MENU

CANADA'S FOODSERVICE MAGAZINE

CANADA'S FOODSERVICE SALES FORECAST

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CANADIAN CELEB BARTENDERS KANDRA KERGEN + KAITLYN STEWART

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The year 2020 announces a new decade and as we transition into this exciting era, we should take a moment to consider what it signifies—a new beginning, a fresh start and an opportunity for change.

The past decade has been marked by incredible progress and innovation—the global population has exploded, the internet has changed everything we do and how we do it, phones have become a virtual necessity and social media has taken over—all resulting in massive changes in the culinary landscape of the Canadian foodservice industry.

The good news is that despite a global economy mired by uncertainty, commercial foodservice sales in Canada are forecast to grow by a solid 4.0 per cent to $77.5 billion. Including non-commercial foodservice, total foodservice sales in Canada are forecast to grow to a record $97 billion. In fact, foodservice sales are expected to surpass the $100-billion mark in 2021.

But while the appetite for restaurant food is stronger than ever, the points of intersection have changed dramatically. Shifting demographics, urbanization, delivery, product innovation and even climate change are all transforming the foodservice and hospitality industry. In order for restaurants and foodservice providers to succeed in the decade ahead, it's vital to develop strategies to prepare for the future, which is the theme of this month's MENU Magazine.

Making strong and lasting connections has always been the backbone of our industry and in 2020 this will be more important than ever. In this edition you can expect to see unusual and unexpected collaborations between industry partners, hotels and restaurants and learn how these unconventional connections have a positive impact on our businesses and communities.

Women continue to make themselves heard throughout the foodservice industry, and we had the opportunity to meet some of the trailblazers leading the bartending scene, such as Kandra Kergen of The James Hotel in Saskatoon and Kaitlyn Stewart, World Class Bartender 2017.

Finally, adapting to what the future brings and learning how to diversify your offering is critical to the growth of restaurants, especially when competition is no longer from within the industry alone. We explore how food delivery services allow for diversification of the business model and menu offerings, generating new revenue streams and cost implications, attracting new customers and enabling the testing of new concepts.

We're proud that this year will mark the 75th edition of the Restaurants Canada show. As we embark on a new decade we must look for ways to not only embrace change, but to drive it, which is why it's fitting that the theme of this year's show is "Diversify and Thrive." Taking place from March 1 – 3, 2020 at the Enercare Centre in Toronto, RC Show 2020 is where you will learn from the biggest brands and innovators from around the world who have all found success in diversifying their business models and menus in order to stay ahead of the competition. Attend educational sessions on diverse profit avenues, from ghost kitchens to catering to retail, including top industry trends such as plant-based menus and the sober curious movement. Understand how you can arm yourself for the decade ahead with interviews from our Breakfast With Champions experts, including Dr. Morgaine Gaye, a futurologist who examines food and eating from social, cultural and economic perspectives. Learn how you can start diversifying your business now to succeed in the future with Joe Jackman and Adrian Niman of The Food Dudes and then flip over to our Meet the CEOs article and gain actionable advice from some of the industry's leading players featured on our Restaurant, Beer and Bar CEO panels—that's just scratching the surface of what is happening at this year's show. And best of all, you'll be able to grow your business by building relationships with peers, leaders, suppliers and distributors.

A new decade provides endless possibilities. A chance to feed and nurture our relationships, not only with our customers but with each other. A time to explore and embrace changes within the industry and learn how to harness innovation for success. It is only by leaving the previous decade behind that we will be able to see this new decade for what it truly represents—the opportunity to create newness and move forward with courage and hope.





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Managing Editor
Stacey Newman

Contributors
Mishal Omar
Ellen Smith
Andrea Yu
Ivy Knight
Chris Elliott
Aidan Fisher
Stacey Newman

Creative Direction
Boomerang Art & Design Inc.
boomart.net

Circulation Inquiries, Changes and Updates
members@restaurantscanada.org
1-800-387-5649

Advertising Sales
Laurie Dawe
1-800-387-5649, ext. 4233
menu@restaurantscanada.org

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Mailing Address
Restaurants Canada
1155 Queen Street West
Toronto, ON M6J 1J4
T: 416-923-8416
Toll-free: 1-800-387-5649
F: 416-923-1450
info@restaurantscanada.org

Twitter
@RestaurantsCA
@MENUmagCA

Instagram:
MENUmagCA

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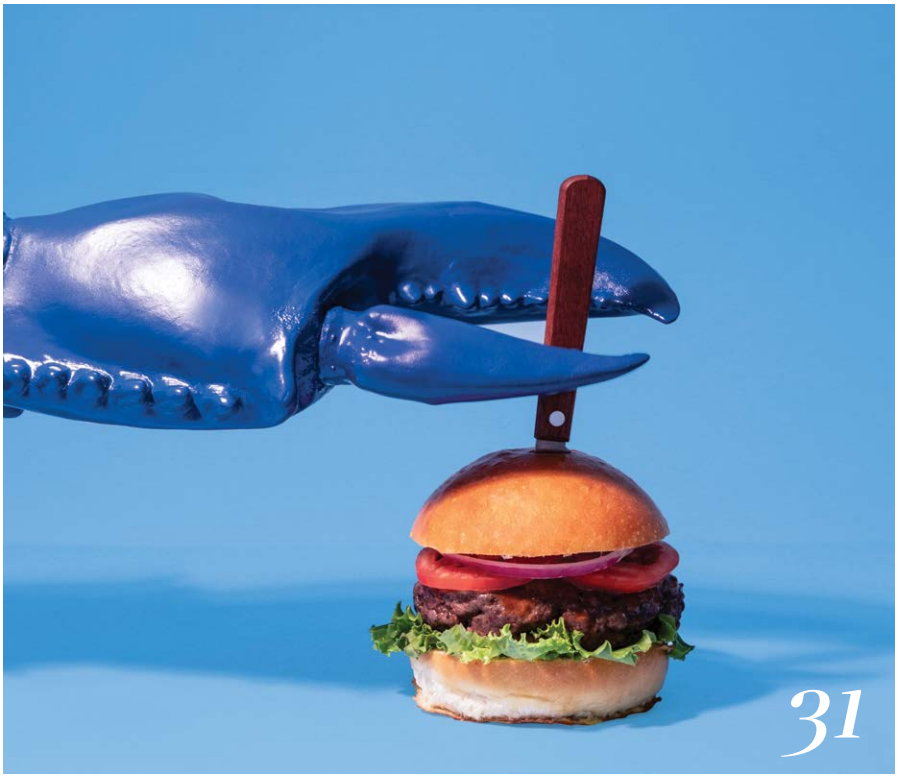
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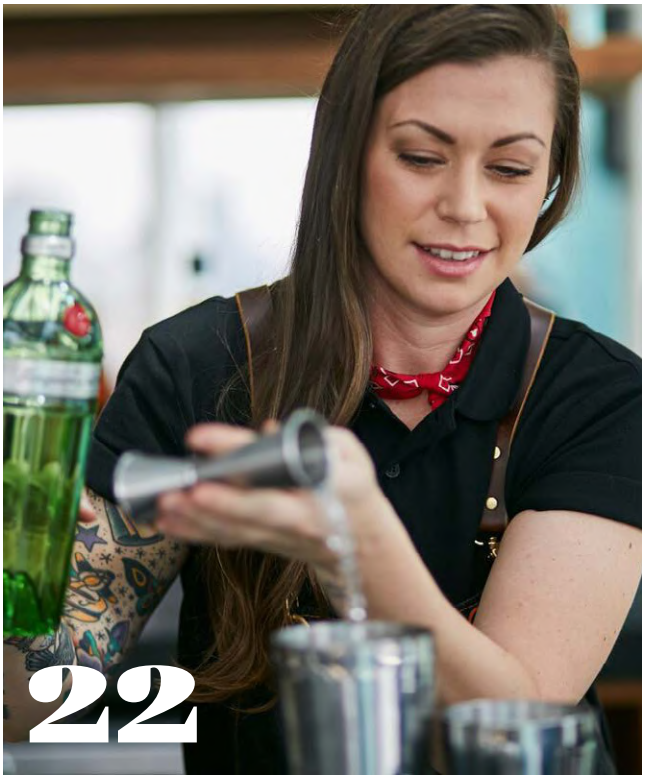
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Dairy Farmers of Ontario bring us a visual concept representing unusual pairings and connections in the world of food and beverage. Photograph by Arable.

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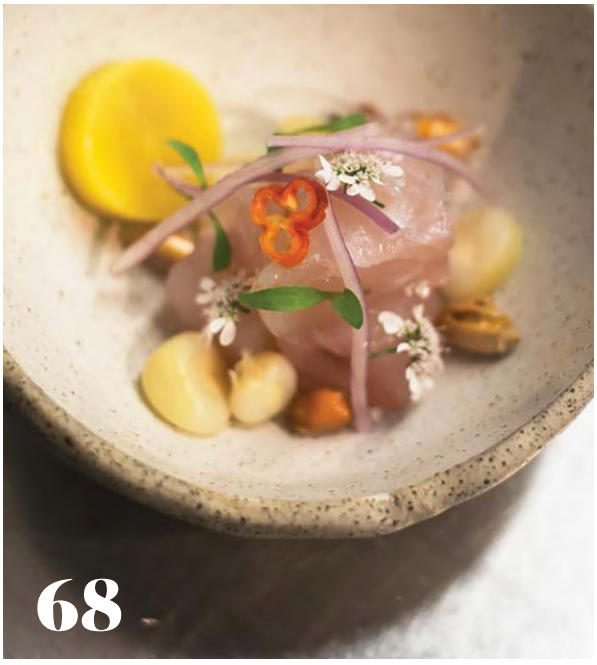
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At MENU magazine we get out and about to connect with you! If you have an event that you would like us to attend, please let us know at ***members@restaurantscanada.org.***

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Just in Time for Valentine's Day,

OpenTable Reveals Canada's 100 Most Romantic Restaurants

The 100 Most Romantic list features restaurants from 31 cities across 7 provinces. Ontario tops the list with 46 establishments, followed by Alberta with 21, British Columbia with 15 and Quebec with 13. Rounding out the list are restaurants from Nova Scotia (2), Manitoba (2) and Saskatchewan (1).

