



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

2022 INTEGRATED MEDIA KIT

WHO WE ARE

Restaurants Canada is a national, not-for-profit association representing Canada's diverse and dynamic foodservice and hospitality industry.

When you advertise with Restaurants Canada, you are supporting the future of the industry. The funds we raise are re-invested into education, advocacy, research and other services to help foodservice professionals succeed and grow. ***Your dollars go toward the betterment of the industry.***

We have been the industry voice, community and go-to source for specialized news, research, advocacy and insights since 1944.

22 MILLION

VISITS TO RESTAURANTS
EVERYDAY BY CANADIANS



120,000+

BARS, RESTAURANTS, HOTELS &
INSTITUTIONS ACROSS CANADA

\$32 BILLION

IN FOOD & ALCOHOL PURCHASED BY
THE CANADIAN FOODSERVICE INDUSTRY
IN 2019.

\$93 BILLION

IN ANNUAL SALES GENERATED BY THE
RESTAURANT INDUSTRY PRIOR TO THE
COVID-19 PANDEMIC

1.2 MILLION

CANADIANS EMPLOYED BY
THE FOODSERVICE INDUSTRY

291,800

INDIRECT JOBS IN RELATED INDUSTRIES

20
22

INTEGRATED MEDIA SOLUTIONS

PRINT | DIGITAL | CONTENT | RESEARCH | EXPERIENTIAL

MEDIA SOLUTIONS

Restaurants Canada offers direct access to Canada's foodservice community through our integrated media platform.

We work with CPG, commodity group and business product and service provider partners to create custom connections and tipping points to engage with our foodservice audience.

Bring your brand to life, reach the right audience and help achieve your business objectives.



LOOKBOOK

20
22

PRINT PUBLICATIONS

Our members are as diverse as the industry itself – from independent operators to regional



MENU MAGAZINE:

Flagship quarterly covering all aspects of foodservice in Canada.



BUYER'S MARKET by MENU:

Annual magazine detailing Canada's best suppliers and service providers for foodservice.



FOODSERVICE FACTS:

Our sought-after annual foodservice economic and trend forecast.



RC SHOW GUIDE:

Feature your brand in front of buyers as they shop the RC Show floor

DIGITAL PLATFORMS

Our targeted digital platforms and publications are must-reads for the foodservice sector.



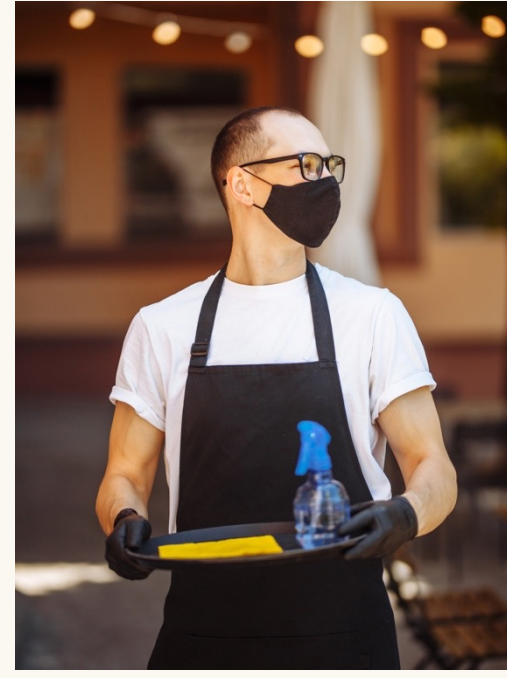
RESTAURANTCANADA.ORG

Premium advertising positions are available on high-traffic pages of our flagship website.



RC INSIDER:

Restaurants Canada's bi-weekly newsletter delivers must-read news, insights and business tools.



MENUMAG.CA

The digital extension of MENU Magazine, with opportunities to humanize your brand story.



BITE BY MENU:

Monthly subscriber newsletter covering the most topical and important stories from the print and digital editions of Menu magazine.

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RESEARCH



Our in-house research team is led by Economist Chris Elliot in concert with established research partners.



FOODSERVICE FACTS:

Our sought-after annual foodservice economic and trend forecast.



CHEF'S SURVEY:

Your opportunity to position your brand within one of our most popular annual research surveys.



SPECIAL REPORTS:

Canadian Wine & Beer Report, Fall Spirits Report and more.

