect with professional translators in more than a dozen languages.

Many recent immigrants face additional barriers to finding safe employment, and these resources help break down roadblocks. These challenges could include language barriers and lack of credential recognition.

"Settlement organizations also help newcomers find their new community here in Manitoba," she says. "These organizations help people find roots in their new home so they can begin to branch out into next steps like employment."

In Schwendemann's current role, one of

her responsibilities is to develop community partnerships and strategically connect to employers and government.

"People often only think of front-line food production, which is a great entry-level position, but there are other opportunities as well. There are positions in marketing and communications, business development, retail, innovation and product development, human resources, and facility management or administration. Our industry is evolving and dynamic and always has room for growth," she says.

Schwendemann adds that ethnocultural communities are at the heart of food in Manitoba.

"From pierogis and sauerkraut to samosas and falafel, many of our companies are founded in ethnocultural diversity and will continue to rely on Manitoba's growing immigrant workforce demographics."

Food & Beverage Manitoba is developing a strategy to ensure the industry has tools to safely bridge the gap between a highly motivated newcomer workforce and an employee recruitment and retention crisis.

"We're very excited to bring everyone to the table to help bridge this gap," she says. "We truly believe that healthy and engaged communities translate directly into healthy economies and industries."

For more information, please check out:

[Canadian Muslim Women's Institute](#)

[Immigrant Centre](#)

[YES! Winnipeg Job Connections Portal](#)

[Opportunities for Employment](#)

[Manitoba Start](#)

[Futurpreneur](#)

[MANSO newcomer resources](#)



# The Future of Work

In 2020, Manitoba's food and beverage sector employed 12,650 Manitobans, making it the largest manufacturing employer in the province.

It is also the largest manufacturing sector in the province, accounting for 32 per cent of Manitoba's sales in 2020.

Total food and beverage sales in 2020 were \$5.9 billion, a full 16 per cent higher than the previous years.

What does all this mean?

Clearly, the industry is thriving, and is going to need to hire more people with different skill sets as the industry continues to expand.

And expand it will, for three reasons.

First, Manitoba has the potential to become the leader in North America in the growth of a protein-based industry.

Second, global demand for healthy, local, organic and functional foods continues to increase, the need for employees is only going to increase.

Third, processed food and beverage products netted a profit of \$3.31 billion in 2020, a 16.4 per cent increase over 2019. This accounted for 56 per cent of total food and beverage sales in 2020.

These sales figures are only the tip of the iceberg.

At present, Manitoba exports processed food and beverage products to about 72 countries including the United States, Japan, China and Mexico, which are Manitoba's top four markets.

As the world emerges from the COVID-19 pandemic, demand for quality food products is only going to increase.

In turn, Manitoba-based food and beverage processing companies – as they endeavor to respond to this demand by increasing their capacity, and more businesses come online to produce more food – will need more employees.

Today, the province has 740 food processing establishments, of which

428 are registered under Manitoba Agriculture.

The top three food processing industries are meat product manufacturing, grain and oilseed milling and dairy product manufacturing.

Moving forward, these and many other food and beverage-related industries will need to hire more employees – and not just people to work in entry level positions, such as in production.

Companies will need people to fill positions that range from marketing, accounting, supply chain management, quality assurance, food science, product development, transport and more.

With highly fertile and productive farmland that's suited to the production of various crops and animal products – plus access to state-of-the-art research facilities and a world-class transportation network – Manitoba's food and beverage sector possesses the infrastructure to meet increasing demand.

That said, that infrastructure – which will surely grow exponentially in the years to come – will need people to run it.

The food and beverage sector offers a wonderful cross-section of employment opportunities.