To view full list, please visit **opentable.com/lists/most-romantic-ca-2020**



EVENTS

FEB 7-9	Devour! The Food Film Fest Jasper, AB
FEB 8	A Night of Indigenous Culture and Cuisine Gatineau, QC
FEB 11	Canada's Agriculture Day 2020 Ottawa, ON
FEB 13-15	Winefest Edmonton Edmonton, AB
FEB 20-24	The Canadian Health Food Association West Trade Show and Conference Vancouver, BC
FEB 22-MAR 1	Vancouver International Wine Festival Vancouver, BC
FEB 21-23	Winefest Calgary Calgary, AB
FEB 22-23	Canadian Health Food Association - Expo West Vancouver, BC
MAR 1-3	RC Show 2020 Toronto, ON
MAR 6-7	Fredericton Craft Beer Festival 2020 Fredericton, NB
MAR 6-7	Winter Brewfest Ottawa, ON
MAR 7	Women, Wine & Food for International Women's Day 2020 Winnipeg, MB
MAR 7-10	National Food & Beverage Management Conference Toronto, ON
MAR 14	Fantasy Food Regina, Sk
MAR 21	Alberta Food & Beverage Expo Grande Prairie, AB
MAR 24	Dining in the Dark Ottawa, 2020 Ottawa, ON
MAR 27-28	Edmonton International BeerFest Edmonton, AB
MAR 28	Caribbean Street Food Festival Toronto, ON

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TRUE CURRENCY OF THE RESTAURANT GAME

OPENING UP WITHOUT BACKERS

BY IVY KNIGHT

Opening a restaurant is a dream for many, from the food runner crumbing tables in a busy dining room to the line cook searing steaks on the grill. This business is tough, but so are we. Is having a great palate, a strong back and a dream enough to open a restaurant? And is it possible to do it on your own dime?

I'm about to introduce you to some Toronto folks who've done just that. A gender nonconforming bagelier (is that even a word? It is now) a cream pie maven with no back of house experience, and a protégé of one of the country's most revered chefs. Buckle up for some entrepreneurial inspo.

Restaurateurs are often tight-lipped about what they've spent and every concept and neighbourhood is unique, so coming up with a rough estimate on how much it actually costs to open a restaurant in 2020 is difficult. According to Lyn Little, a partner at BDO Canada: "A ballpark (for Toronto) may be around $200k, but every situation is different and a detailed budget based on actual facts should be used." That amount is a good starting point.

Ori Grad, a fifteen-year veteran of Toronto's commercial real estate scene, and the go-to realtor for aspiring and established chef/owners, gets scrappy upstarts looking to open with that kind of budget all the time. It's a number he can work with, especially at this time of year; January and February are what he calls "fire sale season."

"$200k is good," agrees Grad, "and you can leverage it to get more. Most people don't have nearly that. If you want to do it all yourself then you look for a place that has everything you need." Moving into an existing restaurant is what each of these independent operators did, and none of them went over $200k in the process.

Got it? Good. Now let's get inspired.

↣ CONTINUED ON PAGE 12



MAGGIE RUHL SKYLINE

Serving club sandwiches since the 60s, the Skyline Restaurant has had only two owners. Siblings Maggie and Jud Ruhl are the second. Although this is the third successful revamped space the Ruhls have breathed new life into, they are not rich. Every project is a labour of love and often $200k is well above their starting budget. They live by YouTube tutorials and the belief that a new coat of paint is a legit design philosophy. When asked if she'd ever considered partnering with an investor, Maggie Ruhl admits she never has. "I guess I never thought I could get a backer," she muses.

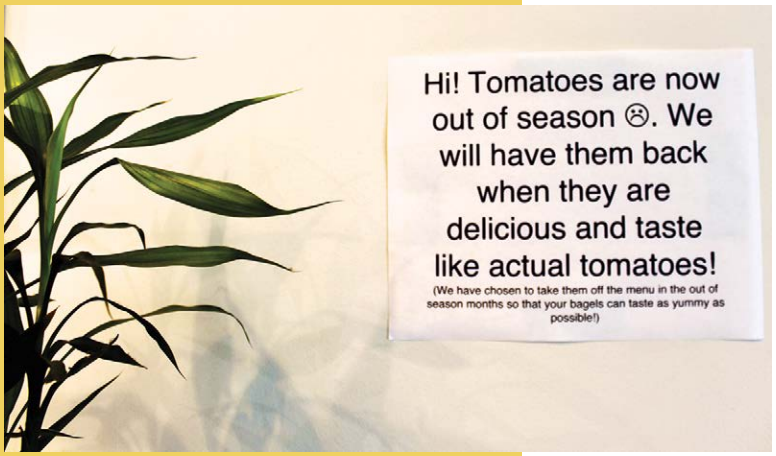
Thanks to their efforts, the wallpaper in The Ace Toronto is the same that hung in its former incarnation, a Chinese restaurant that opened in 1956. Bar stools carved out of wine barrels were due for the junkyard before the siblings stepped into what would become the Dakota Tavern, and knew these would be the highlight of their new honky-tonk. "We like to use what's already there and to very gently bring things back to life," says Ruhl.

Tight budgets breed creativity and stewardship. Those who prefer a DIY approach tend to be the kind of people who preserve a space and pay homage to history. The Ruhls are just such people. Ruhl believes that this approach is the secret to their success. "I've been doing this for seventeen years, and the biggest lesson I've learned is that hard work and physically being in a place is not only rewarding, but it helps the place be successful. Staff and customers like to have owners who really have a passion for the project." Skin in the game is all the more alluring with some dirt under the fingernails.

THEY LIVE BY YOUTUBE TUTORIALS AND THE BELIEF THAT A NEW COAT OF PAINT IS A LEGIT DESIGN PHILOSOPHY.

During her career, Ruhl has always stuck to the front of house. She's the GM at Skyline, but she doesn't sit behind a desk. On a recent shift, over the course of an hour, she was mixing drinks behind the bar, running food, greeting guests and taking orders in the packed dining room. She also goes in early a few times a week to make cream pies. Standards, like banana, are de rigueur, but she's been known to whip up other variations: hibiscus, whisky sour, Earl Gray and sesame cream pies. "It tastes like a sesame snap!" She sources all of her ingredients from the Skyline's Parkdale neighbourhood, and her efforts were included in a recent *Porter Magazine* roundup of the city's best pies.

She recalls opening the Skyline to pushback from neighbourhood regulars. "People were nervous and angry and thought hipsters were taking over." She shakes her head ruefully, red curls bouncing, "Which is laughable. We're not that cool." It all came down to keeping the retro feel of the diner while updating the menu and ingredients. There was one menu item that had to stay: a club sandwich made with turkey salad in place of the more traditional sliced turkey. "The 'Skyline Special' is still on our menu and people love it."





I'M FIGHTING THE GOOD FIGHT FOR GENDER NEUTRAL.

The richest day of Lev Levine's young life growing up in Thornhill was their bat mitzvah. Every penny from that windfall was saved and added to over the years, until Levine realized their dream and opened a lox and bagel shop on St. Clair in 2018. Levine smokes their own fish (the restaurant's motto is "Smoke Fish, Not Drugs") and turns out innovative bagel sandwich creations while also educating their customers about LGBTQ issues. The shop is a safe haven for gender nonconformists, while simultaneously operating as a smoked fish counter. The walls are decorated with framed family portraits showing young Levine in an array of Sunday best ensembles, complete with some very matronly hats. These days they prefer a navy jumpsuit to dresses and a blaze orange toque to those Queen Mother toppers. Of the shop's minimal design, Levine is pragmatic. "If it was any more designed it would get destroyed by the children and the strollers."

A sign posted by the menu explains that until tomatoes are back in season they won't be available. A brave move in a world conditioned by a neverending supply of tasteless tomatoes, and a decision they might not have been able to make had they gone into partnership or aligned with backers. Not to mention the whole gender thing. "I'm fighting the good fight for gender neutral. We play a large part in the queer community. It's important to me, as a business owner." Orange toque bobbing, Levine feeds St. Urbain bagels into the toaster oven before loading them with generous piles of smoked Atlantic salmon, capers and dill. With a ready smile for the endless stream of regulars, Levine has built a restaurant, for under $100k, which is exactly right for them. "I'm not like other restaurant people. I don't want to be."

↣ CONTINUED ON PAGE 14



ANNA CHEN ALMA

YOU'LL FIND HER AT THE FOOD TERMINAL EVERY TUESDAY PURCHASING HER OWN INGREDIENTS.

Lest you think indie outliers are only serving cream pies and bagels, consider Anna Chen. One of Toronto's most talented chefs, she came up under Susur Lee. At one point Lee didn't have the best rep as an employer, but, while his staff might have had difficulties under his rule (Lee apologized to employees and agreed to change his policies in 2017), his food never suffered. Time spent learning from Lee, as well as jobs at independents Actinolite and Famiglia Baldassarre, and a number of years opening and helming concepts for the massive Icon Legacy Hospitality group, have all made Chen into a chef to be reckoned with. She has a wicked palate, precise hands and an exacting eye. Even her skeletal structure is imbued with rigorous discipline. Chef whites have never draped a straighter back.

Alma is the home that Chen has always wanted to build for her food. The youngest of five children, she grew up in Calcutta before moving to Toronto in 2004. After fifteen years in restaurants, she knew she was ready to open her own spot. Like Levine and Ruhl, Chen was working with a tight budget. Also like them she was able to find a location with everything built in.

"It had hoods, a walk-in fridge and freezer. We just had to clean it, put down new floors and build a bar." She gutted the basement and set it up to her specs for a prep area. It took her life savings, but she made it happen. And now, after working for so many owners over the years, Chen is finally her own boss. Every day she looks forward to coming to work. "The day-to-day is the best feeling. I've never been more content in my cooking career."

Chen cuts costs in a number of ways; she doesn't use a laundry service, instead, she invested in a washer/dryer to do the linens in-house. You'll find her at the Food Terminal every Tuesday purchasing her own ingredients. That means getting there at 6:30 am during the growing season, but it saves her a lot of cash and gives her absolute control over quality. A tight budget also means being very careful when hiring. And, despite, or perhaps, because of some of her experiences as an employee, Chen highly values her staff. "Labour is one of the biggest costs. Every person who works here plays such a key role, to hone in on their skills and have their input is very important." Alma is not run like a dictatorship, each member of the team has a say. "It's a very organic way of working, everyone is happy."

Chen and husband William spend most waking hours at Alma, welcoming eager guests to their Dufferin Grove restaurant just two blocks east of Lansdowne Station. Dishes like the soy and molasses glazed fried chicken and the pork wonton and black pepper noodles are perennial favourites, and she's excited to introduce char siu chops to the menu this month.

WHILE ALL THREE OWNERS HAVE VERY DIFFERENT RESTAURANTS THEY ALL AGREE ON ONE THING, THE MOST IMPORTANT MOVE ONE CAN MAKE AS AN INDIE RESTAURATEUR: HIRE A GOOD ACCOUNTANT. 'I HAVE NO DEBT, THAT'S PRETTY COOL,' SAYS LEVINE.

