CAPE TO CAIRO / VENDOR INVITATION

HAKUNA MATATA

FOOD & WINE SHOW

Travel, culture and culinary discovery

APRIL 2027 / UNION STATION

300,000

DAILY VISITORS

AT UNION STATION

Station-wide figure from 2026 Union Spaces.

SAVE 50% IF YOU BOOK TODAY



Skyline: Hakuna Matata website. Inset: illustrative vendor storefront.

BY THE NUMBERS

Union Station's audience represents 86% of the Greater Toronto Area population.

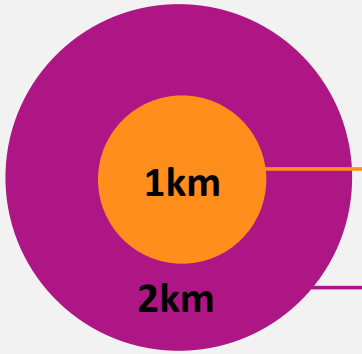
300,000 Daily Visitors

71,000,000 Annual Visitors



UNION DEMOGRAPHICS

- THE COMMUTER
- THE LOCAL
- THE OFFICE WORKER
- THE TOURIST
- THE EVENT GOER



NUMBER OF PEOPLE

50,280
LIVING WITHIN A 1KM RADIUS

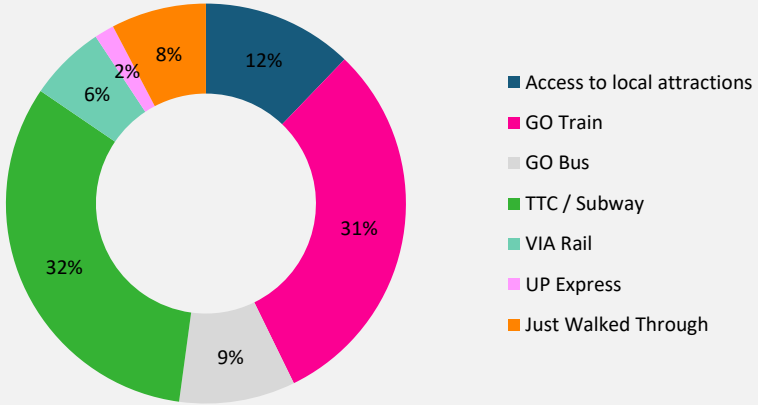
175,471
LIVING WITHIN A 2KM RADIUS

$151,000
LOCAL AVERAGE HHI (1KM RADIUS)

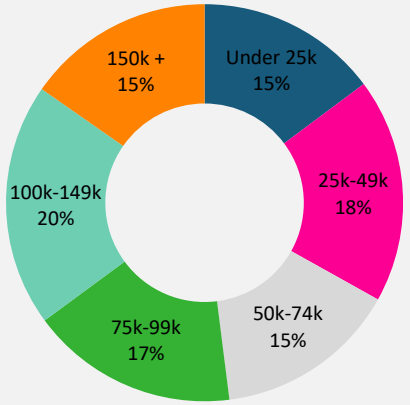
73%
ARE 18-49 YEARS OF AGE

Environics Analytics, 2021

METHOD OF COMMUTE



COMMUTER HOUSEHOLD INCOME



Fall 2020 Vividata - A14+ Ontario vs. Union Station

Meet your next customer at Union

Toronto Union Station • 65 Front Street West • Downtown Toronto, Canada

WHAT TO SHOWCASE

Travel & cultural experiences

Lead with destinations, tours and cultural itineraries. Share stories, give live demonstrations and invite visitors to scan a QR code to plan their trip.

Food & wine

Bring your region to life through wine, coffee and specialty foods. Discuss tastings, pairings and chef demonstrations. Alcohol service and sampling are subject to approval.

Artisan goods & gifts

Complement the show with small-batch products, textiles, jewellery, books and gifts that commuters can easily carry home.

WHY UNION STATION

- **A busy downtown transit hub**
  GO Transit, TTC, VIA Rail and UP Express bring commuters and travellers through one location.
- **Customers already shop and dine here**
  The Front Street Promenade and food court give visitors reasons to pause between trips.
- **A local audience beyond the commute**
  Union Spaces reports 50,280 residents within 1 km and 175,471 within 2 km.

71 MILLION
Annual visitors

86% OF THE GTA
Population represented by Union’s audience

Source: 2026 Union Spaces, pages 5–6. Station-wide figures.

Meet buyers and build partnerships

Tell us who you want to meet when you book your vendor space.

2027 OUTREACH TARGETS

30

Travel agents & tour operators

Pitch itineraries, destination packages and local experiences.

20

Wine buyers & sommeliers

Introduce your portfolio to importers, beverage directors and buyers.

25

Leading Toronto restaurants

Meet chefs and purchasing teams looking for products and collaborations.

HOW WE PLAN TO CONNECT YOU

Share your target buyers and what you offer. We'll invite relevant trade contacts and coordinate introductions or short meetings where there's mutual interest.

Targets refer to planned outreach. Attendance and meetings depend on buyer interest and availability.

Book your vendor space

Bring your destination, tasting experience or products to Hakuna Matata 2027.

SAVE 50% IF YOU BOOK TODAY

On your Hakuna Matata 2027 vendor booking

Visit the website to book

www.africafoodandwine.com

Choose your vendor package and confirm your commitment. Contact Patience Chirisa to confirm the Toronto 2027 package and the 50% discount before paying.

Patience Chirisa

Event Organizer / Hakuna Matata

Vendor booking inquiries / 289-400-8933