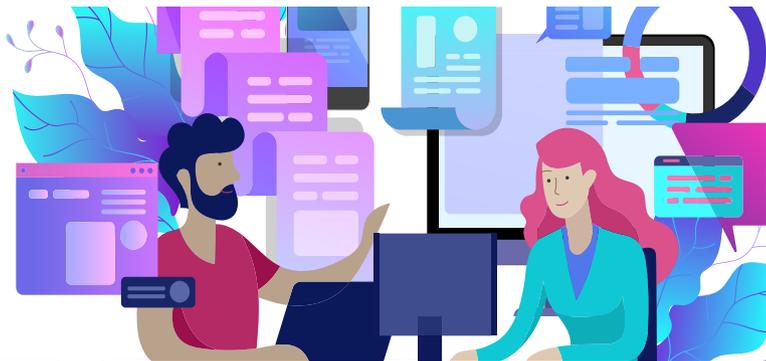
If you're looking for a challenging career that will offer satisfaction and good pay – plus the opportunity to make a difference to people by helping produce the food that sustains them from day to day – we invite you to check out all the food and beverage industry has to offer.

Chances are, your eyes will be opened, and you'll find a career that's enjoyable, profitable and fulfilling in the process.

If you're looking for a job that offers a bright future, look no further than Manitoba's dynamic food and beverage industry!



# RESOURCES



## FOOD & BEVERAGE MANITOBA PUBLICATIONS

Food & Beverage Processing in Manitoba – Basic Steps  
Manitoba Made Business Resource Menu  
A Roadmap for Food Safety Protocols

## ASSOCIATIONS

Canadian Manufacturers & Exporters (CME)  
Economic Development Winnipeg (EDW)  
The Manitoba Chamber of Commerce  
Winnipeg Chamber of Commerce

## BUSINESS DEVELOPMENT – GROWING YOUR BUSINESS

Business Development Bank of Canada (BDC)  
Canadian Agricultural Partnership  
Entrepreneurship Manitoba  
Farm Credit Canada (FCC)  
Food Development Centre  
Futurepreneurs  
Western Economic Diversification  
Women's Enterprise Centre  
World Trade Centre Winnipeg (WTC)

## FOOD INDUSTRY ASSOCIATIONS

Alberta Food Processors Association  
BC Food & Beverage  
Canadian Institute of Food Science Technology (CIFST)  
Food & Beverage Atlantic  
Food & Beverage Canada  
Food and Beverage Ontario  
Food Processing Skills Canada  
Manitoba Organic Alliance  
Manitoba Pork  
Manitoba Pulse Growers Association  
Safe Food Canada

## PUBLICATIONS

Canadian Grocer  
Canadian Meat Business  
Ciao Magazine  
Food in Canada  
Food Safety Magazine  
Western Food Processor  
Western Grocer

## CO-PACKING AND SHARED FACILITIES

Canadian Copacking Group Inc.  
Commercial Kitchens Listing  
Shoal Lake Wild Rice  
W.H. Escott Co. Ltd.

## EDUCATION AND TRAINING

American Institute of Baking (AIB)  
NSF Canada  
Red River College  
Safety Services Manitoba  
University of Manitoba – Asper School of Business  
University of Manitoba – Faculty of Agricultural and Food Sciences  
Workplace Education Manitoba

## GOVERNMENT

Agriculture and Agri-Food Canada – Brand Canada  
Agriculture and Agri-Food Canada – Food and Beverage Industry Information  
Manitoba Agriculture – Food and Ag Processing  
Statistics Canada – Agriculture Division

## INNOVATION & CONTRACT RESEARCH

Canadian Food Innovators  
Food Development Centre  
Prairie Research Kitchen  
Richardson Centre for Functional Foods & Nutraceuticals

## REGULATORY

Canadian Food Inspection Agency (CFIA)  
Food and Drug Administration (FDA) – U.S.  
Health Canada – Food Labelling  
Manitoba Agriculture – Food Safety

## TRADE

Canada Border Services Agency – Import and Export  
Global Affairs Canada  
Manitoba Economic Development and Jobs  
U.S. Customs and Border Protection – Trade  
World Trade Centre Winnipeg (WTC)



Have questions or need assistance?

Contact us at 204-982-6372  
or email us at [info@foodbeveragemb.ca](mailto:info@foodbeveragemb.ca)