There are so many different ways in which a restaurant can manifest. We need independent owners in this industry to bring fearless originality and unorthodox innovation to the scene. Chez Panisse may have popularized seasonality back in the 80s, but micromanaging backers who demand mass appeal menus mean tomatoes will always be in season. It's the lone wolves like Chen, Levine and Ruhl who remind us that budgets pale in comparison to the true currency of the restaurant game: fresh ideas and bold entrepreneurs. M

About the author

Ivy Knight cooked professionally for 10 years while becoming a writer. She has been published in *Vice*, *Playboy* and *Condé Nast* and has profiled everyone from Redzepi to Ripert to Reichl. She has covered the international culinary scene for a decade and, in 2019, was nominated for the Landsberg Award for investigative journalism with the *Globe & Mail*. That same year she launched C.L.A.M., the Confederacy of Love and Acceptance among Mammals, and released a manifesto to redress inequality in restaurant culture.

She is currently touring a speaker series across North America aimed at people in the restaurant industry. The series is notable in that it consistently achieves gender parity and diversity in its lineups and often has to issue apologies for tokenism when only a single white male is included.

Knight is a French-Canadian based in Toronto.





GENUINE TEA

The Importance of Being Real

BY AIDAN FISHER

Sarah Wilcox and David O'Connor are a husband and wife duo who boast a list of academic, business and travel-related accomplishments, including having studied and learned Mandarin while becoming educated in hand-harvested artisanal teas in Taiwan for five years. They completed their MBAs and became tea sommeliers. After studying abroad, travelling the world together and exploring tea plantations across the globe, Wilcox and O'Connor have spent the last five years building Genuine Tea Co. as a leading Third Wave Tea movement in Canada.

Third Wave Tea

According to Wilcox and O'Connor:
In the western world, tea has long been considered a commodity. It is traded in large containers, measured by the ton and bid on by major multi-national corporations in auction houses with a view to get the lowest price per kilo possible. As a result, very little compensation is left for the farmers or the pickers. The auction house model also leaves room for very little transparency as the tea is sourced from multiple growers, blended and shipped out to be re-packaged and re-branded with no mention of the harvest date, region, elevation or even country.

The purpose of the Third Wave Tea movement is to close the gap between the tea in your cup and the people who have dedicated their lives to producing it. It is a shift in focus from convenience and quantity to freshness and quality. As more people join the Third Wave Tea movement, tea makers around the world will be acknowledged, appreciated and fairly compensated for their craftsmanship.

The Journey

Sarah and David originally intended to visit Taiwan for six months but kept extending their stay the more they fell in love with it. Taiwan offers numerous scholarships for international students that do MBA programs and both Wilcox and O'Connor received scholarships in the same year.

When not studying, there was free time for adventure. They took up the habit of visiting tea plantations, while also studying six hours of Mandarin a week. This inspired a business plan as they started to seriously examine the North American tea industry. Too many teas contained artificial colours and flavours, with no mention of origin, and the couple saw an opportunity to bring their education home, believing the farm to table movement could and should apply to tea as well.



Photography by Stacey Newman

Surrounded by Folklore, Steeped in History

Wilcox and O'Connor say that to be an official tea master, it takes about 25-30 years to develop the "nose." This is the ability to notice even the most minute change in oxidation. A tea master must be able to do this.

The character and naming of teas has its roots in folklore. Wilcox shares a fable surrounding the origins of Milk Oolong Tea: "Legend has it, the moon was looking up at the night sky, saw a comet flying overhead, and was so enamoured by the beauty of the comet that she fell in love. The comet burned up as it entered the atmosphere and she was so sad that she blew a cool mist. The next morning the tea masters woke up…[with] that cold temperature coming through, the flavour profile had changed."

Taiwan is a small island, but the elevation reaches 4,000 meters. You get huge drops in temperature at these high-elevation tea fields, which affects the tea. Taiwanese agriculture is revered the world over because of its high elevations and its proximity to the ocean—which provides a nutrient-rich mist—despite its small size overall.

Today, Wilcox and O'Connor work with teas originating in China, Japan, Taiwan, Sri Lanka, India and South Africa. They don't think of themselves as tea suppliers; they are tea partners. "We work directly with our restaurant and cafe partners to come up with tea recipes, tea latte recipes and more. It is good for them and for us." says Sarah.

Downloading Knowledge to Foodservice Operators

Selling tea products is just part of the business, today. Tea training, beverage program building and knowledge sharing is the first step when onboarding clients. Training is intrinsic to seeing big returns on any beverage program. Genuine Tea Co. clients first choose how many teas they plan to offer. They're given a tasting and taught through hands-on training how to incorporate teas into recipes. Clients are trained and supported every step of the way.

Regarding their success, Wilcox and O'Connor believe that social media has changed the way we consume things. Thanks to their savvy online presence and sharing from a deep reservoir of knowledge, Wilcox and O'Connor are leaders in bringing sustainable tea products to Canadian foodservice.

What's next for Genuine Tea?

Wilcox says the company has just launched its lineup of eight biodegradable plant-based pyramid tea bags. The packaging is 100 per cent recyclable and earth friendly. Says Wilcox: "We have seen a huge demand for pre-bagged tea so have taken our top eight selling loose teas and packed them into fully plastic-free biodegradable tea bags. We are excited to offer a more convenient and healthier option to consumers without sacrificing on quality. More than pure ingredients and bold flavours, our teas tell a story of the cultures and people behind them. Our box designs are inspired by the culture and region where the teas come from."

Visit Genuine Tea Co. online at genuinetea.ca

↣ CONTINUED ON PAGE 18

"TRAINING IS INTRINSIC TO SEEING BIG RETURNS ON ANY BEVERAGE PROGRAM

"TEA IS A DIVINE HERB."

Xu Guangqi

You have five main teas. The white tea, the green tea, Oolong tea, black tea and Pu'Erh. The Pu'Erh is referred to as dark tea. The dark tea family are fermented teas (a bacterial process), which are different from regular teas (processed through oxidation, which is enzymatic in nature). The least processed (in a traditional sense of the word) is white tea, which is harvested and dried out in the sunlight.

Wilcox and O'Connor explain teas by region:



SENCHA: Beautiful everyday tea. It is very popular with foodservice and online partners. It's a smooth, grassy, vegetal tea. Sencha is nutty and has a rich flavour. Always look at the region Sencha originates from. Sencha is very often from China ,not Japan, and it does make a big difference in flavour, especially when we get to Matcha.

HOJICHA: Hojicha is a green tea roasted over charcoal.

GENMAICHA JAPANESE TEA: Roasted taste with popped brown rice.

IMPERIAL JASMINE: A typical Chinese green tea scented with jasmine blossoms. (A lot of lower quality jasmines on the market have flavouring added.) The grading system is as follows; Imperial, Premium, First, Second, Third. Imperial is the top quality you can get and the fragrance emanates from the jasmine blossom.

TIP

Steeping Jasmine tea is an art. Be careful with the water temperature; try and steep it around 80 degrees, which is under boiling.

Generally quintessential Chinese green teas are very smoky, such as Dragonwell or Gunpowder. In Japan, you'll notice the leaf is more broken, but in China it is more of a full leaf. Japan tends to cultivate a more grassy, vegetal taste, whereas in China it is more about the appearance of the leaf. Chinese farmers tend to produce more full leaf teas, and even some tea masters will say that when you pluck the leaf too aggressively you will bruise it.

OOLONG (BLACK DRAGON) TEAS: Partially oxidized, coloured in between green and black. They are processed using big ovens that look similar to tumble dryers, where the leaves are dried. Can be anywhere from 5 per cent to 95 per cent oxidized. A 5 per cent could be a green tea and a 95 per cent would be more of a black tea. It is the range in flavours. Oolong gets its name from the words "wu long" or 烏龍 in Mandarin, which translated means "black dragon." This term is often used to describe a serendipitous mistake—a fortune wrapped in a riddle—and that is an excellent way of describing the complexities of Oolong tea.

MILK OOLONG: This Oolong comes from the Jin Xuan (literally Golden Daylily) cultivar in Nantou County in Taiwan.

GINSENG OOLONG: Nice and sweet. Has a nutty smell. Is not a pure Oolong and is rolled in milled Ginseng. Ginseng in China is very sought after. It looks like little pebbles, but it's like Oolong tea that's been rolled up. As you taste, it will be very Ginseng heavy. Oolongs can give three to four steepings, just keep adding water until it is done.



EARL GREY: No artificial colours or flavours. A single origin may be too one dimensional, acidic, etc. Whereas with blends, you want to have more of a sweet finish maybe and a spectrum of flavours. To have consistency, it's good to have a steady blend of different regions. The leaves are broken in this one. (In Sri Lanka and India, they have a different grading system based on the leaf type.)

"Sri Lanka has different grades of black tea, but they have to be consistent. Blending is an important part. Especially with breakfast teas. And it has to be astringent enough to cut through milk."

Sarah Wilcox, Genuine Tea

ASSAM BREAKFAST: Primarily comprised of a golden broken orange pekoe, which is found in Assam in India. Genuine Tea uses a blend of broken leaf black teas because with single origin teas there can be a bit of a variation from harvest to harvest in terms of flavour profile.





Herbal teas

ROOIBOS (MEANING RED BUSH): Red rooibos from Cederberg, South Africa is a naturally sweet base that is often blended with other herbs and natural flavours. Rooibos is caffeine free.

ORGANIC COCONUT ROOIBOS CHAI: Smooth and creamy with a warming finish. Genuine Tea uses red rooibos from Cederberg, South Africa as a naturally sweet base, which is blended with masala chai spices, and add coconut to provide a silky texture. M



INTERCHANGE EXPLAINED *simply*

Fees are changing, what does this mean for you?



As restaurant owners and operators, you have a lot on your plate; so knowing where you can save money is essential to your operation. The good news is, interchange fees are dropping and your business can take advantage of this opportunity to save money and ensure you're getting the most bang for your buck (pun intended) when it comes to your financial partner.

Your finances and statements can be a challenge to decipher so let us help you break it down in an accessible and digestible way.

What is an interchange fee?

As a foodservice operation, accepting credit cards means that you are charged a fee for each transaction. This is the 'interchange.' The interchange goes towards the purchaser's card company (also called the issuer), not your financial service (also called the acquirer). The interchange is set by the issuing bank. In addition to interchange, the merchant is also required to pay an additional fee paid to the acquirer for its services.

Why are interchanges charged?

Interchange fees go towards the process costs and issuing bank's programs and conveniences. For example, perks, discounts, or special privileges that an issuing bank may offer. It's important to note that although interchange fees go to the bank that issued the card, the rates are set by the card network (i.e. Visa, Mastercard) and not the bank.

Not all interchange are the same

Because the rates are set by the card network, the interchange differs from card to

card. The fee charged depends on card type (is it a base, premium or a corporate card?), as well as transaction type (is it an in-person or ecommerce transaction?) A more premium card will result in higher fees as will an ecommerce transaction (as there is a higher risk of fraud in this case).

