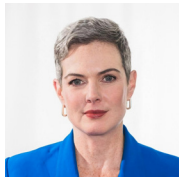


Restaurants Canada

2024 ANNUAL REPORT

CEO INTRODUCTION



As I reflect on 2024, what truly stands out is the remarkable progress we're making through our collective efforts. Our momentum is accelerating, and the path forward has never been clearer. The support of our members, partners, and team, along with strengthened government and industry relationships, are all aligning to drive our industry forward.

Restaurants Canada is a national, not-for-profit association dedicated to representing and advancing Canada's diverse and dynamic foodservice sector. Valued at nearly **\$120 billion** and employing **1.2 million** Canadians, the restaurant industry is the largest source of first-time jobs in the country. As a major contributor to the economy, we generate **\$26 billion** annually in taxes for federal, provincial, and municipal governments. Restaurants are more than just places to eat—they are community hubs that shape and reflect our values as a society, serving as the social and economic backbone of our communities. We believe that the future of Canada's foodservice industry will be prosperous, sustainable, and impactful.

We exist to be the unifying champion of our industry, driving success through impactful Advocacy, Connection, and Support. Our mission is to nurture vibrant and thriving restaurant communities across Canada. With the continued support and collaboration of our community, we can bring this vision to life, strengthening the entire industry.

In 2024, Restaurants Canada secured a major victory by successfully advocating for a GST/HST holiday, aimed at tackling the drop in consumer spending due to the affordability crisis impacting Canadian consumers and rising operating costs facing our operators. This was one of many advocacy wins by your team, with regional progress made nationwide. Stay informed on our advocacy efforts by reading the bi-weekly CEO note.

To further support the industry, we introduced The Quarterly Report, offering in-depth analysis of the latest trends, consumer behaviors, and market dynamics shaping Canada's foodservice sector. This is to support operators with their business modeling and the ever-changing landscape we face. We also launched a new Fast Facts Dashboard, providing up-to-date data on monthly sales across different segments and provinces.

Our efforts included hosting nine informative webinars, releasing four comprehensive toolkits, providing numerous resources and programs to keep members informed, innovative and connected with industry experts. Additionally, we hosted several member events across the country and celebrated our 79th RC Show, where attendees experienced three exciting days filled with transformative connections, thrilling competitions, innovative solutions, and invaluable insights.

I'm excited to welcome eight new Directors to our **board** and proud of our progress toward achieving 50/30 representation. Our board reflects the industry with diversity in region, industry, gender and background considered in the nomination process. This year has truly demonstrated the power of collaboration. Your engagement, your voice, and your dedication to our shared mission are key to our success. The impact of our advocacy efforts has been tremendous, and the feedback and support we continue to receive from you—our community—fuel our drive to achieve even greater outcomes. Your stories and experiences shape our policies, programs, and the business environment needed to help the restaurant industry thrive.

The road ahead is full of exciting opportunities, and I encourage you to continue spreading the word about the essential work Restaurants Canada is doing to advance our industry's interests. Please stay engaged and complete our survey requests, as they are crucial to our work. Restaurants Canada remains focused on strengthening and unifying the Canadian foodservice industry, ensuring a bright and prosperous future. We look forward to building that future with you.

A stylized, handwritten signature in black ink, appearing to read 'KH'.

Kelly Higginson
Restaurants Canada President & CEO



BOARD CHAIR INTRODUCTION



As I step into my role as the new Chair of Restaurants Canada, I am filled with excitement and a sense of responsibility, particularly given the current trade challenges facing our industry. My involvement with Restaurants Canada for nearly a decade has only strengthened my passion for this dynamic sector. Over the years, I've witnessed major transformations—from the rise of delivery apps to the pandemic that upended our operations. These experiences have shown me just how resilient and innovative our industry truly is.

What deeply motivates me is seeing how restaurants enrich our communities. They are more than just places to eat—they are spaces for connection, celebration, and cultural discovery. As the CEO of Benny&Co., a Quebec family business for 60 years, I intimately understand the importance of restaurants in the social fabric of our communities.

I want to express my heartfelt gratitude to the Board of Directors for their trust and confidence in appointing me to this role. Their unanimous support is both humbling and inspiring. I also want to warmly thank the Benny&Co. teams for their support as I take on this dual role. Their backing demonstrates the spirit of collaboration that characterizes our industry.

The Canadian restaurant industry has consistently demonstrated its resilience, having overcome major challenges such as the recent pandemic. I am confident in our collective ability to adapt and innovate in the face of new trade pressures. Our industry's strength lies in our creativity, determination, and ability to come together in times of adversity.

Now more than ever, solidarity within our industry is crucial. We must work together, share insights, and support one another to overcome this difficult period. By uniting our voices and efforts, we can more effectively advocate for our needs and find innovative solutions to the challenges ahead.

The upcoming 80th anniversary of RC Show takes place April 7 to 9. This flagship event showcases the strength and creativity of our sector and will provide unique networking and B2B meeting opportunities to foster connections and partnerships. I warmly invite you to attend, as it is a must for staying ahead of industry trends and innovations.

