



FOR IMMEDIATE RELEASE

The Canadian Coffee & Tea Show welcomes Seda International Packaging as the Sponsor of the 2013 Canadian Barista Championship

Seda International Packaging Group is thrilled to be joining The Canadian Coffee & Tea Show, in Vancouver this year as the official cups and lids event sponsor. Seda is a first time attendee and looking forward to this important show for Canada.

"This is a great show and we are honored to have a chance to sponsor it with our cups" said Ira Maroofian Seda North America Managing Director.

During the convention which runs October 21st & 22nd, 2013; Seda will provide their exclusive, best performing Double Wall Viaggio Hot Cups and Turn & Go lids for the competition floor and for attendees to enjoy a coffee break and education sessions. For any information in advance of the show, please contact info@sedapackaging.com or 262 417 1569.

About Seda International Packaging Group

Established in 1964, Seda International Packaging is a privately held multinational company based out of Naples Italy. Seda has established themselves with 4 European platforms and 12 manufacturing plants. Recently, Seda entered the North American market with Seda North America, which opened in 2012 and manufactures paper cups, plastic lids, and paper food containers. Seda is renowned for innovation and sustainability, which they now proudly offer consumers in North America. For more about Seda North America:

<http://www.sedapackaging.com>

http://twitter.com/Seda_NA

<http://facebook.com/sedanorthamerica>

About the Canadian Coffee & Tea Show:

The Canadian Coffee & Tea Show is designed to meet the needs of independent coffee & tea retailers, restaurateurs, foodservice operators, chain operators and buyers. The show offers an extensive educational program geared to new entrepreneurs, independents and chain operators alike. It also features the country's largest industry trade show, and showcases products and services from North America and around the world, as well as the Canadian Barista Championship.



For more information and to register for the event: coffeeteashow.ca

For sponsorship inquiries, contact Michael Cronin at 866.688.0504 x 114 or mcronin@fulcrum.ca

For exhibiting inquiries, please contact Andrew Dunne at 604-210-0220 or adunne@fulcrum.ca

<http://twitter.com/CoffeeTeaShow>