There are factors other than card type and transaction type that determine interchange rates. Consider factors on the operations end that can affect the fee amount. For instance, is your business quick service or fine dining? A quick service restaurant may see a larger number of regular bank cards, whereas a fine dining option may see more premium cards. If your business is located in an area with a higher than average household income, you may also see more premium cards. These factors can increase your interchange charges.

What does it mean that the interchange is dropping?

Interchange makes up the bulk of what a foodservice operation may pay in processing costs. In April, interchange rates will change for Visa and will be changing in May for MasterCard. Where the issuing bank sets the interchange, the government provides guidance. In 2010, the government issued the first version of the Code of Conduct for the Credit and Debit Industry in Canada that mandated that interchange rates (including changes) be disclosed to merchants, and how they are disclosed. This revisement is partly a result of the advocacy work that Restaurants Canada champions. As the voice of the foodservice industry, member feedback has informed us of that credit card fees are a major concern for operators.

Why install the Code of Conduct?

One key item in the Code is to provide increased transparency for merchants in terms of the costs associated with accepting credit and debit. The intent was to give merchants the flexibility to "opt out" of contracts (if rates changed) in order to allow an operator the ability to choose the lowest-cost payment option or opt for the payment option that best works for them if any changes in fees are made.

The new interchange

The interchange reductions are the result of voluntary commitments made by Visa and Mastercard to the Department of Finance. By 2020, these companies have committed to reduce domestic consumer interchange fees to an annual average effective rate of 1.40 per cent.

Reductions are being implemented in 2020 because that is when the previous voluntary commitments (to reduce domestic consumer interchange fees to an average 1.50%) expire.

While overall this is great news for operators, this interchange adjustment also means that as a merchant, you may be able to cancel your current contract with your financial institution without a cancellation fee. According to the Merchant rights under the Code of Conduct for the Credit and Debit Card Industry in Canada, "Merchants are allowed to cancel their contracts without penalty following the introduction of a new fee, a fee increase or when a reduction in applicable interchange fees is not passed on to the merchant."

How can you take advantage of this?

Given the fact that cancellation fees may be waived, it's a prime opportunity to review and revise your current contracts. If you're considering taking advantage of this opportunity, Restaurants Canada and Chase have joined forces to provide members with an exclusive offer. Until May 31st, Restaurants Canada members who choose to open up an account with Chase and continue processing with Chase for six months can enjoy a $300 statement credit.

As an operator, who has a lot going on, understanding plainly what you're paying and where you stand with your institution can a huge plus asset.

Beyond the financial benefits, opting for Chase means your business has clear, pricing transparency and certainty with their financial institution. As an operator, who has a lot going on, understanding plainly what you're paying and where you stand with your institution can a huge plus asset. Chase offers a tailored program negotiated on your behalf and endorsed by Restaurants Canada. As a trusted partner, Chase allows you to be in control with streamlined and reliable POS solutions, easy to understand payment processing rates, no hidden fees, and 24/7 customer support. M



TRAILBLAZING WOMEN OF CANADIAN FOODSERVICE

By Stacey Newman



Photo by Julia Darling

Kandra Kergen is the beverage director at The James Saskatoon—a boutique hotel that she has been a big part of for the last five years. Kergen has been around the industry all her life, eventually finding her way into management. It's a role in which she flourishes; leading, mentoring, working with up-and-coming bartenders, as well as fellow restaurants and bars in Saskatoon.

Kergen likes to be on the map, and she thrives by putting others on the map, too. She knows the local landscape like the back of her hand. Most importantly, she understands the vitality of the corporate and culinary tourism scene currently booming in Saskatoon.

"Saskatoon has a reputation of being behind the times... but we have a young population, [it's a] wonderful time to be part of it, people [are] excited about trying new things," says Kergen. She speaks of Saskatoon draws like their new art gallery. She praises the work of Tourism Saskatchewan for bringing in corporate and agricultural tourism. Being part of a hotel: this is something that comes naturally to Kergen who works through the lens of hospitality, including the building of beverage and food programs that have diverse, universal appeal.

Growth has come out of challenges, as it often does. Kergen keeps up by "catching the groove." She says the work of championing local has inspired an uptick in chef-owned restaurants and a return to the atmosphere of an era where bar service was respected, expected and appreciated.

E IS FOR 'EXPERIENCE,' AND IT'S GOT TO BE EXTRA

Kergen is focused on delivering an exceptional guest experience. She wants to send guests away with lasting memories and impressions of the city and province. Can you order a great Old Fashioned in Saskatchewan? You betcha. Kergen's beverage program features classic cocktails and a judiciously curated wine list—she credits The James Hotel organization for supporting her career through extensive travel and education. She thinks it's the smartest thing any hospitality employer can do to ensure the operation's success as a whole.

As for the bar: Kergen's cocktail menu is large, with around 36 drinks on the menu. The menu is divided into sections which are curated according to sensory experience: Fresh, Sharp, Spirit-Free and Warm.

Kaitlyn Stewart was born in the Toronto area, but she has lived in Vancouver most of her life. She maintains ties to both Toronto and the West Coast. Understanding two vastly different urban centres is part of what makes her tick.

Stewart was the first Canadian to win the prestigious Diageo World Class competition in 2017 and she continues to travel with the World Class team instructing, leading seminars and judging competitions. All while running the beverage program at downtown Vancouver's Royal Dinette. She's also preparing to open a dedicated cocktail bar in late spring or early summer. Stewart is especially proud of this achievement, citing the extreme difficulty around getting a liquor primary license in Vancouver. This latest venture will be quite unique and she's pretty stoked about it.

BEGINNINGS

For Stewart, bartending was just a means to pay for school. It wasn't until she fell into a restaurant job in Vancouver that she had her first mentor behind the bar—Justin Taylor, a celeb in his own right on the Vancouver bartending scene. Stewart credits Taylor with opening up doors to the other side of the bar world. He pushed Stewart into her first competition and she "fell in love" with bartending. "I realized I could make this a full-time career," recollects Stewart. And it has taken her to some amazing places across the globe while working with extraordinary collaborators.

"People don't set out to be successful," says Stewart. It just kind of happens. "I grew up in a restaurant family. My parents have run restaurants throughout my life. [My] family still works in hospitality." Stewart was born in Markham (northeast of Toronto) because her dad was opening a Keg franchise at the time. "So they were great role models who showed me this is a viable industry and career [they] can make for themselves. They too were super successful in what they do."

Stewart never wants to become jaded, but to possess an open mind and "keep up with the kids of today," she

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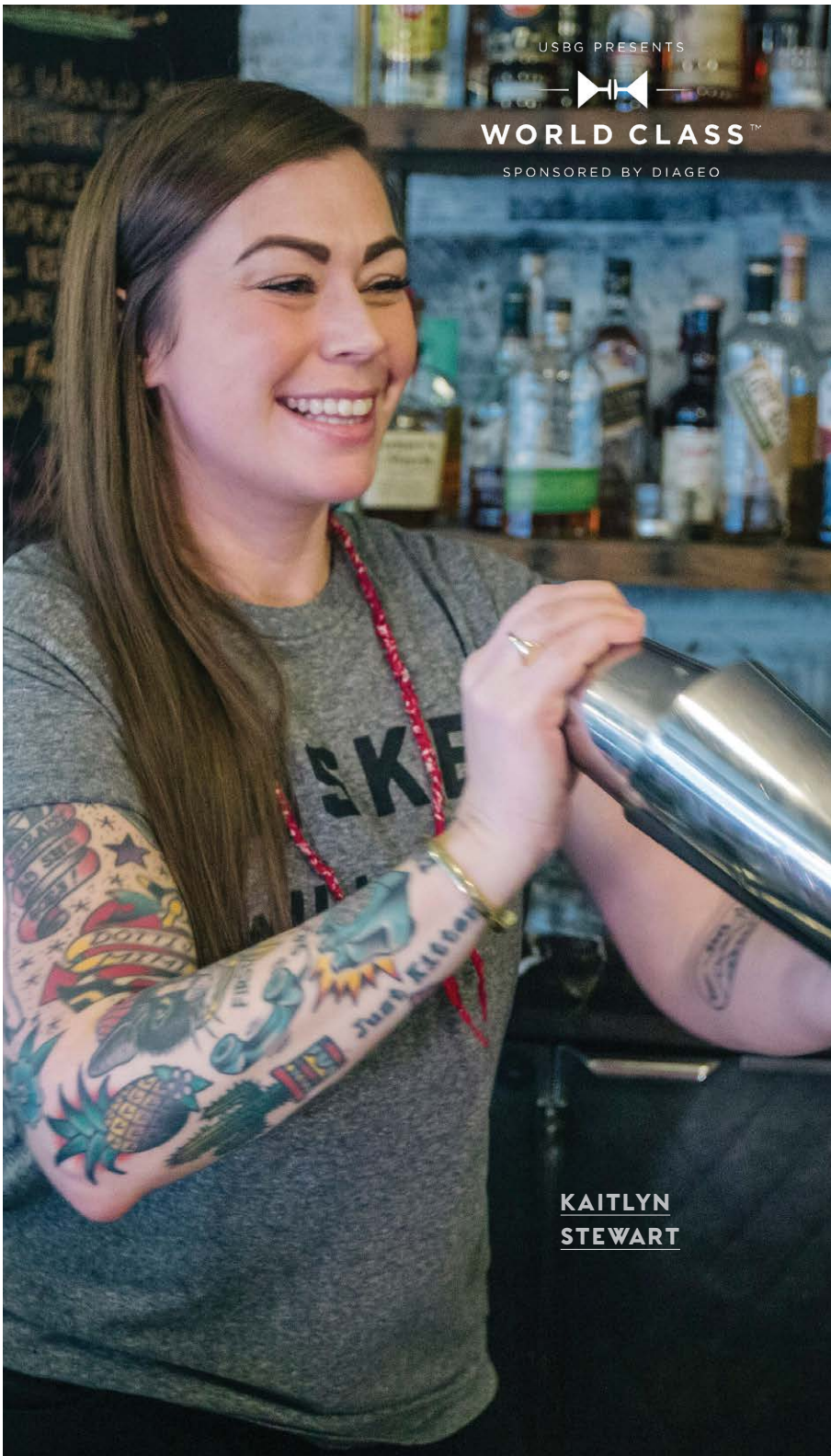


Photo by JustJash





Photo by Fred Fung

says. She's been in the industry for 15 years and considers herself a veteran. Staying current is part of her attitude and her ethos. "Once you've been in an industry, you fall into routine. I really want to keep pushing myself to stay creative and up-to-date." As such, Stewart commonly pores over cocktail blogs, YouTube tutorials, Instagram and TikTok. "Social media adds an extra layer when creating cocktails." When building recipes she asks herself and her staff, "Is this Instagrammable?"

WHAT'S IN THE 2020 ZEITGEIST?