Our industry is facing significant economic headwinds. The latest forecasts project a modest 0.8% real growth in restaurant sales for 2025, amid challenges such as changes in immigration policies, tariff threats, and low consumer confidence. Despite these challenges, there are reasons for optimism.

To navigate these challenges and opportunities, Restaurants Canada is focusing on several key areas: advocacy, innovation and technology, customer loyalty, sustainability, and diversification of activities. We're also investing in research and resources that directly benefit our members.

Despite the challenges ahead, I remain optimistic about the future of our industry. This resilience and forward-thinking attitude are what truly defines the strength of our sector. I look forward to meeting many of you at RC Show 2025 and our other upcoming events, and hearing your stories, ideas, and visions for the future. Together, we will continue to serve Canadians with pride and passion, adapting to new realities while preserving the very essence of hospitality that defines us.

Nicolas Filiatrault
Chair of the Board, Benny&Co.

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Celebrating 80 years!

Restaurants Canada was founded as the Canadian Restaurant Association in **1944**, with the Second World War underway, food rationing was negatively impacting the industry, and the government was proposing menu price controls. Butter, sugar and beverages were scarce and some restaurants were forced into “Meatless Tuesdays”. Nine of the country’s foodservice leaders decided to create a unified voice – a national association to speak on behalf of restaurants and their challenges. And so, the Canadian Restaurant Association was born. Representing the voice of foodservice then and now, we will continue to ensure our growing community is heard. We look forward to spending another 80 years and more helping our members thrive as the future of foodservice unfolds. View story [here](#).

VISION, MISSION, & CORPORATE VALUES

VISION

Vibrant and thriving restaurant and foodservice communities across Canada.

MISSION

The champion that unites our industry and fuels success through **Advocacy, Connection, and Support.**

CORPORATE VALUES

Our Corporate Values are our association's guiding beliefs. They define who we are and how we run our Association. They guide our work, our actions and our interactions. They provide a thoughtful filter for how we make big and small decisions, how we work towards our goals, and how we serve our communities. We also recognize that our values have an impact on ourselves, our colleagues, our members, our brand, and on the communities that we serve. Living our Corporate Values, in all that we do, enables us to be responsible stewards of Canada's restaurant and foodservice industry.

ACCOUNTABILITY

We put our members first and are personally committed to the overall success and wellbeing of our Association. We keep the promises that we make and take personal responsibility for our actions and results.

BELONGING

We promote equity and strive to reflect and be informed by the diversity of our industry, its owners, operators, employees and customers. We are a people-centric association that creates a sense of inclusion in all that we do to ensure that positive relationships emerge within our communities and amongst our employees and members of various backgrounds.

COLLABORATION

We understand that we are stronger together so we partner, consult, cooperate, support and share to unite and serve our communities better. We consider the impact of our decisions on others and invite input and feedback to test our thinking.

INNOVATION

We embrace new ideas by encouraging thoughtful analysis, creative thinking, and differing views as catalysts for growth. We are curious about our industry, our members and ourselves and are always growing and learning for the betterment of the Association and communities we serve.

INTEGRITY

We recognize the importance of personal behaviour in creating trust and we are consistent, forthcoming, transparent and honest in all of our communications, actions and interactions.

JOY

We know that joy fuels success so we create opportunities for meaningful work and contributions, we focus on positive experiences, and we provide acknowledgment in recognition of our impact.



GOVERNMENT RELATIONS WINS

Affordability: Restaurants Canada waged a major affordability campaign in 2024 aimed at helping Canadians keep more of their earnings, which would stimulate spending in our industry. This resulted in the GST/HST holiday. Restaurants Canada is working to make the tax holiday permanent.

Labour force: Restaurants Canada fought to maintain existing Temporary Foreign Worker access, securing modest successes. Our strategy now focuses on **long-term positioning** as the impact of reduced immigration is felt.

U.S. tariffs and retaliatory measures: Restaurants Canada is advocating for food to be exempted from tariffs. We have joined the Canada-U.S. Trade Council, are working with our counterparts in the U.S. and were in Washington, D.C. on a trade mission in March.

Building relationships with the Official Opposition: With a potential change in government in 2025, we are strengthening ties with the Conservative Party.

GST/HST HOLIDAY: A HISTORIC RESTAURANTS CANADA VICTORY

In 2024, Restaurants Canada's GR team aggressively pushed for a reduction in Employment Insurance (EI) premiums as a way of reducing operating costs for foodservice businesses and addressing the affordability crisis impacting Canadians' spending habits.

While the Prime Minister's Office (PMO) and select Cabinet Ministers were strongly interested in our proposal, opposition from the Atlantic Caucus led the PMO to pivot to a GST/HST holiday. Initially, restaurants and alcohol were excluded, but our champions within the PMO and Cabinet successfully pushed for their inclusion.

