



Grey-Market Confectionery, Beverage, and Ice Cream Novelty Products

A significant quantity of confectionery, beverage, and ice cream products manufactured in other countries, not authorized for sale in Canada, are entering the marketplace. These are known as **grey-market goods**, which can put retailers, distributors, and consumers at risk.



Grey-market products are often not labelled with allergy alerts that Canadian versions of these products bear. Similarly branded products made in other countries may *look* like products made for the Canadian market, but may *not* comply with national production and health & safety standards.



In order to ensure public safety, Canadian manufacturers can quickly recall their products and notify Canadian consumers of any issues. Unfortunately, product recalls made in other countries may not reach Canadian consumers or retailers who sell those products on the grey-market. Once again, these retailers put their customers at risk, and may be held liable should these products cause harm.



You can spot a Canadian product by looking for a few key markers:

- 1) Presence of a 1-800 number on the label
- 2) Use of bilingual (English and French) labelling on the product
- 3) Presence of Canadian warning labels on appropriate products (often these are not present on grey-market goods)

Recommendation

Work with retailers and distributors to educate on the dangers of purchasing or consuming grey-market confectionery, beverage, and ice cream novelty products, while educating law enforcement officials on how to spot these products. Enforcement officials should prioritize preventing the flow of these goods into Canada.