Now is your chance to partner with Restaurants Canada's research division, "RC Intel" and reach 30,000+ members who find research and statistics to be one of their most useful resources.

Each report offers a comprehensive look at different facets of foodservice industry, providing data, trends and insights for what operators face today and forecasting what may come tomorrow.

Reports include:

- Foodservice Facts
- Chef Survey
- Operations Report (Annual)
- Foodservice Industry Forecast (Annual)
- Quarterly Forecast
- Restaurant Outlook Survey
- Monthly Infostats/Fast Facts
- Custom/Special Reports

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RC SHOW 2022 - REVIVE YOUR BUSINESS

The RC Show team is here to help curate, mount and promote the custom meetings, moments and events that drive foodservice forward.



RC SHOW 2022

RC Show is where the industry gathers to discover innovative products, pioneering people and transformative ideas.



REVIVE YOUR BUSINESS

RC Show 2022 will aim to revive the industry by combining an in-person trade show along with nationally broadcasted conference sessions that attendees can attend virtually.



EXPANDED BUYERS PROGRAM:

Our domestic and international Buyers Program provide you opportunity to source and build partnerships and long-term connections between buyers and sellers across the country and within all sectors of the industry.



RC SHOW 2022

CONTENT

Our team works collaboratively with leading brands to develop omni-channel content that delivers results.



PARTNER CONTENT:

High-value custom content and RC Show stage content that adds credibility, context and authenticity to partner messages, delivered to targeted foodservice audiences.



WEBINARS:

Unlock the potential of sponsored webinars customized for Restaurants Canada audiences that connect your brand with the right audience.



SPONSORED RESEARCH:

Work with Restaurants Canada and our research partners to deliver the data foodservice audiences crave and supports your business goals.



BRAND LAUNCH:

Our in-house strategy team can tailor custom brand launch packages to introduce and amplify your new product or service to a targeted Canadian foodservice audience.



Restaurants Canada

The voice of foodservice | La voix des services alimentaires

RESTAURANTS CANADA.ORG

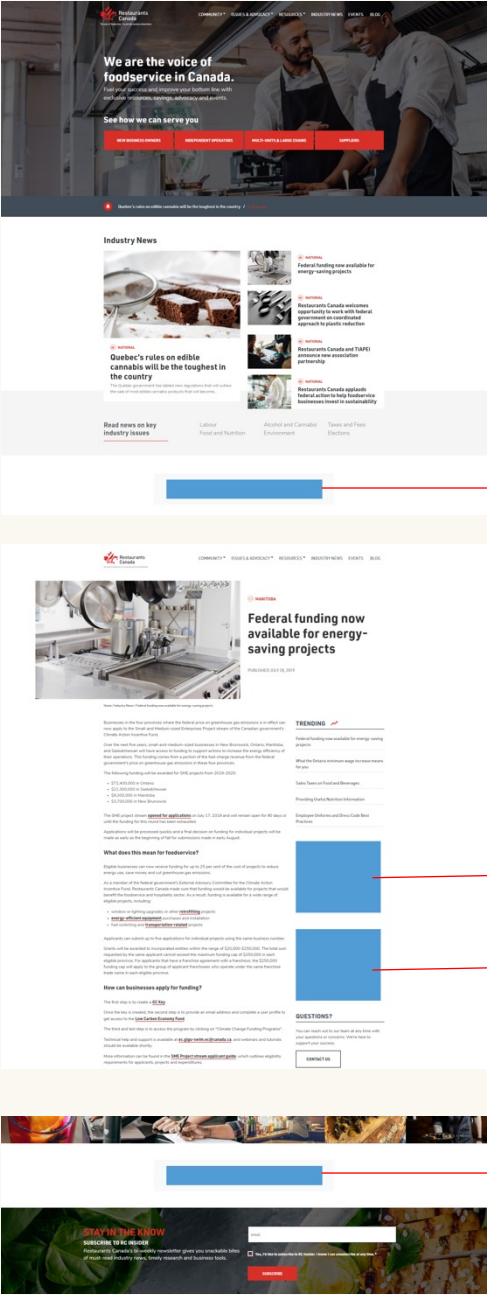
RESTAURANTS CANADA.ORG

Brimming with the latest industry news and updates, market research, operational articles and tools, events and educational webinars, RestaurantsCanada.org is the go-to resource centre for staying at the forefront of the foodservice industry.

