

# Team 'MWC'

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# What we're covering today:

- **The Why:** The cost of exclusion
- **The Tension** The patriotism paradox
- **The Pivot:** Our opportunity & Idea
- **Proof of Concept:** How it works
- **The Horizon:** Implications & final thoughts

# The Why: The Cost of Exclusion

An overhead view of a group of six people sitting around a long wooden dining table. The table is set with white plates, glasses of wine, and various dishes including bread, vegetables, and salads. The people are engaged in conversation and eating. A prominent red banner with white text is overlaid across the center of the image.

**Inclusion is no longer symbolic**

Immigrant and minority shoppers account for **100% of CPG growth** in key categories.

Sources: NielsenIQ Fall 2024 Report



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No one

# Major CPGs are positioned toward universality

Major brands are chasing a "traditional normal" that no longer exists.





**From performative  
multicultural moments**

**To a multicultural standard**

# The Tension: The “Made In” Paradox

We're witnessing a **new wave** of **Canadian Pride** in an unstable world.

“**Made in Canada**” has shifted from a supply-chain label to an **emotional signal**



# When CPG brands stamp “Made in Canada” they often signal to a narrow cultural tropes of what today’s Canada represents.



Over-reliance on maple leaf branding



One-dimensional “Canadian family” archetypes



Cottagecore / Outdoor narratives



Rural landscapes of legacy farming



Monocultural eating habits

# The Patriotism Paradox

Generic 'Made in Canada' signals are alienating the people that are driving Canada's CPG growth.



# The Pivot: Our opportunity & Idea



**MADE WITH CANADA**  
MADE IN CANADA

# Proof of Concept: How “Made with Canada” works

**“Made with Canada” initiatives  
can transform product innovation  
to match the lived reality of our  
communities through:**

**Product Strategy &  
Development**

**Advertising & Media  
Representation**

## Product Development: Design

*How do we create products that highlight a **natural extension** of diverse traditions?*



Designed for the **diversity or rituals**, not just the shelf



Move from "inspired by" to **"innovated with"**

## Product Development: Innovation & Tech

*How should we adapt accessibility strategies to **reflect family structures?***



Built for **family & community**  
networks



**Traceable, translatable,**  
**trustworthy** labels across shelves

## Advertising & Media: Creative Strategy

*How can **'third culture'** narratives drive an authentic mass media presence?*



**Bridge traditions** into the mainstream, not the margins



Create a **cultural collectible** for every Canadian fan (FIFA '26)



Showcase **culture** as the norm in media

## Advertising & Media: Media Strategy

*How can we create spaces for **cultural learning** in media?*



**Learning** how we eat



**Invest in the voices** that move the  
needle

# Implications & Final Thoughts

## The **Future** of the Canadian CPG Shelf means...

- **DNA**, not seasons
- **Belonging**, not boxes
- **Community**, not commodity

We aren't just **changing** a label,  
we are changing a **relationship.**



Thank you!