

food xcel

Moving Food Ideas Forward

WE'RE
LOOKING
FOR FOOD
ENTREPRENEURS!



Final Pitch Day. The Judges:

Russ
Mallard



Russ is the President of Atlantic Beef Products Inc (ABP) in Albany PEI. Russ has a solid background in the meat industry, the foodservice distribution industry. He served on the board of ABP for approximately three years, ending in 2012. Russ began his career in Charlottetown, PEI, over 35 years ago, as a sales representative with Canada Packers. Russ joined Atlantic Beef Products as President in December 2014 and leads a team of over 100. The plant produces high quality beef and ground beef products from the plant in Albany PEI under brands such as Blue Dot Reserve, Certified Island Beef and Island View Farms.

Gillian
McCrae



Entrepreneur Gillian McCrae graduated the Culinary Institute in 2000 and worked various positions within the hospitality industry across Canada and the US. Gillian has over six years experience as Executive Chef; in 2003 she joined Zarky's Fine Foods in Hamilton ON as Food Director, then as operating partner of Zarccone's Italian Eatery from 2003-09. After returning to PEI and graduating Business Administration from Holland College; Gillian founded ad tech company GetGifted Inc in 2012. In June 2015 Gillian joined Propel ICT as VP Programming and Entrepreneur in Residence until November of last year. Gillian is passionate about both technology driven and traditional startups and has worked with over a 100 early stage companies across Atlantic Canada.

David
Keedwell



David Keedwell has extensive private sector experience as VP of Sales at Cavendish Farms and is a recognized committed, resourceful and enthusiastic leader. He is an accomplished senior executive with 25 years of experience with extensive focus in general management, export sales and marketing, business development, and finance. He holds an EMBA from the University of Western Ontario Ivey School of Business, a Bachelor of Arts from Saint Francis Xavier University, and a diploma in Agriculture from the University of Guelph.

Feb 22, 2017

Startup Zone, 31 Queen St.
Charlottetown

Questions? Contact us:
tyson@foodislandpei.ca
902-628-7998

Funding Partners



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BIO | FOOD | TECH
CONCEPT TO PILOT TO MARKET



Emergence
Canada's Bioscience Business Incubator



Insight
BRAND &
MARKETING
STUDIO

Wednesday, Feb 22

8:30a Welcome Remarks - Bryan Inglis, CEO of Food Island Partnership

8:45a Entrepreneurs Pitch

- Verena Varga- Heart Beet Kombucha
- Marc Bastarache- Spud Ventures Inc.
- Julain Molnar- Fauxmage
- Jordan Liantzakis- PEI Charcuterie

10:10a 10 Minute Break

10:25a Entrepreneurs Pitch

- Ryan Abdallah- Marouns Garlic Paste
- Gabriel Mercier & Deidre Doiron- Isle St. Jean Farm & Cheese House
- Sarah Bennetto O'Brien- The Handpie Co.

11:30a Lunch

12:30p 2017 Food Xcel Winner Announced

12:55p Closing - Food Island Partnership

1:00p Mix and Mingle with Island Food Entrepreneurs

Food Xcel is a project of the: **Food Island**
partnership