FORMAT	SIZE (WxH)
Large Rectangle**	336x280
Leaderboard - Header*	728x90
Leaderboard - Footer	728x90

*Leaderboard - Header appears on the homepage, industry news and events pages
 **Large Rectangle appears on Industry Issues and news posts

Accepted File Format: JPG, PNG, GIF |
 Maximum File Size: 150KB



LEADERBOARD - HEADER

LARGE RECTANGLE A

LARGE RECTANGLE B

LEADERBOARD - FOOTER

Build brand awareness and feature your solutions in front of key decision-makers and influencers.

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RC INSIDER

RC Insider provides operators, owners and foodservice professionals insights and intel on the latest industry issues. Put your brand and message alongside issues impacting the foodservice sector, government policy and legislation changes, operational tips, cost-saving programs, research reports and industry and educational events.

TARGETED REACH

27,600+

FREQUENCY

Bi-Weekly



RC
insider

INSIGHTS.
INGREDIENTS.
INTEL.

Highlight your brand in
Canada's must-read
foodservice industry
newsletter.



Federal Finance Committee Presentation

On May 20, Restaurants Canada updated the federal finance committee on the uniquely devastating impacts that the pandemic is continuing to have on the Canadian foodservice industry and the need for sector-specific survival measures.

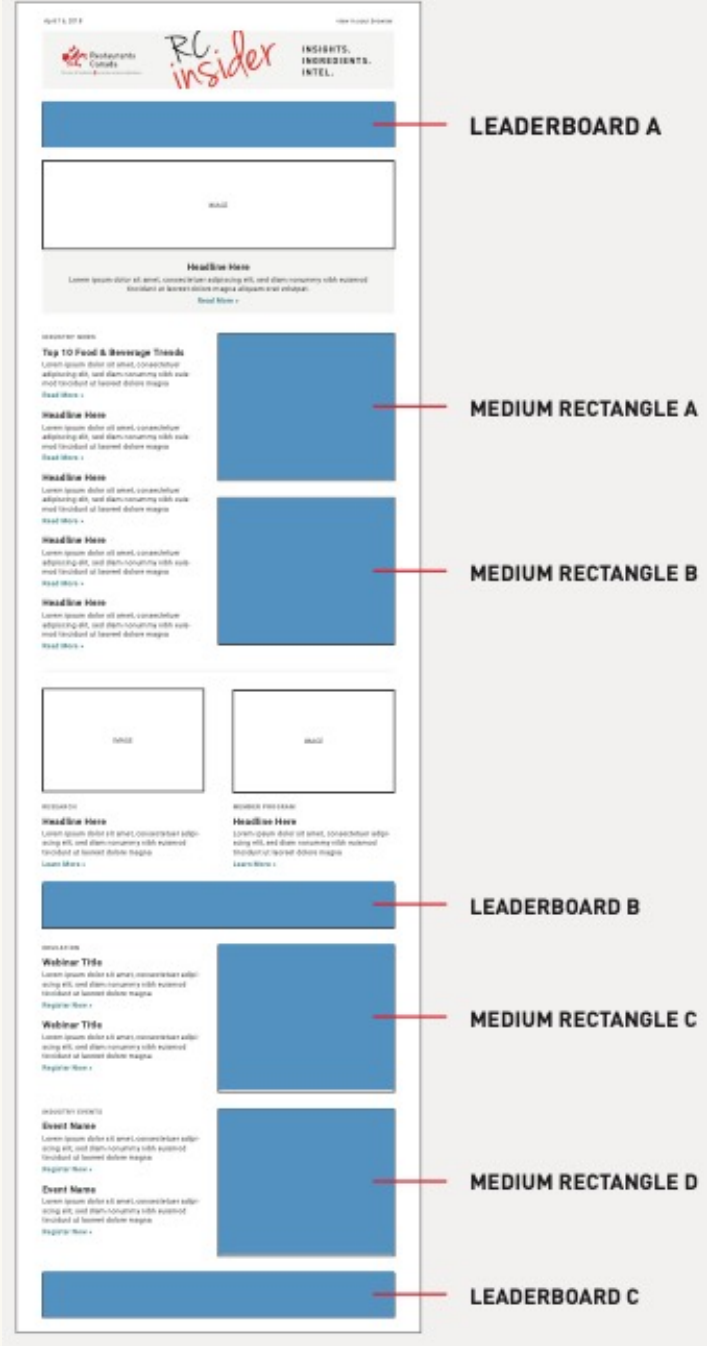
[Learn More »](#)

RC INSIDER

FORMAT	SIZE (WxH)
Leaderboard A	600x74
Medium Rectangle A	300x250
Medium Rectangle B	300x250
Leaderboard B	600x74
Medium Rectangle C	300x250
Medium Rectangle D	300x250
Leaderboard C	600x74
Sponsored Content*	300x250

*Sponsored content is subject to Restaurants Canada approvals and related guidelines.