This would not have been possible without Restaurants Canada's earlier work on affordability and the strong relationships with key policy makers we built through 50+ meetings with MPs over the year.

GR WINS



GOVERNMENT RELATIONS WINS

IMPACT ON THE INDUSTRY

- **\$1.5 billion** in additional sales for restaurant industry expected.
- **22%** year-over-year increase in OpenTable reservations.
- **6.1%** increase in foodservice employment, compared to 2.0% across all sectors.
- **FSR: 7.6%** increase in transaction sizes, **QSR: 8.3%** increase, drinking places: **7.5%** increase

NEXT STEPS: MAKING THE TAX HOLIDAY PERMANENT

Given the ongoing affordability crisis and potential U.S. tariffs, Restaurants Canada is advocating to extend or make the tax holiday permanent.

ONGOING EFFORTS

- Extensive media engagement: 110+ interviews, 4,700+ media mentions, and 7 press releases since the tax holiday launch.
- Op-ed published in the Globe and Mail (February 14, 2025)
- Continued government outreach, including meetings with the PMO, Cabinet Ministers, Liberal leadership candidates, MPs, and opposition leaders.

The Uber Eats logo, featuring the word "Uber" in white and "Eats" in green on a black background.

**THANK YOU TO UBER EATS
FOR HELPING TO SUPPORT
OUR ADVOCACY EFFORTS.**



Restaurants Canada has been mentioned **25 times** this past year in the House of Commons, on both sides of the aisle. That is more than all years combined going back to 2002.



REGIONAL GOVERNMENT RELATIONS PRIORITIES

REGIONAL GR PRIORITIES AT A GLANCE

British Columbia

BC election

Following the October 2024 BC election, Restaurants Canada has been reaching out to newly elected MLAs and newly appointed Ministers to establish relationships and share our members' priorities.

WorkSafe BC Gratuities as assessed payroll policy directive

Restaurants Canada successfully advocated for a pause in WorkSafeBC's 2024 directive that all verifiable gratuities be included as assessed payroll so that BC's restaurant industry can be consulted on possible gratuity policy alternatives.

Alberta

Labour

After extensive advocacy efforts, Restaurants Canada applauded the introduction of the new Alberta Advantage Immigration Program (AAIP) Tourism and Hospitality Stream in March 2024. Since then, hundreds of Restaurants Canada members applied for and received nominees from the new stream.

Minimum wage

In 2024, Restaurants Canada advocacy efforts resulted in the Alberta government freezing the minimum wage at \$15/hour and maintaining the student wage at \$13/hour to help the restaurant industry recover from post-pandemic cost increases, labour challenges, and reduced customer traffic. The government has also indicated that it intends to maintain the current minimum wage and youth student wage for 2025.

Saskatchewan

Saskatchewan election

Restaurants Canada shared its members' priorities with all party leaders.

Crime

After the Legislature reconvened, the Saskatchewan government took immediate action to address the crime and safety concerns Restaurants Canada has been raising by introducing the Safer Communities and Neighbourhoods Amendment Act and Safe Public Spaces Act.

Manitoba

Crime

The provincial government implemented, then expanded, the Manitoba Security Rebate Program, granting up to \$300 for eligible businesses and people to help them secure their residence or business. We have been aggressively pushing the government to further expand the program and to grant up to \$3,000 to help restaurant businesses repair damages caused by crime and secure their businesses to help protect their patrons and staff.

Alcohol

We have been pushing Manitoba to implement discount pricing for licensees on spirits and ready-to-drink cocktails.





Quebec

Cost of EPR

Restaurants Canada is collaborating with other trade associations to reverse the recent double-to-triple increase in extended producer responsibility (EPR) fees announced by Éco Entreprises Québec (EEQ).

MEV-Web

We have requested a delay in the implementation of the MEV-Web system as well as financial assistance for small- and medium-sized enterprises to partially cover the financial burden of implementation.

Atlantic Canada

Immigration

Significant cuts to all immigration streams, including the Atlantic Immigration Program (AIP) and the Provincial Nominee programs (PNP), are expected to hit Atlantic Canada hard. Last spring, Nova Scotia froze PNP applications. In January 2025, New Brunswick announced it will shut some industries, including foodservice, out of its PNP in order to focus on its priority sectors. Restaurants Canada continues to advocate for more access to labour, and to keep newcomers who are already in Canada working in our industry.

Ontario

Alcohol pricing

Restaurants Canada worked to deepen the 10% wholesale discount at LCBO. In February 2025, the Progressive Conservatives announced their commitment to increasing it to 15%, with Restaurants Canada in attendance. In February 2024, Ontario pledged to freeze taxes on alcohol for two years, with tax increases typically tied to inflation (estimated at 4.6%).

WSIB

Restaurants Canada and other stakeholders successfully pushed the Government of Ontario to lower WSIB premiums and to rebate \$2.5B in surplus premiums back to employers.