According to Kergen it's a newfound fascination with spirit-free cocktails—inspiring a section she added to their beverage program last year. "The spirit-free thing is a huge trend; people are trying to drink better," says Kergen. She says it's important to guests and to the bottom line to give the option of non-alcoholic without compromising on flavour, aesthetic or experience.

Garnish spirit-free cocktails with the same sophistication and creativity that is applied to regular cocktails. And charge more!

Both Kergen and Stewart agree that guests in 2020 are much more knowledgeable than the guests of just five years ago.

Back then, Kergen says she was still explaining what a bourbon is, and what constitutes a gin. Today, she says, guests are challenging the bar by coming in with a lot of knowledge about what they like and what they don't like. In response, Kergen has added "A bartender's choice" option to the menu with added service; it's a custom curated drink made in front of guests based on their input and preferences and the bartender's feedback.

Stewart agrees. When she started, she says people knew what they liked, but weren't otherwise informed. It's the little things that inspire humans and bartending has evolved expressly because people are more educated. Stewart believes this is a great tribute to restaurants and the bartender community, who have respectively become even more passionate about educating staff and being educated by guests. Add to this the phenomenon that is social media and the public's fascination with beautiful food and culinary celebs—the sky's almost the limit in culinary careers today.

According to Stewart, the next big trend is the RTD craze. She thinks it will be an all-time boon for this category—from canned vodka sodas to full-fledged high-quality RTD cocktails. It's a major step up and a big expediter for behind-the-bar operations while achieving consistent quality control, too.

And, Stewart adds, that from province to territory to province, what is popular may be quite different. For example, she says: "Vancouver has a massive microbrew scene, local beer emphasis and a natural wine movement." Biodynamics are in the BC 2020 zeitgeist at Royal Dinette, Stewarts says she offers a fully natural wine list. What's on her new-and-cool radar? She loves an app called Raisin Natural Wine App (you can check it out at raisin.digital). According to Stewart, tapping into the local zeitgeist allows you to gain the trust of customers while educating tourists—both of which are best for business. M

DIG IN

Canadian celeb bartenders Kandra Kergen and Kaitlyn Stewart tell us more about their favourite local beverages, recommendations and inspirations on page 26.



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KANDRA KERGEN

Recommends



"Everyone has a terrible tequila story," says Kergen. She finds it exciting to introduce guests to exceptional tequila while teaching them to sip it well. **Clase Azul Reposado** is an ultra-premium reposado tequila made with Tequilana Weber Blue Agave that is slow cooked in traditional stone ovens for a minimum of 72 hours.

A range of glassware is a great way to spark conversation. Don't stick to certain glassware or rules!

For example, serve a vintage champagne such as **CRISTAL LOUIS ROEDERER** in a white wine glass. People can get their noses in it and enjoy the complexity of it.





Zacapa rum based out of Guatemala. It's a phenomenal sipping rum—a darker rum.



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Make them in-house. Especially for use in spirit-free cocktails. Be creative with herbs, fruits, spices and vinegars.



BLACK FOX GINS BE CREATIVE AND USE GIN TO REPLACE WHISKY IN SOME RECIPES.

VISIT LOCAL DISTILLERIES!

Black Fox Distillery is just outside Saskatoon. They were awarded in 2017 for the best cask gin in the world, and they're one of Kergen's favourites.



Some beers are fabulous served in a snifter; glassware is versatile and can be used to present new aromatics.





KS

KAITLYN STEWART

Recommends



Windfall urban cidery is run by a local Vancouver couple. They offer Jackpot which is a dry craft cider and a rosé cider called Hail Mary.



From Gaspereau, Benjamin Bridge's pet nat in a can is the "coolest thing ever." Stewart loves their labels and designs. And of course, the taste.



"I love cider so much!" says Stewart. **Dominion** ciders are amazing.

Sheringham Distillery is located on Vancouver Island and offers coastal craft spirits, including one of their newest offerings. **Lumette!** is a zero-proof gin and the first of its kind. There is so much interest and opportunity in the alcohol-free category.





Fav natural wine:
A Sunday in August offers a number of varietals and their labels are cool too.

Local spirits do really well. Odd Society offers a local favourite called Mia Amata Amaro. Mia Amata is an Italian digestif liqueur to be mixed in a cocktail, enjoyed after a meal with ice or served chilled and neat.




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UNEXPECTED CROSSOVERS

in Canada's Food Landscape

BY ELLEN SMITH, SENIOR EDITOR AT TREND HUNTER & MISHAL OMAR, MANAGING INSIGHTS EDITOR AT TREND HUNTER



Today's North American consumer is inundated with choice in the food and beverage space—and brands both long-standing and emerging are required to be more adaptive than ever. Whether collaborating with unlikely industries or brands, prioritizing eco production or focusing on innovation—brands in the food industry have perhaps more leverage than in any other space to truly be experimental in how they create and present their offerings to consumers.

↣ CONTINUED ON PAGE 33

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Fast Food x *Luxury*

In recent years, a popular trend has been collaborations between luxury brands, and brands made for mass appeal and accessibility—and the food industry has been no stranger to this shift. Fast food chains, or restaurants that typically offer menu items that are made for universal appeal and with affordability in mind, are increasingly collaborating or experimenting with ingredients and branding that's associated with the luxury market.

This new form of experimentation has a variety of implications for how fast food brands are perceived by consumers. On the one hand, they appeal in particular to those within Millennial and Gen Z demographics who are drawn to branded experiences that they can self-promote the lifestyles they'd like to portray on social media platforms. On a larger scale, this brings novelty to the traditional fast food industry, which is being forced to diversify and branch out as healthier and more experiential than the brands begging to compete in their space.

Comfort food and the luxury market intersect at Toronto's Lobster Burger Bar, which puts an elevated twist on the classic burger joint. While most consumers frequent these establishments for the quick service and indulgent food, Lobster Burger Bar presents consumers with a luxury alternative to the traditional comfort food experience. The high-end ingredients are locally sourced from Canadian farmers, and the menu features items that blend classic pairings with unexpected offerings, such as apple butter garnish, or lobster-topped bison burgers. The restaurant's interior boasts a design-forward aesthetic that perfectly complements the dishes being served.

TORONTO'S LOBSTER BAR SEAMLESSLY MARRIES TWO OPPOSING CATEGORIES OF DINING, BRIDGING THE GAP BETWEEN LUXURY AND ACCESSIBILITY.

Food x *Institutions*

AMID THE CLIMATE CRISIS AND ISSUES CONCERNING GLOBAL POLLUTION, IT'S DIFFICULT TO TALK ABOUT TRENDS IN FOOD WHILE IGNORING THE ENORMOUS IMPACT THAT THE INDUSTRY HAS ON THE ENVIRONMENT—
and the institutional changes that are required to lessen the industry's impact.

As individual consumers can only do so much when changing their personal habits, more brands and governments in this space are holding themselves accountable on an institutional level in order to mitigate the environmental consequences of production and consumption in the food industry.

One area where this can be observed is in products and services that are powered by food waste. Now more than ever before, consumers are demanding that brands and governments prioritize eco-consciousness, and food waste conversion can be applied in both micro and macro initiatives.

In March 2020, Toronto garbage trucks will be powered by the very food scraps they're responsible for disposing of as a city-wide initiative aims to address growing environmental concerns. A recent study revealed that roughly 10 per cent of the city's greenhouse gas emissions are caused by garbage and food waste, prompting city officials to develop a closed-loop system that would benefit the sanitation workers, Toronto local, and the planet. Starting in March, 170 garbage trucks will collect food scraps on their respective routes and deliver the organic matter to the Dufferin Solid Waste Management Facility for processing. There, the facility's technology will transform the waste into renewable natural gas that can be used to power vehicles. Through collaboration with the city's sanitation workers and its inhabitants, Toronto will be one of the first cities in North America to undergo an eco-friendly initiative of this kind. Toronto's initiative is setting a precedent for how infrastructure can be updated with an environmentally conscious, future-focused mindset.

↣ CONTINUED ON PAGE 34

Food x Experimentation

With "innovation" now being a popular brand value in industries across the board, the food industry is also getting in on this trend. For some brands, there's no better way to experiment with new flavours, formulas and adaptions than with "labs" or culinary hubs that are specifically designed to research and explore new ways of presenting cuisines and beverages.

The benefits of these innovation-specific spaces are vast. First, they present to consumers that brands are committed to them having enhanced culinary experiences—promoting brand loyalty and consistency in consumers' level of interest. Second, they're able to cater to the consumer desire for branded experiences that are experimental and not just about the end product or service; instead, they focus on the purchase journey as a whole.

Over the summer, Tim Hortons opened its doors to an innovative cafe concept that offers customers a deviation from their typical expectations of the chain. The new space, which can be found in Toronto's buzzing King West neighborhood, boasts a modern interior for guests to enjoy some classic Tim Hortons menu items, as well as new upscale additions that include cold brew coffee, blueberry hibiscus donuts and lobster bisque. To further the already elevated experience, this cafe concept doubles as a showroom for the chain's latest innovations, which are relayed to guests through the digital education screen. Self-order kiosks and integrated charging ports are some of the additions put in place to enhance the in-store experience, while compostable takeout cutlery and coffee cups made from partly recycled materials highlight the brand's sustainability efforts. In this cafe, technology and an upscale QSR concept come together to create a space to test new menu items and technology initiatives, serving as a must-visit location for tourists and locals alike.

> "THEY'RE ABLE TO CATER TO THE CONSUMER DESIRE FOR BRANDED EXPERIENCES THAT ARE EXPERIMENTAL AND NOT JUST ABOUT THE END PRODUCT OR SERVICE; INSTEAD, THEY FOCUS ON THE PURCHASE JOURNEY AS A WHOLE.