Accepted File Formats: JPEG, PNG, GIF
Max File Size: 150KB



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FOODSERVICE FACTS

Published since 1991, Foodservice Facts is the most trusted and well-read guide to the latest industry trends, stats, and forecast, shining a light on the current state of the Canadian restaurant industry and what's to come.

Economist Chris Elliott's economic outlook and Canadian Chef's survey make this a must-read for foodservice business goal-setting for the coming year and beyond.

PUBLICATION DATE	BOOKING	MATERIAL
August 5, 2022	June 24, 2022	July 15, 2022

FOODSERVICE FACTS



MENU

CANADA'S FOODSERVICE MAGAZINE

20
22

MENU magazine

MENU magazine is Canada's preeminent foodservice trade magazine.

FREQUENCY:

Four seasonal Issues per year

OPTIONS:

Print Advertising

Connect with the foodservice industry with premium or regular placements.

Custom Content

Collaborate with our content team to share your story.

Sponsored Research

Work with our research department to curate and share key insights with readers.

Inserts & Specials

Develop customized ways to deliver your content or offer to the foodservice community.



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MENU Magazine

Restaurants Canada offers integrated advertising packages for all budgets across our many media platforms.

If you're interested in advertising in MENU, please contact us and we'll work out a custom solution that meets your objective and budget.

ISSUE	BOOKING	MATERIAL
Spring Exploration 2022	January 31, 2022	February 11, 2022
Summer 2022 - RC Show Preview	February 28, 2022	March 11, 2022
Special RC Show Issue	May 6, 2022	June 17, 2022
Fall: Preservation 2022	July 15, 2022	July 29, 2022
Winter: Thrift 2022	August 26, 2022	August 9, 2022

**Sponsored content is subject to Restaurants Canada approvals and related guidelines.*

Accepted File Formats: high resolution print-ready pdf (CMYK)

Ad Specs



DOUBLE PAGE

Trim Size: 17" x 10.875"

With Bleed: 17.5" x 11.375"
(.25" all around)

Type Safety Area: 15.75" x 9.709"

Non-Bleed Size: 15.75" x 9.709"



2/3 PAGE

Trim Size: 5.2708" x 10.875"

With Bleed: 5.7708" x 11.375"
(.25" all around)

Type Safety Area: 4.2448" x 9.709"

Non-Bleed Size: 4.77" x 9.709"



FULL PAGE

Trim Size: 8.5" x 10.875"

With Bleed: 9" x 11.375"
(.25" all around)

Type Safety Area: 7.25" x 9.709"

Non-Bleed Size: 7.25" x 9.709"



1/3 VERTICAL

Trim Size: 5.2708" x 10.875"

With Bleed: 5.7708" x 11.375"
(.25" all around)

Type Safety Area: 4.2448" x 9.709"

Non-Bleed Size: 2.9" x 9.709"



1/2 PAGE HORIZONTAL

Trim Size: 8.5" x 5.425"

With Bleed: 9" x 5.925"
(.25" all around)

Type Safety Area: 7.25" x 4.5"

Non-Bleed Size: 7.25" x 4.77"



1/2 ISLAND

Trim Size: 5.2708" x 7.25"

With Bleed: 5.7708" x 7.75"
(.25" all around)

Type Safety Area: 4.25" x 6"

Non-Bleed Size: 4.77" x 6.58"



1/2 PAGE VERTICAL

Trim Size: 4.0313" x 10.875"

With Bleed: 4.5313" x 11.375"
(.25" all around)

Type Safety Area: 3.26" x 9.709"

Non-Bleed Size: 3.5" x 9.709"



1/4 HORIZONTAL

Trim Size: 8.5" x 2.71"

With Bleed: 9" x 3.21"
(.25" all around)

Type Safety Area: 7.25" x 1.75"

Non-Bleed Size: 7.25" x 2"