Sustainability

Restaurants Canada has been working closely with Clear Strategy while Jillian Rodak, Vice President, Sustainability is on maternity leave. In addition to hosting monthly Sustainability Committee meetings, there has been active engagement with all levels of government to ensure the foodservice industry has a strong voice at the table on reuse, single-use, recycling, and more.



GR TESTIMONIALS



"Food businesses don't operate in a vacuum. They influence—and are influenced by—government policy, labour laws, sustainability standards, and so many other elements that are constantly shifting. Restaurants Canada gives restaurants and food businesses a seat at the table, helping them both respond to change and shape it for the better."

Dana McCauley, CEO | Canadian Food Innovation Network



"Restaurants Canada's advocacy strengthens our industry, fostering growth, inclusivity, and innovation. It unites us all."

Moeen Abuzaid, Chef and Owner | Arbequina Restaurant



"Restaurants Canada's advocacy is essential because it amplifies our industry's voice, ensuring our needs, challenges, and innovations are represented. Their work strengthens our community, fosters growth, and champions sustainability, benefiting both businesses and consumers alike."

Suman Ali Sayed, Chef, Educator, Entrepreneur | House of Khaleej & Bar Mordecai



SKILLS DEVELOPMENT FUND & WORKFORCE INITIATIVES

The Pathways to Careers in Foodservice program supports restaurants and foodservice operators through Hiring Grants, Training Subsidies, and talent pipeline assistance that support recruitment, training, and workforce development through the employment of individuals from under-represented groups in Ontario. This program will help shape similar initiatives in other provinces.

The program has disbursed **\$956,450** in grants and subsidies to restaurants to date, and the total that will be disbursed in the first year of this program is **\$1,226,000**. It has also helped shape opportunities in other provinces for similar projects. Worked with employment networks and job fairs to create an additional 80 jobs.



PERFORMANCE COMMITMENT	TARGET	TARGET ACHIEVED TO DATE
Total number of participants	500	526
Number of participants who self-identified as a member of an underrepresented group (i.e., women, youth, persons with disabilities, racialized persons, justice-involved individuals, Indigenous peoples, etc.)	500	523
From the total number of participants, the number of participants who are jobseekers	500	526
Number of participants who self-identified as Persons with Disabilities and/or Vulnerable Groups	5	19
Number of participants who completed experiential learning opportunities	500	526
Number of participants who completed skills training opportunities	400	526
Number of participants who indicated improved industry and local labour market employability skills as a result of training	325	526
Number of participant incumbent workers who attained a promotion or advancement	10	67
Number of participants, excluding participants who self-identified as Persons with Disabilities and/or Vulnerable Groups, who completed (Minimum Provincial Standard is 80%)	400	485
Number of participants, excluding participants who self-identified as Persons with Disabilities and/or Vulnerable Groups, who achieved employment after completion of SDF initiative (Minimum Provincial Standard is 80%)	400	485
Number of partners actively engaged in the project (if applicable)	8	22
Number of employers/industry associations involved in project (if applicable)	45	317
Secure partners from a variety of organizations that support jobseekers across the sectors	8	22
Secure employers who register to participate in the program	45	314
Connect job seekers with employment opportunities	500	526
Disburse training grants and wage subsidies	500	526

RESEARCH & INSIGHTS

RESTAURANTS CANADA'S RESEARCH

- The foodservice industry is more complex than ever, and members require new sources of up-to-date research to understand the latest industry trends and where the industry is going in the future.

Restaurants Canada's library of research reports are the go-to sources for reliable data, trends and insights to help foodservice operators make informed decisions about their business.

Research is also used to provide credible data and insights to support Restaurants Canada's advocacy on issues that impact restaurant operators.

Foodservice Facts – Canada's most trusted annual foodservice industry research and insights guide, featuring the latest foodservice statistics, trends and forecasts.

The Quarterly – This new premier report goes deeper into the latest trends, consumer behaviours, and market dynamics shaping the Canadian foodservice industry. The quarterly also provides a forward-looking perspective on business conditions as well as a forecast for the next two years.

REACT Survey (Restaurant Expectations and Consumer Trends) – The results of this report are based on a monthly survey of 1,500 Canadians in order to track restaurant purchases by daypart and future dining intentions.

Operations Report – Find out how you measure up with detailed data on profitability, cost of sales, operating expenses and other important performance measures with results presented by type of foodservice establishment and province.

Chain Compensation Survey – Restaurants Canada has partnered again with Mercer to produce the Retail and Restaurant Compensation Survey. This report provides benchmarking data on base salary, short-term incentives, total cash compensation and employee benefits.

Canadians make **23 million** visits to restaurants every day.

Restaurants are the **4th largest** private-sector employer in Canada, employing more people than real estate, mining, oil and gas extraction, agriculture, utilities, forestry and fishing combined.