About the Authors

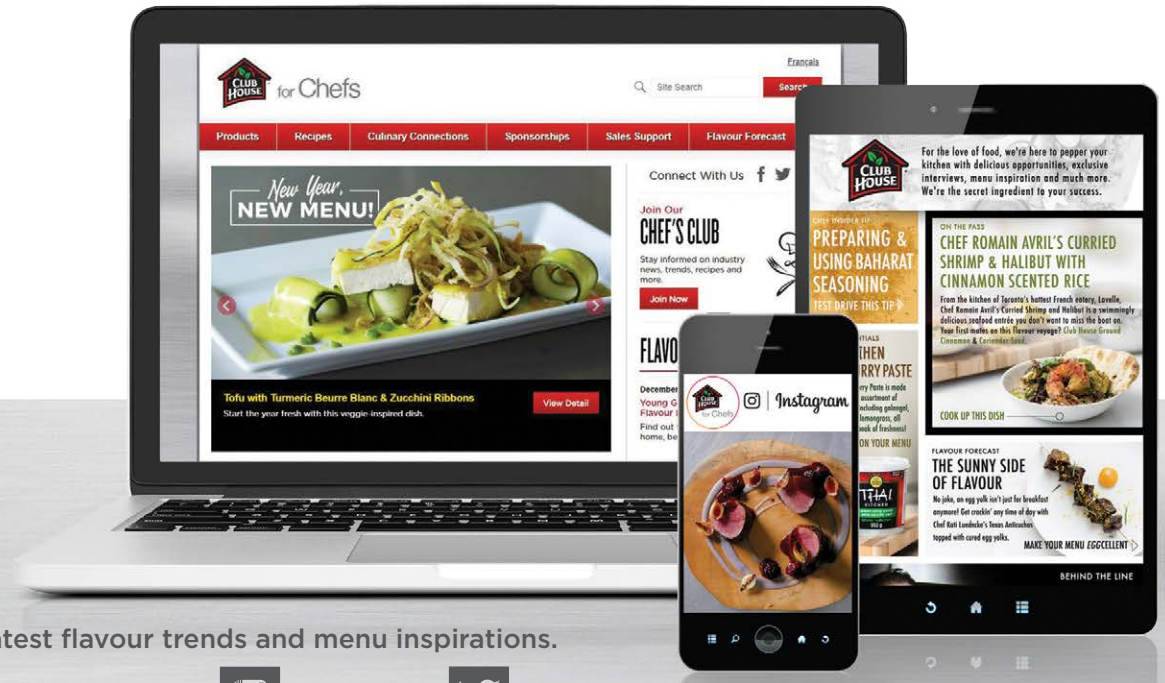
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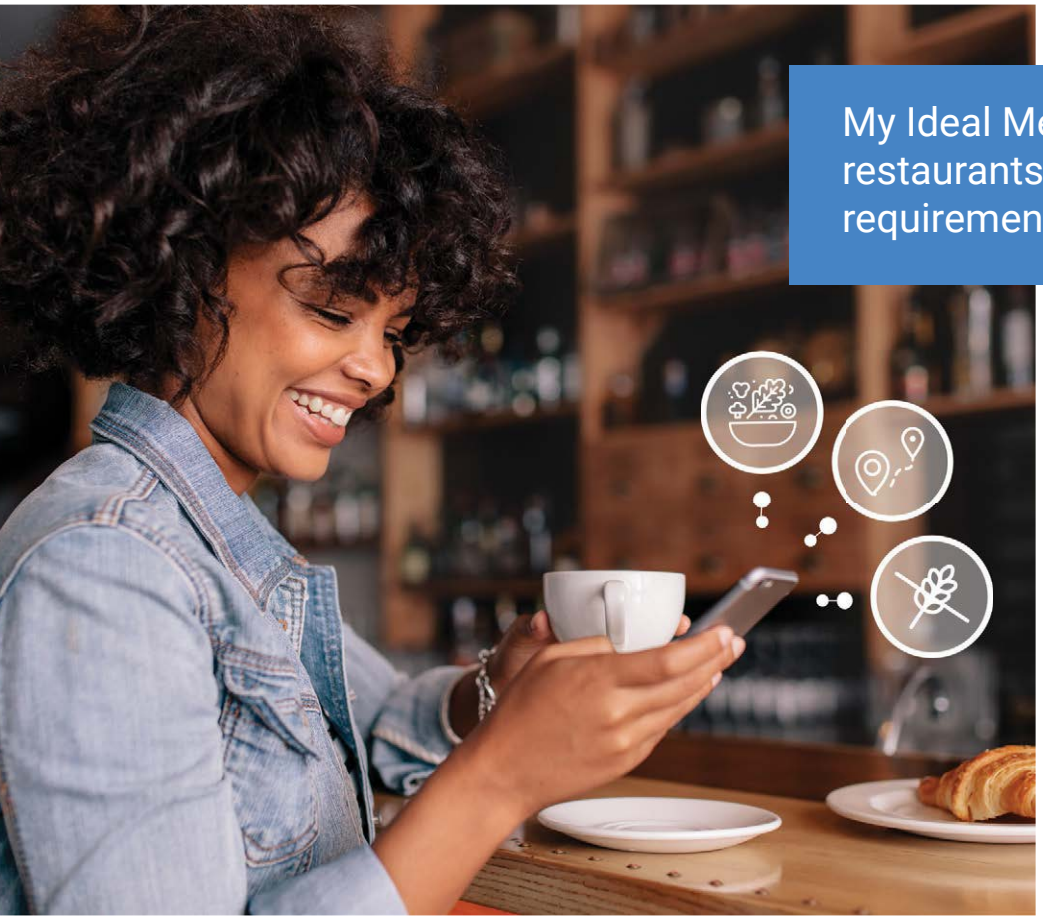
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Taste Oddities

AT THE ULTIMATE POTLUCK FEAST

FROM DAIRY FARMERS OF ONTARIO



RC Show is an annual tabula rasa where bold ideas and products converge with emerging trends and technologies. This year's show theme: Diversify and Thrive, focuses on changes how shifting demographics, product innovation, food delivery, retail, rising food costs, staffing and even climate change are affecting the foodservice industry. At the three-day event, attendees from a broad swath of culinary industry segments from foodservice to agriculture will converge to explore the meaning and potential of diversification by creating unexpected connections with national food leaders and trendsetters.

The Show will also feature the most traditional contributors to Canada's food culture: agricultural producers and the commodities that form the cornerstone of our national menus. Sessions like the Culinary Tourism

↣ CONTINUED ON PAGE 38

"THE OVERWHELMING MAJORITY OF DAIRY FARMERS IN ONTARIO ARE SMALL, FAMILY-RUN FARMS WITH LESS THAN 100 COWS, PRODUCING SOME OF THE FINEST MILK IN THE WORLD. EVERY DAY," SAYS BREDT. "THAT'S CRUCIAL TO THE VALUE OF THE MILK AND DAIRY PRODUCTS WE PRODUCE. ONTARIO IS ALSO HOME TO SOME OF THE WORLD'S FINEST CHEESEMAKERS, DAIRIES AND ETHNIC DAIRY PRODUCTS, WHICH PROVIDES THE POTENTIAL FOR SOME TRULY ORIGINAL WORKING RELATIONSHIPS. WE'RE EXCITED TO BE A PART OF IT AND STEP UP TO THE CHALLENGE AS NATURAL INNOVATORS AND CREATORS."

Sean Bredt, Chief Marketing and Business Development Officer at Dairy Farmers of Ontario



Alliance-hosted Ask a Farmer at the Ontario Local Stage provide the industry with a direct opportunity to engage with real producers on topics that matter to their businesses, customers and bottom line. "Ontario farmers are embracing opportunities to tell the stories of how their food is produced, and to debunk some of the myths about Canadian farm practices that are hurting the food industry's ability to work in partnership. We're all in this together, and the Show is a perfect venue to connect meaningfully and share the facts," says Marianne Edward of Sheldon Creek Dairy, a beloved on-farm dairy north of Toronto.

Dairy Farmers of Ontario is taking this year's ultra-collaborative Show program to heart.

"Milk and dairy products are the magic ingredient in so many dishes, it's amazing to co-create and activate so many unique experiences with so many partners in a single event," says Sean Bredt, Chief Marketing and Business Development Officer at Dairy Farmers of Ontario. "This year, our new Savour Ontario culinary team is working across the show floor to showcase what makes dairy a truly inspired food choice."

Savour Ontario is Dairy Farmers of Ontario's new culinary program that brings together the best of Ontario local food and dairy products in new and exciting ways that showcase the quality and versatility of milk.

The ProBurger, created by Dairy Farmer' of Ontario's Savour Ontario team and perfected by Chef Emily Richards, Jasmine Baker, Sarah Evans and Trevor Lui is an in-show collaboration with the country of Peru. The ProBurger is made with MC-Dairy's pressed cottage cheese and topped with a chili aioli flavoured with Peruvian chilies and Queso Cotija, a Latin-style cheese made in Thornloe, Ontario by Sabana. What makes this burger unique is that its natural pressed cottage cheese base, made from live bacterial culture and milk, is a low-cost, clean-label vegetarian burger that onboards flavours exceptionally well. The cottage cheese burger has melting properties like a halloumi, and browns beautifully. It also can be made ahead in large quantities, then frozen and reheated to save on labour costs.

"Cottage cheese is generally a much overlooked, protein-rich, low-fat fresh cheese with a subtle flavour that encourages and responds to experimentation," says Borys Wrzesnewskyj, owner, MC-Dairy and Future Bakery.

The ProBurger will be served with a signature Red Velvet superfood shake that combines the best of Ontario local dairy, beets, and honey with Peruvian cacao, maca root and local chilies. Instead of the more traditional ice cream, the shake's base is a mixture of a new grass-fed, organic yogurt from Hans Dairy, one of Ontario's largest processors specializing in South Asian dairy products, and silky-smooth organic chocolate milk from Harmony Organic.

With labour and food costs high on the list of restaurant concerns, smart partners are taking the time to review and retool their offering from their commercial partner's perspective, looking beyond simple volume economics to play a meaningful role in promoting restaurants and foodservice.

In preparation for the Show, Afrim Pristine, Maître Fromager, Ontario Cheese Ambassador and owner of the famous Cheese Boutique, is collaborating with Savour Ontario to engage with partners across the RC Show floor including Labatt and Southbrook Organic Vineyards. Restaurants Canada's signature Pop Up Restaurant will feature an exquisite cheese pairing board that demonstrates the principles of effective cost management by pairing non-traditional foods with magnificent Ontario cheeses and butter from Quality Cheese, Stonetown Artisan Cheese and Thornloe Cheese.

Who knew brie could be paired with fuzzy peach candy?

"This is what I do every day. I'm thrilled to share what I've learned over years in the food and food experience business with other business owners," says Pristine. "The way you cut and pair cheese on a board has a direct impact on your bottom line, and there are curation and prep techniques that can amp your guest experience while ensuring your boards are profitable and memorable."

↣ CONTINUED ON PAGE 40

Expect the Unexpected

AT RC SHOW 2020

At the Opening Night Reception, Shaw's Dairy vanilla ice cream will be served with Hormel's Bacon 1 in a maple-bacon ice cream cone drizzled with Ontario maple syrup.

The RC Show Pop Up Restaurant will be serving the new, MC-Dairy pressed cottage cheese ProBurger with Peruvian chili aioli and a signature Red Velvet shake featuring Hans Dairy's new organic yogurt and Harmony Organic chocolate milk with Peruvian cacao and chilis.

Cicerone Michelle Tham teams up with Dairy Farmers of Ontario in the Pop Up Restaurant for Labatt and Ontario artisan cheese pairing sessions.

Savour Ontario presents Everything on a board, Ontario Cheese Ambassador Afrim Pristine's uncommon Ontario cheese pairings and tips on how to cut and present cheese, minimize waste and build next-gen boards that increase margins and maximize guest experiences.