1/4 SQUARE

Trim Size: 4.0313" x 5.4375"

With Bleed: 4.5313" x 5.9375"
(.25" all around)

Type Safety Area: 3.35" x 4.5"

Non-Bleed Size: 3.5" x 4.78"



1/3 SQUARE

Trim Size: 5.2708" x 5.125"

With Bleed: 5.7708" x 5.625"
(.25" all around)

Type Safety Area: 4.58" x 4.26"

Non-Bleed Size: 4.77" x 4.59"

EDITORIAL CALENDAR

SPRING: EXPLORATION

SPRING

Editorial focus on looking at ways to expand restaurants, from patios to mobile, digital and subscriptions. Exploring ways to look at and expand your business.

SUMMER: RC SHOW “REVIVAL”

RC SHOW 2022 PREVIEW

Preview of content for attendees of this year’s RC Show.

REVIVAL

Looking at solutions for restaurants as they continue to evolve and reimagine operations from supply chain, to marketing to merchandising.



EDITORIAL CALENDAR

SPECIAL ISSUE: POST RC SHOW

ROUND-UP

Post-show round-up of ideas, speakers, equipment and products.

FALL: PRESERVATION

PRESERVATION

Editorial focus on culinary creativity, sustainability and innovation. Looking at the ingredients, comfort foods and micro motifs.



WINTER: THRIFT**THRIFT**

Editorial focus is looking at simplification, minimalism and holiday promotion ideas as ways to expand your business.



The digital edition of MENU offers the best of the print edition with as-it-happens industry stories in real time.

Advertising on menumag.ca is usually planned as component extension of advertising programs within the print edition of MENU magazine. If you're interested in advertising only in menumag.ca, please contact our team and we'll help customize a solution that fits your needs.

**Sponsored content is subject to Restaurants Canada approvals and related guidelines.*

Accepted File Formats: JPEG, PNG, GIF

Max File Size: 150KB



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22

BITE by MENU

The official newsletter of MENU magazine, BITE delivers the best of the magazine to our subscribers. inboxes.

FREQUENCY:

Monthly – 12 issues per year

OPTIONS:

Digital Display Takeover

Category exclusivity guaranteed for newsletter issue.

Digital Display Takeover with Content Feature

Category exclusivity guaranteed for newsletter issue.



20
22

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Digital Display Takeover with Content Feature

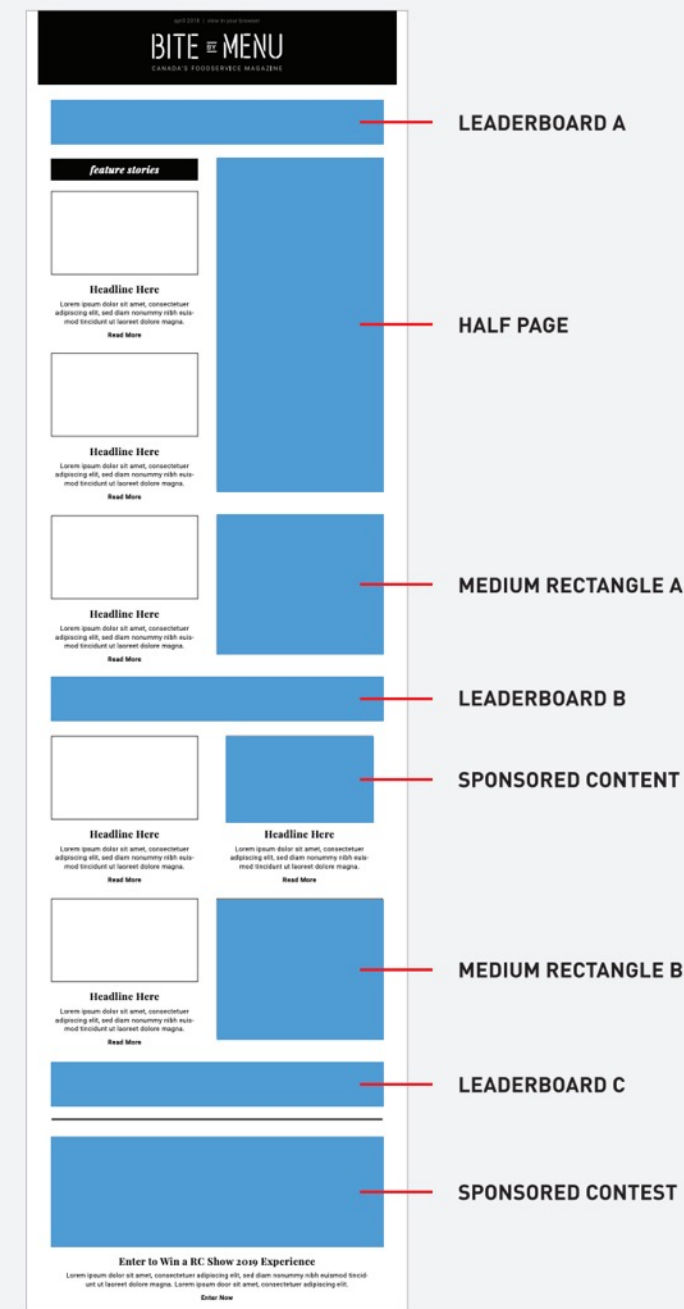
Category exclusivity guaranteed for newsletter issue.