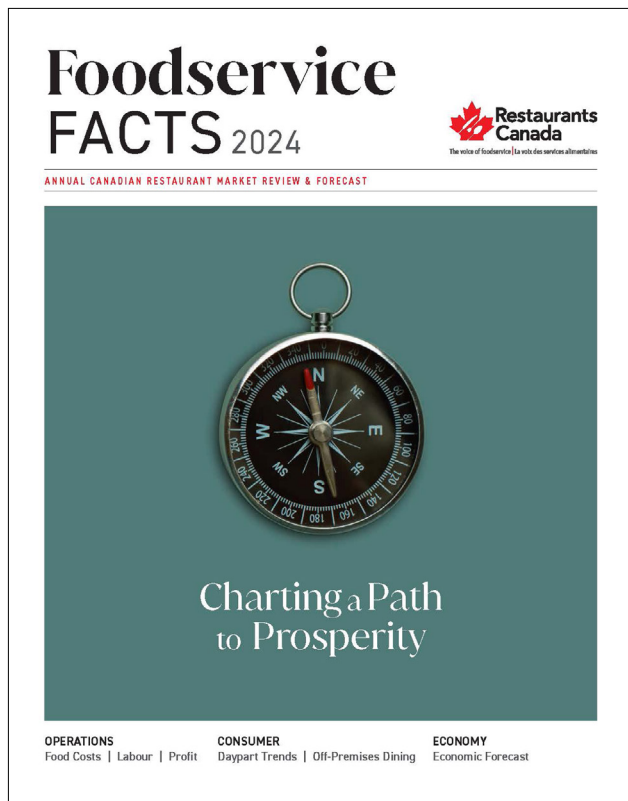
RESEARCH & INSIGHTS

DASHBOARDS

Fast Facts – Updated data on the latest monthly sales by segment and by province.

REACT Survey – a summary of the latest consumer dining data by daypart (Coming in 2025)

The restaurant industry and its employees contribute **\$26 billion** in federal, provincial and municipal taxes.



The restaurant industry employs nearly **1.2 million** workers representing **6%** of the country's workforce.

MEMBER ENGAGEMENT

Our members are at the heart of our organization: diverse and dedicated operators who make up the vibrant foodservice community across the country. From small family-owned restaurants to large-scale chains, our members play a crucial role in shaping the industry and driving innovation. As we reflect on the past year, we celebrate their resilience, collaboration, and commitment to a vibrant and thriving industry across Canada.

MEMBER EVENTS

- May 27, 2024 - Vancouver Member Reception and Local Awards of Excellence Recognition
- October 21, 2024 - Vancouver Member Reception
- October 25, 2024 - Edmonton Member Reception

WEBINARS

1. Scaling from 1 to 2 with the Fifteen Group – Scaling a restaurant isn't as simple as multiplying everything by two – but there is a recipe for success. Learn how your operation can thrive in today's market in this virtual workshop.
2. Rules for Tips & Grats: What Employees and Employers Must Know with Atlas Direct Tips. Tip division, distribution, and taxation are common pain points for hospitality operators.
3. Supporting Workplace Mental Health for You & Your Team with Not 9 to 5. Guiding you through the importance of self-check-ins for leaders and equips you with the resources needed to create a workplace that prioritizes mental wellness for you and your team.
4. Maximizing Profitability for Restaurants and Suppliers: Strategies for Efficiency and Growth with

Notch Financial. Focused on enhancing profitability for restaurants, distributors, and suppliers.

5. Foodservice Facts 2024: Charting a Path to Prosperity with support from Uber Eats and The Fifteen Group.
6. Mythbusting: Sustainable Seafood and Plastics Explained with Ocean Wise. dispelling some of the greenwashing myths around plastics and sourcing sustainable seafood
7. Unlocking Cost Savings through Volume Pricing & Rebates with Groupex.
8. Immigration Cuts & What It Means for Canada's Foodservice Industry with The Canadian Chamber of Commerce and Saskatoon Immigration & Employment Consulting Services Inc.
9. Managing the Impact of U.S. Tariffs on Canadian Foodservice with the National Restaurant Association and Wellington Advocacy.

There are more than **100,000** foodservice locations across Canada.

TOOLKITS

1. Recruiting International Workers: A guide for Canadian Restaurants.
2. Single-Use Items Reduction Strategy Guide
3. Decoding Canada's Plastic Regulations for Foodservice Businesses
4. Keeping Your Kitchen Pest Free: A Must-Read for Restaurant Professionals



MEMBER ENGAGEMENT

MENU - CANADA'S FOODSERVICE MAGAZINE

MENU magazine is brought to you by Restaurants Canada, the voice of foodservice. We launched MENU to meet a demand for fresh, authentic stories and photos that truly reflect our vibrant, innovative industry. In addition to telling your story, we want MENU to inspire, educate and empower you to take your business to new heights. MENU is your opportunity to be part of a supply chain of ideas, research, and innovations that drive success. We promise to provoke thought and to provide creative solutions and inspiration to every facet of the industry by connecting our amazing community across Canada and around the world.

Nearly **\$120 billion** in annual foodservice sales from coast to coast to coast.

