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Olympian will help drive home Thomas Fresh's message during upcoming CPMA convention

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The 93rd annual Canadian Produce Marketing Association Convention and Tradeshow will be held April 24-26 in Vancouver, and Thomas Fresh has grand plans for this year's event.

This year, the CPMA has chosen to advocate two fundamentally important lifestyle principles for the convention, "Live Healthy and Eat Fresh." As an exhibitor and Gold sponsor of the show, Thomas Fresh aims to encourage this mission by stepping up its tradeshow booth in new and innovative



ways.

“The goal for our booth this year is to give visitors a unique experience when they visit Thomas Fresh,” said Andrea Dubak, marketing specialist at Thomas Fresh. “With this goal in mind, we have partnered with our friends from Wild Tea Kombucha to hand out samples of their bold Kombucha tea infused with Thomas Fresh produce at the show.”

Kombucha, also known as an “immortal health elixir” is fermented tea that originated from the Eastern Hemisphere over 2,000 years ago. Wild Tea brews their Kombucha by hand and adds fresh pressed juices made exclusively from Thomas Fresh fruits and vegetables.

“It’s a collaboration for both Thomas Fresh and Wild Tea Kombucha, which shows how premium quality produce can help create an exceptionally tasty and nourishing end product,”

said Dubak.

The co-founder of Wild Tea Kombucha, Emily Baadsvik, an Olympic team member who represented Canada on the National Bobsled Team in 2014, will be offering samples of Wild Tea at the Thomas Fresh booth.

“Having Emily present in our booth is a great honour, and as an Olympic athlete, it is paramount to fuel the body with highly nutritious ingredients,” said Dubak.

While training, Baadsvik was looking to improve her performance with something that was low in sugar and naturally energizing, and Kombucha fit the criteria.

“I fell in love with the mixability of Kombucha, I was putting it in protein shakes smoothies, and using it also as a mixer in a health cocktail,” Baadsvik said.

Baadsvik will be at the Thomas Fresh booth (No. 723) during tradeshow hours on both April 25 and April 26, and she will be pouring fresh Wild Tea Kombucha on tap in refreshing wild ginger and pineapple mojito flavors.

In addition to Baadsvik and her Wild Tea Kombucha, the Thomas Fresh booth will be home to a surprise game where participants can win Wild Tea products or a grand prize valued at \$250.00 from Fitbit! Both prizes tie back to encouraging the “Live Healthy and Eat Fresh” CPMA mission. The booth will also contain a new co-exhibitor, MVS Transport, the in-house trucking and logistics carrier for Thomas Fresh.

“We felt it was important for MVS Transport to have a presence in Vancouver, as they are an extension of what we offer here at Thomas Fresh,” said Dubak.

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