FORMAT	SIZE (WxH)
Leaderboard A	600x74
Half Page	300x600
Medium Rectangle A	300x250
Leaderboard B	600x74
Medium Rectangle B	300x250
Leaderboard C	600x74
Sponsored Content*	600x250
Sponsored Content*	275x175

*Sponsored content and contests are subject to Restaurants Canada approvals and related guidelines.

Accepted File Formats: JPEG, PNG, GIF

Max File Size: 150KB



THE MARKETPLACE

The Marketplace showcases new products, services and innovative brand messages from industry suppliers. This can't-miss feature section spotlights a maximum of six modules over a two-page spread in every print issue of MENU and is reproduced digitally four times annually,

The digital edition provides up to a full page of content for partners to share the full story and drive immediate results.

THE MARKETPLACE

INSPIRE · INNOVATE · EMPOWER

IT HASN'T BEEN EASY AND JUICEWORKS EXHIBITS WANTS TO HELP.

Patent-pending Safe Entry Station uses AI technology and scientific algorithms to screen for several different symptoms related to viral infections including Covid-19. Results are delivered in nanoseconds. Extending peace of mind to your staff and patrons will give you the freedom to focus on doing what you do best.

In an effort to help friends in the foodservice industry to re-ignite, Juiceworks is offering 30-90 days of free scanning at startup with select subscriptions. You must be a member of Restaurants Canada to qualify. Installations can be customized to integrate with the existing entry and décor in your location.

Looking to take your show on the road? Inquire about factory-built transportable kitchens.

Call 647-880-7929 today.
jauger@juiceworks.ca
Safeentry.com
juiceworks.ca

As a Canadian, family owned business, Silverware has been deeply connected to the hospitality industry for 30 years. They have constantly focused on activating technology to help elevate the guest experience.

These days, we are faced with an important question: How do we give guests the confidence to return to the restaurant without sacrificing "the experience"?

The freedom and comfort to manage the entire process from a personal mobile device is vital. A digital menu that can be easily accessed by the guest, along with the convenience to order, and

pay from their personal mobile phone while seated at a table in the restaurant will be essential.

The world has changed, and the Hospitality Industry is ready to embrace this innovation.

Silverware is proud to stand with the industry hand-in-hand, and ready to help bring the guests back. Silverware is excited to feel the romance, to be part of the hustle and see the hospitality industry flourish again.

silverwarepos.com/guest-ordering-payments

Face Shield Dispenser Kit

Introducing a superior quality face shield dispenser kit built in North America to provide immediate protection for your staff in a convenient, compact, lightweight kit. This innovative, compact dispenser kit is available in boxes of 30 or 100 face shields, ready to be assembled in under a minute. Comfortable and lightweight, the shields are made from three, high quality components: anti-fog PET, Velcro strap and adhesive-backed closed cell foam. A major advantage of the kit is its small footprint. While pre-assembled shields take up a large space and are prone to getting scratched, this modestly sized box can be stored on a shelf until required, to avoid scratching. These kits are built in the US and Canada to the highest quality. Special 10% discount for Restaurants Canada members. Purchase directly from the website at: kapselinc.com and apply the following discount code 2020_Kapsel@RC

No one saw this coming, or that foodservice would take such a hit. Now it's time for reevaluation as businesses reopen and rebuild. Not just of your model or your marketing, but also your menu.

