

A Spice Affair.

A SPICE AFFAIR TO UNVEIL NEXT-GENERATION FLAVOUR INNOVATIONS AT GULFOOD 2026

Visit us at Stand No - 24-6, Hall No - South Hall 4 | Canada Pavilion

January 26–30, 2026

Montreal, QC – A Spice Affair is proud to announce its participation in **Gulfood 2026**, the world's largest and most influential food trade exhibition, taking place from **January 26 to 30, 2026**, at the Dubai Exhibition Centre & Dubai World Trade Centre.

For over 30 years, Gulfood has been a global platform for food innovation and industry leadership. In 2026, A Spice Affair returns with its **most innovative and exciting product lineup to date**, showcasing not only its iconic premium spice blends, but also **new solutions inspired by evolving consumer habits, including meal prep, ease of use, and guided cooking experiences.**

At the show, A Spice Affair will present its extensive range of **Premium Spice Blends**, featuring over **140 ready-to-use seasonings** crafted from the finest natural ingredients. Designed to simplify cooking while delivering bold, globally inspired flavours, these blends empower both home cooks and professionals to elevate everyday meals with confidence.

This year, the brand goes further by introducing **next-generation products built around convenience and functionality**, including thoughtfully designed packaging that integrates **essential accessories**, such as a custom 3-in-1 measuring spoon, transforming spices into a complete, guided culinary system. These innovations align seamlessly with modern meal-prep lifestyles, eliminating guesswork and ensuring consistent, professional results at home.

A Spice Affair will also unveil **reinvented baking mixes**, developed in collaboration with **The Spice Age**. Made with premium, natural ingredients such as **cassava flour and tapioca starch**, these mixes deliver bakery-quality results with indulgent texture and flavour, without fillers, gums, or artificial enhancers. Gluten-free, allergen-friendly, and designed for everyone, they redefine baking mixes as everyday pantry essentials. Bold, vibrant packaging turns each product into a colorful, playful work of art that reflects creativity and joy.

All A Spice Affair products remain true to the brand's clean-label promise: **natural, vegan, non-GMO, MSG-free, gluten-free, nut-free, peanut-free, and preservative-free**. This commitment is reinforced by the brand's SQF (Safe Quality Food) Certification, part of the GFSI

(Global Food Safety Initiative) network, confirming compliance with some of the highest international food safety and quality standards.

“We’re honoured to return to Gulfood with innovations that go beyond flavour. Our focus is on making cooking easier, more intuitive, and more inspiring, without ever compromising on quality or integrity,” said **Ayman Saifi, Founder of A Spice Affair**.

Visitors to the **Canada Pavilion (Stand No - 24-6, Hall No - South Hall 4)** are invited to discover A Spice Affair’s world of flavours, explore new product launches, and discuss partnership opportunities with the team on-site.

Don’t miss the chance to experience the future of flavour at Gulfood 2026.

About A Spice Affair

Founded in 2016, A Spice Affair is a Canadian brand specializing in premium, handcrafted spice blends. Proudly made in Montreal, the brand is dedicated to inspiring culinary creativity through bold flavours, clean ingredients, and innovative design, while staying true to its values of quality, sustainability, and innovation.

Contact

Ayman Saifi

Founder, A Spice Affair

hello@aspiceaffair.com

www.aspiceaffair.com

Instagram: **@aspiceaffair**