MEMBER PROGRAMS

MEMBER PROGRAMS

Save time and money with your membership by leveraging our trusted partner network

PREFERRED PARTNERS

Canada's preeminent group buying program for foodservice and the only organization in the group buying industry that reinvests all profits back into Canadian foodservice advocacy through Restaurants Canada. Over 300 partners and suppliers with major cost savings!

Moneris is excited to provide Restaurants Canada members with innovative payment processing solutions for online, in-person, or on-the-go transactions. We've helped over 350,000 businesses across Canada - and we can help yours too

Diversey Infection prevention, reduce risks and improve outcomes. Hygiene solutions for infection prevention, kitchen hygiene, floor care, building care, and fabric care all at member exclusive pricing.

American Express Extend your cash flow and earn rewards! With up to 5% interest free days your business can take more time to pay for key purchases when using your American Express small business card.

Atlas Atlas offers 2 products: Atlas Operations and Atlas Direct Tips. Atlas Operations connects all of your systems to automate reporting. Atlas Direct Tips automates tip division, distribution and compliance so that tips are exempt from CPP and EI for employers and employees. Learn more at atlasm.com

Jones Desjardins Empowers operators of all sizes and types to design their own fully customized benefits plan that suits their budget and employees' needs. Let your membership do the work for you!

SHOP Select Hospitality Owners Program is an exclusive insurance program. Membership means you are backed by one of the largest hospitality brokers in Canada with unequalled market access to get you the lowest insurance rates possible.

SilverChef Experts in hospitality equipment finance. Get up to \$50,000 of flexible financing solutions on equipment for hospitality entrepreneurs in five minutes.

15 The Fifteen Group makes restaurants more money. We're the hospitality experts - since 2007, we've helped more than 1,000 clients improve their profitability. We believe that a well-run restaurant should be able to make 15% profit, so much so that our whole company is named after that target. With a team of the industry's best personnel, we have experts with over 200 years of combined experience in all aspects of successful restaurant operations and new openings.

SafeChef Canadian Food Safety Group offers industry-leading food safety courses that are fast, informational, and affordable, while catering to different learning types and schedules. Restaurants Canada members receive 50% - 70% off training packages.

TouchBistro Providing essential front of house, back of house, and guest engagement solutions on one powerful platform, TouchBistro helps restaurants streamline and simplify their operations. Canadian born and based since 2010, our all-in-one restaurant management system has everything you need to delight your guests and grow your business.

Field Agent Field Agent Canada is revolutionizing the way restaurants connect with their customers across Canada. With their mobile app, you gain access to a vast network of over 775,000 consumers. Whether you operate a QSR, a F&B, or an upscale Fine Dining venue, their tailored customer shopping solution delivers rapid, budget-friendly feedback driven from genuine customer interactions within your business. From service standards to actionable insights that drive business growth, and valuable market research.

notch Notch is a software platform built for the entire food and beverage industry - from manufacturers and farmers to distributors and food service providers. With Notch, companies can increase on-time payments and improve cash flow, get competitive payment processing rates, reduce manual data entry and improve accuracy, and integrate with their existing systems - finding untapped profits in their payment supply chain.



TESTIMONIALS



"Restaurants Canada is incredibly important in opening space for every aspect of our communities to feel included, supported, and mentored to succeed in this industry."

Eva Chin, Culinary Director | Executive Chef
Hong Shing Restaurant Group | Yan Dining Room



"Restaurants Canada is important to unite, inspire and cultivate conditions for every restaurant to thrive in Canada."

Mo Jessa, Board Member | Retired President Emeritus



"Through community engagement, Restaurants Canada fosters a sense of unity, providing resources, networking opportunities, and a collective voice for operators across the country. This work empowers businesses, uplifts workers, and contributes to the cultural and economic vitality of Canada's foodservice sector."

Charlotte Langley, CEO and President | Langley Foods



SOCIAL MEDIA REACH



78,225

Followers across Instagram,
Facebook, X and LinkedIn
(8,790 new followers in 2024)



6,264,510

IMPRESSIONS
(+85% over 2023)



114,647

ENGAGEMENTS
(+14% over 2023)

MEDIA MENTIONS



16K

Media Mentions
(+32% over 2023)



4.12M

Estimated Views



Nearly

300

Interviews

Key issues: GST/HST holiday, Temporary Foreign
Workers, LCBO strike, chicken, CEBA

NEW WEBSITE

RESTAURANTSCANADA.ORG



RC SHOW 2024

LEVEL UP

- Restaurants Canada, the voice of foodservice, continues to support and serve our nearly \$120 billion industry by presenting the ultimate celebration of food and beverage that showcases innovation, education, and inspiration.

This year we celebrated our 79th RC Show with three incredible days of game-changing connections, thrilling competitions, innovative solutions, elevated insights and more!

Fueling our industry for how to push the boundaries of what's possible, while embracing innovation is critical. This year's theme 'LEVEL UP' highlighted that, in an ever-evolving industry, continuous improvement and growth are key for a profitable business. As a leader in the industry, RC Show provided several partners with the platform to stand united, achieve their goals and empower the industry to level up, together.