Eggs have always been high-margin, versatile, and easy to work with. That's crucial when engineering your menu with innovative and inspiring recipes is more important than ever.

Learn how eggs can play a vital role in restoring restaurants to profitability and converting way diners to repeat customers by visiting foodservice.eggs.ca.

The Fifteen Group
15 Hospitality Consulting Agency

The Fifteen Group is one of North America's leading restaurant consulting companies. Founded in 2001, the company has a team of over 30 of the industry's top personnel and has worked with over 1,000 restaurant operations of all shapes and sizes. Post-COVID success requires a new mindset—your post-COVID model, pre-COVID most likely can't succeed as your post-COVID model, at least not in the short term. The Fifteen Group are experts at strategically developing operational models for success—Menu Development/Menu Engineering, Brand and Concept Development, Financial Modelling, as well as developing streamlined operational Systems and Procedures. Visit thefifteengroup.com for one of their specifically designed Post-COVID packages or let them customize something specific to your restaurant needs.

KWIK SIGNS wishes to support the restaurant industry during these unprecedented times. They have added to their services and offerings to ensure that clients can feel confident in reopening their businesses safely. Products made by Kwik Signs to support reopening include: curbside pick-up and wayfinding signage, face shields, physical distancing floor graphics, concrete graphics, physical distancing/COVID-19 window decals and acrylic shields for—countertops, cash barriers, garnish counters and booth dividers. Custom orders are also available. 905-985-4505 PPE@kwiksigns.com kwiksigns.com

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MENU SUMMER 2020

SUMMER 2020 MENU

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BAR & BEV SHOWCASE

Each season MENU tastemakers and experts line up the Bar & Bev Showcase featuring the newest, best and beloved products and services for Canadian bar menus. Our product features are the perfect place to get the attention of operators, restaurateurs and distributors in both print and digital formats.

Print: MENU magazine feature section spotlights a maximum of six products and is reproduced digitally four times annually, **Digital:** Share your brand story with a Marketplace or Bar & Bev

BAR & BEVERAGE SHOWCASE

As the cold weather hits and many of the cities across Canada continue to work within ever-changing COVID-19 guidelines, restaurants are depending now—more than ever—on delivery and takeout. And ensuring that your operations are stacked with interesting, innovative, and interesting bar and beverage products for delivery (or dine-in where allowed) is an excellent way to draw in traffic and attention.

Goose Island Bourbon County Stout

The 2020 Batch

- Aged for a year in a mix of bourbon barrels from exceptional distilleries like Wild Turkey, Heaven Hill and Buffalo Trace.
- Tasting notes of cocoa, fudge, vanilla, caramel, and almond, plus leather and tobacco.
- 14.6 % ABV
- Suggest serving in a tulip glass, which supports a healthy head while holding onto the beer's delicious aromas.

LIQUID LEGACY:

The Bourbon County Stout tradition started with the desire to make a great beer. It was 1992, and the brewers at Goose Island Chicago wanted to do something special to commemorate their 100th batch. So, for the first time ever, they brewed a beer to age in whisky barrels. Their experiment paid off, and they discovered they'd tapped into what would become their most iconic beer ever. Year after year, the brewers at Goose Island Chicago have used their unrivaled skills and imaginations to consistently outdo themselves. Bourbon County Stout has been commercially brewed since 1995 and, in that time, it's earned critical acclaim and a special place in the hearts of beer fans everywhere. For five years, Canada has been fortunate enough to receive bottles of Bourbon County Stout. This year, we're thrilled to announce that more provinces will be added to the list. In addition to British Columbia, Ontario, and Alberta, New Brunswick, Manitoba and Québec will receive shipments of their own.

AVAILABILITY:

Available exclusively online at gooseisland.ca.



Stella Artois is a premium European lager brewed with the finest Soaz hops.

With its wonderful floral aroma, well-balanced malt sweetness, crisp hop bitterness, and a soft dry finish, Stella Artois is the perfect beer to savor with food and friends. The cold malt and light hops of Stella Artois accentuate the richness of dishes such as lamb, lobster, and shellfish. Now more than ever we need to unite and support our local restaurants and bars. Stella Artois established help for restaurants, an initiative to provide local restaurants/pubs and bars with immediate financial help. Find out more at stellaarthritis.ca/.

