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Who, what, where, when, why

Everything happening in our little (big) world.

Who

Vendors



Allies

Vendors & Allies

When you've been in the food and beverage industry for a while, you get to know the

Recently, we had a previous client and another supportive vendor refer a new client to us. How delightful to get verbal endorsements from two sources to the same person! It was proof of how great it is to be part of a community that shows their support as we try to do the same in return.

Before we can assemble variety packs or reformat into custom cartons, sometimes we get calls asking for an Alberta beverage manufacturer/filler. Here is an opportunity to refer a client to a local primary co-packer just 20 minutes north of our Calgary location.

From lab testing to beverage blending and mixing, **BevMax** is a primary co-packer that has been supporting the beverage industry for years. Let's find out more about them!

BEVMAX

Co-Packing  Private Label

Q. What does your business specialize in?

A. Bevmax specializes in co-manufacturing beverages. We offer blending, canning and packaging services for an assortment of beverages including alcoholic, non-alcoholic, and energy drinks.

Q. What is your partnership with Bullseye or Recurve? OR in what capacity have we worked together or endeavour to work together?

A. Bevmax has referred customers to Bullseye and Bullseye to Bevmax. Bevmax sometimes has customers with a custom variety packing project that does not fit with current equipment that we have forwarded to Bullseye.

Q. What have been some benefits you have found in being supply chain allies?

A. Both companies have gained new customers by mutual referrals. Our teamwork has provided valuable solutions to our customers, and without this would have left our customers in a bind.

Q. How do you stand out from your competitors?

A. Bevmax reasonable MOQs and ability to pasteurize product within a BRCGS 3rd party audited food safe facility is what sets us apart from our competitors. This gives our customers the ability to sell their beverages at any retailer internationally including retailers like Costco, Walmart, and Loblaws.

Q. What kinds of clients do you appeal to and/or what kinds of clients would you like to acquire?

A. Bevmax's ideal customer has their formulas and brand completed and product already being manufactured or ready to press GO on their very first production. We love to grow with our brand owners.

What



Do you like to read industry publications? If so, we'd like to recommend the Fall issue of **Western Food Processor** as you will find a familiar face on the cover!

We are absolutely delighted that Stephen Peters and Bullseye Packaging have been featured in the latest issue and we hope the article will help you learn a little more about our activities and work philosophy.

[You can access it here!](#)

news and event coverage from the West and around the world.

Where



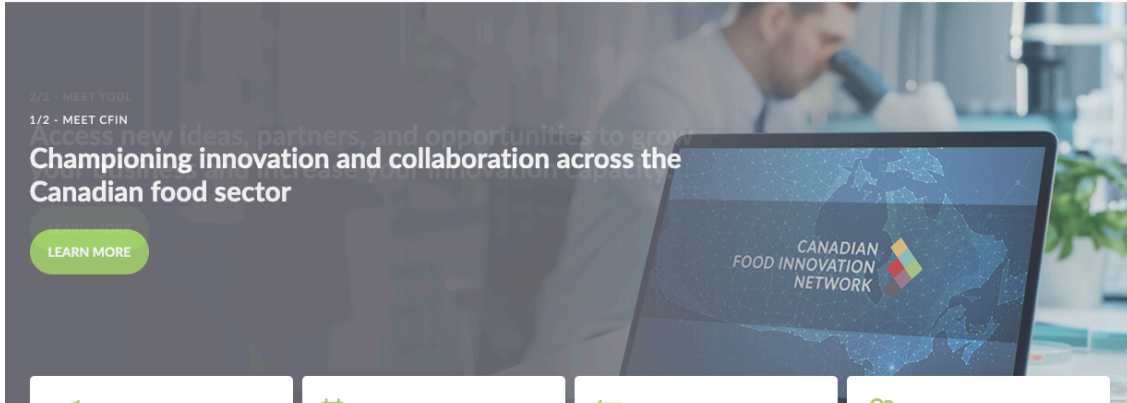
Register as a Co-Packer or Find a Co-Packer or Kitchen

AFPA – connecting Alberta businesses

Because we want to support other vendors in the supply chain, we are proud supporters of Alberta Food Processors Association's new co-pack portal initiative. They have built a free online industry resource dedicated to connecting food and beverage producers with co-packing partners throughout Alberta, such as Bullseye and Recurve!

Congratulations, AFPA, on building "AB FOOD CONNECT" and making this important tool to help Alberta businesses be able to locate the right services for their needs!


[Click here to check out AB Food Connect!](#)





2/3 - MEET YODL
1/2 - MEET CFIN
Access new ideas, partners, and opportunities to grow


Championing innovation and collaboration across the Canadian food sector

[LEARN MORE](#)

 **News & Announcements**
CFIN has awarded \$13.5M of funding to 50 Canadian foodtech projects

 **Upcoming Events**
Attend an event in your area

 **Programs**
Access funding for your food innovation

 **YODL**
A first of its kind platform, exclusively for CFIN Members

CFIN – connecting Canadian businesses

Have you discovered the Canadian Food Innovation Network yet?

Head over there to see what's happening in the industry across Canada! My favourite part of their web site is YODL where you can submit questions or make referrals in the real time online discussion threads and find other contacts throughout the country. Did I mention it is free to join?

[Come on over to CFIN's link here & be sure to find Eira and say hello when you visit!](#)

When



“What’s in Store for ‘24” the Bullseye/Recurve Fall Survey

We had our best response yet to our annual Survey. A great big thank you goes out to everyone who participated. Your feedback helps us be the best supplier we can possibly be for you.

Each participant received an entry to our Gift Basket Raffle. Congratulations to our three winners, in the order in which they were drawn:

- Mariana Eddine, GFR Pharma
- Connor Patrick, Canadian Seltzer Company
- Heather Miller, Refresco

The results of the survey were insightful and speaking in generalities, here are some of the trends.

We could see that freight costs have cut into a lot of budget dollars this last year and the port strike and closure created issues for some you as well.

Labour shortage continues to be a struggle for many of you, particularly for clients with a presence in B.C.

Looking into the new year we were delighted to see many of you will be seeking storage and order fulfillment, variety packs and display assembly. We are poised to address those

Shrinkwrapping in Alberta and bundle wrapping in BC have ongoing requests and we can't wait to book your line time for those projects too.

Didn't have a chance to fill out our survey or would like to discuss your assembly projects for the coming year? Contact our customer care leader, Eira, any time!

sales@bullseyepackaging.ca

Call: 403-970-7155

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