REACH RESULTS

117 Social Media Posts

Twitter / LinkedIn / Instagram / Facebook
Total Average Impressions: 298,216
Total Average Reach: 30,686
Total Average Engagement: 19.2%

50 Show Emails

Total Average Open Rate: 46%
Total Average Click-through Rate: 31%

378,273,634 Media Impressions

2,030 pieces of coverage
185 media in attendance

300K+ Web Views

January-March: 328,256
April (month of show): 317,463

ALL UNDER ONE ROOF



RC SHOW 2024

AWARDS OF EXCELLENCE

- Restaurants Canada Awards of Excellence recognizes and celebrates leading professionals and industry changers who embody the best of our hospitality and foodservice industry. Shining a spotlight on those who fuel our industry's future and aim to continuously push the boundaries of what's possible is more important now than ever before.

This year we are thrilled to announce six extraordinary leaders and organizations whose professional contributions have raised the bar for the national foodservice and hospitality industry:

ENVIRONMENTAL STEWARDSHIP AWARD OF RECOGNITION



Award Presented by Too Good To Go

Recognizing a pioneering Canadian company for their leadership and commitment to initiatives that aim to significantly reduce the environmental footprint of the foodservice industry.

Recipient: Leaders in Environmentally Accountable Foodservice (LEAF)

INNOVATION AWARD OF EXCELLENCE



Award Presented by Restaurants Canada

Honouring individuals and companies that challenge the status quo, using ingenuity and vision to develop game-changing products and services that drive foodservice forward.

Recipient: Power Knot

EMERGING LEADER AWARD OF EXCELLENCE



Award Presented by Groupex Canada

Honouring those who, from early in their career, have embraced foodservice as their passion and vocation, reaching new heights of personal potential, while blazing a new path for others to follow and thrive.

Recipient: Chef Hayden Johnston, Richmond Station

LEGACY AWARD OF EXCELLENCE



Award Presented by Diversey

Honouring those whose careers inspired, elevated and transformed the Canadian foodservice industry, leaving a lasting blueprint for generations to follow.

Recipient: Warren Erhart, President & CEO, White Spot

LEADERSHIP AWARD OF EXCELLENCE



Award Presented by PepsiCo

Honouring those who have made an indelible mark and game-changing contribution to the Canadian foodservice landscape, helping others grow to reach new heights and potential.

Recipient: Susan Senecal, President and CEO, A&W Restaurants Inc.

CULINARY AWARD OF EXCELLENCE



Award Presented by Air Canada

Honouring those who harmonize culinary expertise with unparalleled creativity, celebrating a wide array of flavours and cuisines while prioritizing sustainability and a consistent commitment to high-quality culinary service.

Recipient: Chef Meeru Dhalwala, Vij's Restaurant



"In an industry that can feel isolating at times knowing there is an organization like Restaurants Canada who are advocates for us is a force of togetherness we all need. Feeling supported and that we are not alone out there is incredibly important and its events like the RC Show that bring us all together."

Hannah Harradine, Owner | Down Home Farmhouse Restaurant



"The RC Show is the stock pot of our industry."

Bronwen Clark, Operations/Partner | Rodney's Oyster House

UPCOMING INITIATIVES/ EVENTS

CANADIAN HOSPITALITY FOUNDATION

Founded in 1962, the Canadian Hospitality Foundation (CHF) emerged as a visionary initiative to invest in the future of Canada's foodservice and hospitality industries. Originally established by industry leaders, the foundation aimed to address a growing need for skilled professionals by supporting students pursuing careers in culinary arts, hotel management and related fields. Over the decades, CHF has become a cornerstone of the industry's commitment to fostering talent and innovation. By offering scholarships, building partnerships with educational institutions, and collaborating with industry sponsors, the foundation has empowered countless individuals to achieve their career aspirations. These efforts have directly contributed to the growth and success of Canada's hospitality sector, ensuring a steady pipeline of skilled professionals.

Today, CHF stands as a bridge between education and industry, connecting students with scholarships, career pathways, meaningful connections, and opportunities to lead. Our mission continues to evolve, focusing on new dynamics and opportunities, ensuring CHF remains a vital force in shaping the influence and future of hospitality in Canada and elevating those who create community and connection in every corner of the nation.

The CHF is a registered charity and managed by Restaurants Canada.



**Canadian
Hospitality
Foundation**

DISH

dish. is Restaurants Canada's bold new event and content series crafted to empower and elevate women leaders-and rising stars-in hospitality and foodservice.

GALA

The Restaurants Canada Gala will be held on Tuesday, September 16, 2025, replacing the Breakfast With Champions event. This elevated evening will spotlight the Restaurants Canada Awards of Excellence, celebrating the foodservice and hospitality industry's best and brightest.