For the much-anticipated Breakfast with Champions session, Dairy Farmers of Ontario is collaborating with chef Chris Zielinski from MLSE, serving up gourmet local yogurt bowls and breakfast smoothie power shots suitable for any meal occasion.

Recipes

RED VELVET SHAKE

SAVOUR ONTARIO WITH CHEF EMILY RICHARDS, JASMINE BAKER & SARAH EVANS

Yields 16oz

This extraordinary shake tastes like red velvet but is packed with nutrient-rich ingredients like grass-fed organic yogurt, organic chocolate milk, local maple syrup, beets with a delectable, but subtle heat from the panca pepper paste.

2 cans	cooked rosebud beets
1 Tbsp	beet juice
1/2 cup	Hans Dairy Grass-Fed Organic Plain Yogurt 3.5% M.F
1/2 cup	Harmony Organic chocolate milk
1 Tbsp	Peruvian cocoa powder
1 Tbsp	maca powder
1.5 tsp	maple syrup
1 tsp	vanilla
1 tsp	aji panca pepper paste

Top with real whipping cream, Peruvian cacao nibs and chili powder

PROBURGER WITH PERUVIAN AIOLI

SAVOUR ONTARIO WITH JASMINE BAKER, TREVOR LUI & SARAH EVANS

Yield: 25 oz

This exceptionally delicious, high-protein burger is crafted of traditionally made pressed cottage cheese and is extremely versatile, easily onboarding unique flavour combinations. The batter cooks well from both cold and room temperature and reheats perfectly in either an oven at 350°F for 5-7 minutes or in a dry, non-stick pan for 5-7 minutes, flipping once. The cottage cheese patties can also be cooked from frozen for easy prep.

4 x	5 oz patties
6 x	4 oz patties (using a wide-mouth mason jar lid as a mold)
12 x	2oz. sliders
500g	MC-Dairy pressed cottage cheese
1 cup	flour
2	large eggs
2 Tbsp	lemon zest (1 whole lemon)
1.5 tsp	garlic powder
1.5 Tbsp	dried parsley
1/2 tsp	chili flakes
1 tsp	salt
1/2 tsp	pepper
1 Tbsp	Thornloe grass-fed butter
2 Tbsp	canola oil

Combine all seasonings with eggs and whisk.

Add pressed cottage cheese and then stir in flour slowly until combined evenly - don't over mix!

Melt butter and canola oil in a non-stick pan. Cook patties until golden brown on both sides.

PERUVIAN CHILI AIOLI

Yield: 16oz

3/4 cup	mayo
2 cups	packed cilantro, some stems
1-2	jalapenos (seeds out)
2	cloves garlic, minced
1/2 cup	Sabana queso cotija
1.5 Tbsp	lime juice
1/2 tsp	salt

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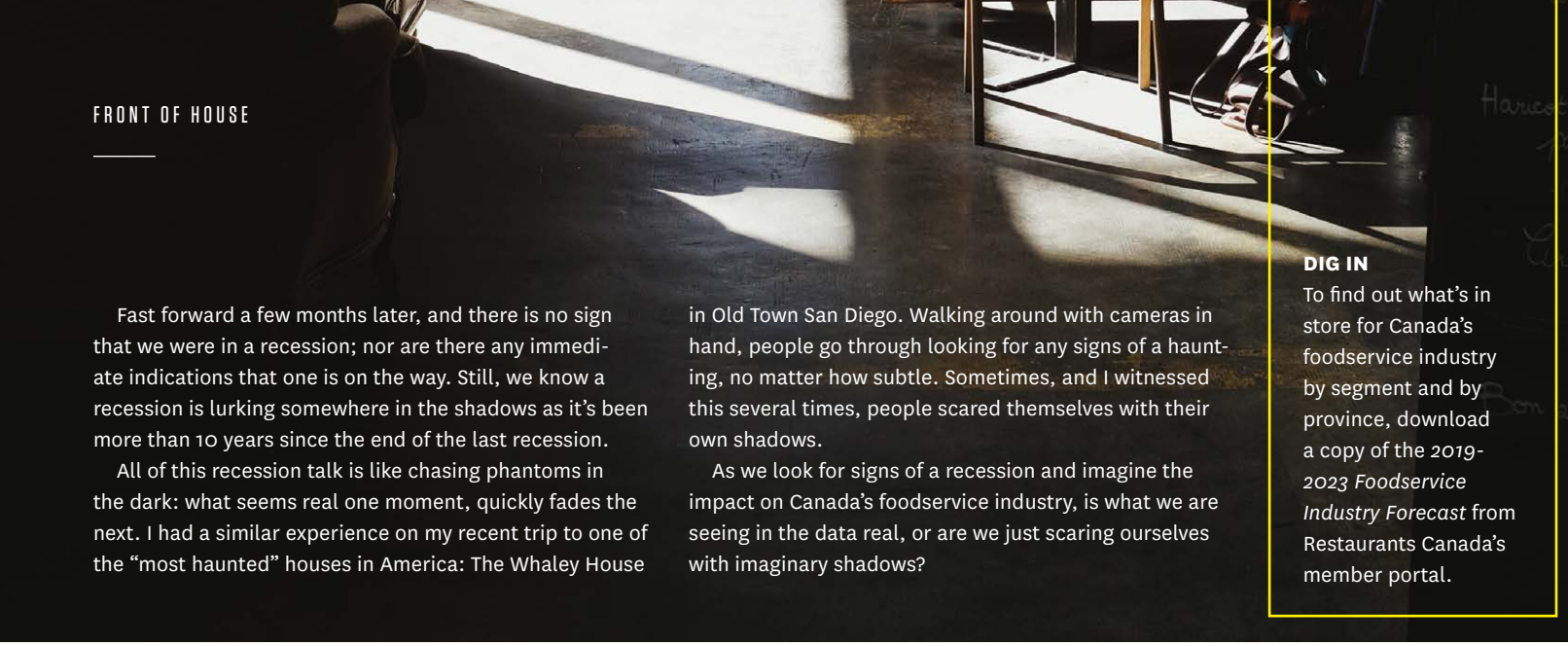
IN THE SHADOW OF A (POSSIBLE) RECESSION

CANADA'S FOODSERVICE SALES FORECAST

BY CHRIS ELLIOTT,
SENIOR ECONOMIST AT RESTAURANTS CANADA

Back in September 2019, news headlines were a buzz with ominous headlines of a potential recession or global economic downturn. The number of times the word "recession" was entered into Google's search engine jumped to its highest level since the great recession of 2008. This, of course, struck fear in the hearts and minds of consumers, with Canada's consumer confidence index in October 2019 tumbling to a 33-month low. Businesses may also have been anxious as net employment plummeted by 71,000 jobs in November—the largest monthly decline since the recession.

↣ CONTINUED ON PAGE 44



Fast forward a few months later, and there is no sign that we were in a recession; nor are there any immediate indications that one is on the way. Still, we know a recession is lurking somewhere in the shadows as it's been more than 10 years since the end of the last recession.

All of this recession talk is like chasing phantoms in the dark: what seems real one moment, quickly fades the next. I had a similar experience on my recent trip to one of the "most haunted" houses in America: The Whaley House in Old Town San Diego. Walking around with cameras in hand, people go through looking for any signs of a haunting, no matter how subtle. Sometimes, and I witnessed this several times, people scared themselves with their own shadows.

As we look for signs of a recession and imagine the impact on Canada's foodservice industry, is what we are seeing in the data real, or are we just scaring ourselves with imaginary shadows?

DIG IN

To find out what's in store for Canada's foodservice industry by segment and by province, download a copy of the *2019-2023 Foodservice Industry Forecast* from Restaurants Canada's member portal.

A **LOOK BACK** AT FOODSERVICE SALES IN 2019

Given that the foodservice industry averaged 5.6% nominal growth between 2014 and 2018, a slowdown in foodservice sales was inevitable. Nevertheless, sales in the first half of 2019 were restrained by frigid temperatures in Q1, followed by a damp and cold spring that delayed the patio season in Q2. Then in Q3, foodservice sales decelerated to a tepid 2.5 per cent growth, representing the weakest increase since Q1 2013. As a result, annual commercial foodservice sales in Canada slowed to a projected 3.6 per cent growth in 2019—the slowest pace of growth since 2011.

The current slowdown in foodservice sales is not new to those in the retail world. After a robust 7.1 per cent increase in 2017, total retail spending sales slowed to 2.9 per cent growth in 2018 and were projected to finish the year with a tepid 1.9% increase in 2019.

CONSUMERS HAUNTED BY RECORD **HIGH DEBT**

In late September 2019, BDO Canada released a survey that found that 53% of Canadians are living paycheque to paycheque and 27% do not have enough to cover their needs. Three in ten have delayed paying off their credit card balances because they can't afford it. Looking ahead at retirement, the same study also found that roughly three in ten Canadians (including boomers and seniors) have no retirement savings. With households under significant financial pressure, consumers will be seeking value when they dine out.

ECONOMIC OUTLOOK REMAINS **CALM**

It isn't all doom and gloom though. The Conference Board of Canada is predicting that Canada's economy will grow by 1.8% in 2020 and a further 1.9 per cent in 2021. During this time, the economy is not expected to see any contraction in activity, which is a positive sign. Canada's job market remains resilient, despite a significant setback in the jobs data in November 2019. Following several years of strong gains, net employment is forecast to slow to a more sustainable pace in 2020 with the creation of 148,000 jobs. The unemployment rate is forecast to fall to an average 5.5% in 2020, the lowest level in more than 44 years.

THE OUTLOOK FOR FOODSERVICE SALES IN **2020 AND BEYOND**

In 2020, commercial foodservice sales are forecast to grow by 4.0% to $77.5 billion. Economic uncertainty, lower consumer confidence and high household debt have led to a notable slowdown in overall consumer spending, which will continue to impact both foodservice and retail sales. On a positive note, Canada's foodservice industry will benefit from an extra day in February due to the leap year. Over the long term, foodservice sales will advance by an average of 3.8% over the next four years, a noticeable deceleration from the average 5.3 per cent gain of the previous four years.

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4 Ways Delivery Can Help Restaurants

DIVERSIFY BUSINESS (AND EARN MORE MONEY)

BY KARLA WALSH FOR UBER EATS WITH LOLA KASSIM, GENERAL MANAGER FOR UBER EATS, CANADA

In the past decade, an increasing number of Canadians are spending a larger proportion of their food budget at restaurants—that culinary spending category is increasing at a much more rapid clip than grocery store spending, according to Statistics Canada. And, according to a new study from Abacus Data, six in 10 millennials have used third-party food delivery apps such as Uber Eats and SkipTheDishes to order meals in the past month. (ctvnews.ca)

Opting in on delivery is one of the easiest ways to secure your slice of that food-spending pie. Restaurants can earn more money and serve more loyal customers all at once.