Pricing: Pricing varies by province and retailer
Availability: National: 30.0L and 20.0L high, 40.0L and 33.0L can, 33.0L bottle
For more information head over to stellaarthritis.ca

Onyx is a unique new expression of Crystal Head Vodka, crafted from premium Blue Weber Agave and sourced from a single farm in Mexico.

The bottle is a masterpiece of the powerful forces of crystal. Onyx, sharing its power of intuition, focus, stability and protection to those who keep it close. Like all Crystal Head expressions, Onyx is blended with the purest water from Newfoundland, Canada, giving the final product a clean, warm sweet finish. Staying true to Crystal Head values, Onyx does not contain any oils, sugars or additives. Onyx offers subtle hints of agave, citrus, green grass and white pepper.

Pricing: CAD\$45.00 (spring may vary)
Availability: across Canada
For more information about Crystal Head Vodka, visit crystalheadvodka.com or contact us at info@crystalheadvodka.com

Sabrii 0-Gin is a Canada's best non-alcoholic spirit distilled from classic gin botanicals including Juniper, Coriander, All Spice and Star Anise with the addition of Canadian Ginseng.

If you're looking for an alternative but familiar non-alcoholic drink without compromising the cocktail taste or experience, Sabrii 0-Gin is the perfect choice. It's a clean, crisp, and refreshing spirit that's perfect for sipping or mixing. Sabrii 0-Gin is distilled in small batches in Stratford, Ontario. Sabrii 0-Gin is simply distilled from the finest botanicals and is 100% natural, organic and is 100% Canadian. We support local!

Pricing: \$35.00 (350ml), \$75.00 (750ml) (SFP)
Availability: at Sobrii Co., Small Co., Coastal Creations, Proven's, Harmon's, The Mercantile, Braddock's, 20% Table, Vista Brands, Vinewood's, Junction 18 Distillery, Unbound Market, Better Bubbles (20), Nickle & Distillery, Chef's Paradise, Yonge St. Winery, Farm Organics, Richmond Station, Founders Bar, Bar Chef & Bar Sacre.

Hornitos Reposado

A Real Mexican Tequila. Made with 100% agave, Hornitos Reposado Tequila rests for two months in large oak vats to ensure minimal contact with the wood, giving it a smoother taste than most would expect. Blending from this craftsmanship, this tequila takes on a smooth, mature character that delivers the purest agave flavor possible from barrel-aged tequila. Fine agave, barrel and green agave notes combine to create a balanced and slightly woody taste, blending medium to full-bodied.

Pricing: CAD\$28.00 (SFP), CAD\$38.00 (SFP)
Availability: Available Nationally

Red Bull® Zero is a refreshing new zero-sugar drink

Red Bull® Zero gives consumers another zero-sugar product option, with a different taste than Red Bull® Sugarfree. Restaurants can order 330ml signature size portions, ideal for minimal contact serving, delivery and restaurant pick-up. Red Bull® Energy Drink is available in over 100 countries worldwide and more than 4.3 billion cans of Red Bull® were consumed last year. A signature size 330ml can of Red Bull® Energy Drink contains 10mg of caffeine, about the same as a home brewed cup of coffee.

Pricing: \$4.99 to \$5.99 depending on location
For more information, visit redbull.ca

Discovering Quebec Spirits

Gin, brandy, vodka, liqueur, and now even whiskey: the spirits market in Quebec has completely exploded since 2015. Quebec is the largest gin market in Canada and has more than 30 craft distilleries spread over the whole province.

The distillers in Quebec combine passion and expertise to define the identity of their products, using local aromatics to create fine spirits with the flavors of different regions of Quebec. They set themselves apart from the competition by offering consumers products with unique tastes. The launch of Aïkura, a product representing Quebec's identity, gives a whole new dimension and a new breath to maple products. Quebec distillers have showcased their know-how and their investments to the entire world with the creation of this unique spirit.

Whether you are a novice or a connoisseur of spirits, you will discover and taste remarkable products from a wide range of spirits created and produced in Quebec!

For more information, go to: QCspirits.com/Quebec

Share your brand story with a Marketplace or Bar & Bev Showcase takeover in our newsletter!

Restaurants Canada provides a multi-platform suite of exclusive print and digital assets to reach your target audience – the key decision makers that need your products and services to propel their businesses forward.

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**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

MEDIA KIT

Get in touch to start activating your brand today:
1155 Queen Street West, Toronto, ON M6J 1J4

T: 1-800-387-5649 ext. 8007

E: sales@restaurantscanada.org