TOWNHALLS

- February (week of February 3rd)
- April (week of April 28th)
- July (week of July 28th)
- November (week of November 3rd)

MEMBER EVENTS

- Newfoundland and Labrador (March 12)
- Quebec City (May 2025)
- Halifax (July 2025)
- Gala (September 16th 2025)

MONERIS DASHBOARD

A summary of the latest transaction size and visits to restaurants to help restaurant owners benchmark their performance throughout the year. The data will be available exclusively to Restaurants Canada members. (Coming in 2025)



SPONSORS & PARTNERS

Thank you to our corporate sponsors

PLATINUM



GOLD



SILVER



GROUPEX



Groupepex, founded in 1984 by a small group of independent restaurants, is a Canadian Foodservice Buying Group designed to support the unique needs of independent operators. By negotiating directly with suppliers, Groupepex provides access to volume pricing and higher rebates, helping members save on major brands across food, beverage, equipment, cleaning, and technology. As the only Canadian buying group owned by a non-profit, Groupepex is driven by its commitment to reinvest 100% of its profits into the Foodservice Industry. Owned by Restaurants Canada, Groupepex has contributed over \$250 million to the industry since its inception.



BOARD BREAKDOWN

2025 - 2026 BOARD OF DIRECTORS



Nicolas Filiatrault
Chair of the Board,
Benny&Co.



Todd Barclay
Recipe Unlimited
Corporation



Paul Bogнар
SIR Corp



Jeremy Bonia
Grotto



Jason Brading
MTY Franchising Inc



Tina Chiu
Mandarin Restaurant
Franchise Corp



Sarah Chown
Metropolitain Brasserie



Court Desautels
Neighbourhood Group
Of Companies



Meeru Dhalwala
Lila Restaurant



Musette Fowke
Integrated Food Systems Inc



Vanessa Fracheboud
Mandy's Gourmet
Salads



Duncan Fulton
RBI - Restaurant Brands
International



Phoebe Fung
Vin Room



Jeffrey Kroll
McDonald's Restaurants
of Canada



Bruce Miller
Pilot Coffee Roasters



Ben Osmow
Osmow's Inc



Cara Piggot
Boston Pizza
International



Kent Scales
Scales Group of
Companies



Lacey Sellinger
Odlia Restaurant &
Market Ltd



**Matthew
Senecal-Junkeer**
The Birds & The Beets



Cindy Simpson
Imago Restaurants Inc



Hakan Uluer
The Bertossi Group



Claudia Vorlauffer
Earls Restaurants Ltd

We would like to extend our heartfelt thanks to **Jeremy Bonia** for his leadership as Chair of the Board over the past two years. His dedication, vision, and commitment have been invaluable in guiding us through a time of growth and change. Jeremy's legacy will forever be marked as a steady hand during turbulent times, ensuring stability and progress even when faced with uncertainty. We are also grateful for his continued support as Past Chair in the coming year. Jeremy's expertise and unwavering passion for our mission will continue to inspire us as we move forward.

HONORARY FELLOWS

DIRECTORS WHO HAVE DEPARTED FROM THE BOARD

On behalf of Restaurants Canada, we extend our heartfelt gratitude to our departing board members for their dedication, leadership, and invaluable contributions. Your impact on the board, industry and the association has been truly significant, and we wish you all the best in your future endeavors.

Brent Todd, A&W Restaurants

Alan Howie, Northland Properties

Kelvin Lum, White Spot Limited

Leslie Echino, Anabelle's Kitchen

Jordan Holm, Boston Pizza International

Gene Cormier, Hub City Social Inc. / Restaurant Clos Inc. / Halo Donuts Inc.

Mo Jessa, Earls Restaurants Ltd

Bill Pratt, Chef Inspired Group of Restaurants

HONORARY FELLOWS

Bill Allen

Michael Aronovici

Jean Bédard

Mark Bromberg

Robb Chase

Dale Colbran

Gerard Curran

Robert DeGrace

Keith DeGrace

Liam Dolan

Donna Dooher

Bill Dover

Warren Erhart

Bruce Fox

Robert Henderson

Peter Hnatiw

Paul Hollands

Brad Kramble

Guy Laframboise

Kelvin Lum

John Maxwell

Becky McKinnon

Paul Methot

Brenda O'Reilly

Mark Pacinda

Joyce Reynolds

Don Richardson

John Rothschild

Christopher Rusted

Patrick Saurette

Susan Senecal

Douglas Stephen

Griff Tripp

Bill Vernon

Roland Walton

Mike Yasinski

HONORARY FELLOWS ANNOUNCEMENT

The Board of Directors is proud to recognize Brad Kramble and Kelvin Lum as Honorary Fellows of Restaurants Canada. This distinction is awarded to past directors who have served as an officer an/or chair, and have demonstrated exemplary and significant contributions for the betterment of the association during their tenure on the Board.

Brad Kramble has served as an officer of the association, was chair of the board during his 2019-2020 term and has chaired several committees.

Kelvin Lum has served as an officer of the association and was Treasurer of the association from 2022-2025.

Their dedication has left a lasting impact on Restaurants Canada and we are honored to welcome them to this distinguished group.





**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

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