As restaurant owners you already have a full plate trying to serve customers seated at your tables. Your business can do better by connecting to delivery resources and customers, which means diversifying your business through a delivery platform.

Here are four reasons why Uber Eats restaurant partners are enthused...and why you might want to add delivery to your menu of offerings, too.

1

CREATE MORE REVENUE STREAMS

Once the seats are filled in your restaurant, you're maxing out your earnings, right? Not so fast. You can actually tap a whole new market when you reach them in their homes or offices, where most delivery app users place their orders.

"We have found that delivery has had an effect on our business, delivery sales, and order volume continues to increase," says John Lettieri, founder and CEO of Hero Certified Burgers. "We have seen some store sales increase since we started our partnership with Uber Eats." This is based on offering delivery via the app vs. only brick and mortar sales.

For example, using the Uber Eats online restaurant portal, you can access insights on the following topics to effectively manage and grow your business income:

- Financial and sales data
- Customer ratings and comments
- Most popular items
- Order errors

CONTINUED ON PAGE 48



2

ATTRACT NEW CUSTOMERS

You may reach some potential guests who drive by your storefront or see you on social media, but the moment you sign on as an Uber Eats partner, your reach extends to customers using the app near you (and with thousands of global downloads, that's a big pool of customers). Plus, if someone is too crunched for time to make the trip to your brick and mortar but is still craving your cuisine, delivery offers an easy solution.

"The exposure we get by providing delivery is invaluable, and I see it as a real competitive advantage as it allows us to reach so many customers that otherwise would not have known about our restaurant," says Andy Cheung, owner of Pho Xe Lua Vietnamese Cuisine in Toronto.

Delivery app users range from families to young professionals to students, which means that you can attract and serve new customers from diverse segments you may not have been able to target through traditional marketing methods like radio or newspaper ads.

To up the ante and make your brand more enticing to potential diners, you can integrate offers to customers right in the Uber Eats app. These promotions allow you to target new customers, stand out from the competition, encourage larger order sizes or incentivize the trial of new menu items. Some examples of popular promotion options to consider:

- Free side or drink for all orders over $15
- Free dessert with all orders over $20
- Free sample of a new menu item with every order over $30
- Discount of $5 off an order of $20 during "quiet hours"

3

BETTER UTILIZE ALL OF YOUR COMPANY RESOURCES

Is your dining room slow from 2 to 4 pm? Why not offer a delivery promotion during that time to help cover costs to keep the lights on and rent covered? Or if you close shop at 9 pm, but have kitchen staff excited to cook for late-night diners until 2 am, why not send the front of house staff home and keep the kitchen running for delivery only?

"Delivery rushes are at different times than our dine-in rushes, and this allows our restaurant to work more efficiently, all while increasing the number of orders we can fulfill," Cheung says.

In fact, the majority of Uber Eats orders in Canada are placed during off-peak restaurant hours, on both weekdays and weekends, helping to boost sales. Since Uber Eats helps facilitate the delivery for you via the web platform, your staff can focus on creating consistently high-quality food and serving customers in house.

4

BE MORE ADAPTIVE WITH YOUR MENU

While traditional menu changes require printing new paper menus, menu boards and updating all web platforms, it's much simpler to switch up your offerings on Uber Eats. Run out of soup? The Uber Eats app can easily reflect the "sold out" status—no extra paper or ink required. Or if you find yourself with extra chicken in this food delivery, add bonus poultry items to your menu or bump them up to a "featured" category so they appear first.

Uber Eats is about more than a delivery platform—although it's a strong tool to deliver on the promise. It's about reaching new customers, serving those diners better, using resources more efficiently and creating an opportunity for making more money per order.

To learn more, please visit ubereats.com



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Diversify and thrive



This year marks the 75th edition of RC Show.

It's been 75 years of making unexpected connections, discovering new products, and learning and gaining insight for the future. Knowing that this year is a milestone for Restaurants Canada, it only seems right that this year's theme is 'Diversify & Thrive.'

Over 75 years, we've seen the foodservice and hospitality landscape drastically change, from increased globalization to the current 'economy of convenience.' The industry today demands adaptation, adjustment, and diversification in order to succeed not just in the coming year, but five and even 10 years ahead.

RC Show 2020 delivers timely and relevant content to help businesses of all sizes and all areas of the industry meet the challenges of what lies ahead. Walk the dynamic RC Show floor to discover 250,000 square feet of the latest and most innovative products, all under one roof.

Attendees will be inspired by over 150 speakers across eight stages. Understand why Gen Zers differ from yesterday's millennials, get useful advice on how to attract and retain talent as experts address the labour shortage, and as third-party delivery services continue to grow in popularity, learn how your business can take advantage of this shift.

Don't miss out on RC's Hospitality Week events including leading-edge conferences. Get your tickets now for RC Leadership Conference; featuring industry leaders like Frank Hennessey, CEO, RECIPE Unlimited, George Kottas, CEO and Founder of Ghost Kitchens Canada, business entrepreneur Bruce Linton, and Ennio Perrone, VP of Business Strategy and Marketing at Eataly North America. Join us as these key players share actionable advice on how to diversify to conquer the changing cultural and operational demands so you can grow your business.

Grab tickets for Breakfast With Champions and take advantage of these incredible networking opportunities. Sit down with business and food pioneers like Adrian Niman of The Food Dudes, Joe Jackman of Jackman Reinvents, and food futurologist Dr. Morgaine Gaye at Breakfast With Champions.

RC Show 2020 takes place March 1-3, 2020 at the Enercare Centre in Toronto. Register now and make the most of your time by watching competitions, attending workshops, and taking in panels and seminars. Elevate your experience at RC Show by securing your spot for exclusive events like the RC Leadership Conference and Breakfast With Champions. RC Show is the leading hospitality and foodservice event of the year, don't miss out!



BEYOND THE YEAR AHEAD:

ARM YOURSELF NOW TO PREPARE FOR WHAT YOU CAN DO IN THE FUTURE

As restaurants and foodservice companies step boldly into the next decade, the question looms: what exactly lies ahead for restaurants? How do significant shifts in consumer interests and passions, from climate change to technology, factor into where the industry is headed?

Concepts will continue to be developed in the coming decade; think the shift of the 'value economy' to the 'values economy,' increasing diversification of the definition of what a restaurant is and much more.

To find out what awaits and how the industry can diversify to thrive well into the future, we spoke with three game-changing industry experts including Dr. Morgaine Gaye, a UK-based food futurologist who explores all areas of food trends; Joe Jackman, chief revisionist of Toronto-based design and branding agency Jackman Reinvents; and Adrian Niman, the Michelin-starred restaurant-trained chef behind The Food Dudes, a catering, restaurant, and food truck business. All three experts are speaking at Restaurant Canada's Breakfast With Champions event being held during RC Show 2020.

Breakfast With Champions

By Astrid van den Broek

HOW TO DIVERSIFY YOUR MENU FOR THE FUTURE

Dr. Morgaine Gaye,
Food Futurologist & Director, Bellwether: Food Trends



Ask Dr. Morgaine Gaye about diversification and she'll eschew the concept completely. "What we've been doing for a long time is diversifying and that's hedging all of your bets. Those days are gone," she says. "We're in a disruptive phase now. Every single thing we think is good and true is about to be broken: Trump as president, Brexit, economic disasters. All of that is a bit of hedging your bets."

For restaurants and foodservice companies, she says, some of the restaurant styles we see today may be long gone in the coming years—think restaurants with multi-page, expansive menus or formal white tablecloth dining. "That's very stressful for people and they don't like that," says Gaye. "We'll start to go to restaurants with less or no choice. You go in and ask what the menu of the day is and if you don't want it, you leave."

At the opposite end of diversification designed to appeal to all is personalization; it is the future. "The future involves a deeper understanding of diets and health for example. "We'll see the integration of menu and technology. [In the future, I see] almost like a scanning device so menus that are intelligent," says Gaye. "You will know what's good for you from that menu."











HOW TO DIVERSIFY YOUR PEOPLE

Joe Jackman,
Founder & CEO,
Jackman Reinvents

Jackman believes there are three things organizations need to consider with an eye to the future.

The first? The idea of 'better for all.' "All indicators show we're witnessing the birth of the values economy which is different from the value economy," he says, noting the values economy considers values that are important to consumers such as environmental sustainability or social justice initiatives.

Secondly, is the authentic experience. "Today we can tell real stories to connect with what consumers want today. It sounds grand but telling stories of recipe origins or unique exclusive ingredients or stories of the people that prepare food has the rich potential to create an authentic experience for consumers," says Jackman.

The third is multi-mode, which points to the different forms foodservice and restaurants will take. "We're seeing restaurants that don't have a front of house. They're built for delivery. The real estate is cheaper and there are businesses at the forefront thinking: what is the proposition and experience we offer?" says Jackman. "We're just at the beginning of businesses figuring that out."

All of this helps clarify the vision a business is shaping up to be. "The bedrock is always: which customers are you focused on? What do they really care about? Who are you to them? Every business needs to get really sharp and clear on this," says Jackman.

This in turn factors into marketing and branding the foodservice companies and restaurants of the future. "I'm most excited about brands giving over their marketing to customers and tapping into this notion of people connecting with brands on a deeper basis," says Jackman, pointing to how fitness wear company Lululemon relates to its consumers as an example. "The more brands let go of their marketing and give it over to their customer community, the more power they put in their hands. If you think about the rise of user-generated content, that's effectively what's happening. It's not push marketing. It's seed marketing. Things that catch people's attention mean something to them."

HOW TO DIVERSIFY YOUR BUSINESS

Adrian Niman,
Founder & Executive Chef,
The Food Dudes

When Adrian Niman returned to Canada from Europe, he wasn't sure what he'd returned to. "When I launched Food Dudes, I felt at the time that the event industry was very tired and worn out," he says.

Today, The Food Dudes is the name behind a different structure of foodservice/restaurant business—its three pillars include catering, several restaurants and a food truck division. "I always knew Food Dudes was going to be more than just a catering business. We're in the events business, edibles business, the restaurant business, and more."

When considering how to diversify your business, Niman suggests firming up your goals first. "Are you looking for something with a controllable lifestyle? Are you wanting to do something you're passionate about, but don't have the aspirations of growing a multi-million-dollar business?" he says. "If that's the case, you can open a restaurant as the head chef or general manager, take a good salary and make an additional $75,000-$100,000 as an owner," he says. "But if you want to expand and grow and develop your brand, you really don't have a choice but to keep diversifying yourself."

For Niman, branching out also came from tapping into those around him. "I wouldn't have been able to open the restaurants and businesses I've opened unless I had certain chefs I was working with say to me 'I want to focus my efforts on a restaurant,'" he says. "If I didn't continue to grow and open up another place—and listen to my staff—then I may not have kept growing. You're only one person so I always encourage growing when you have a team to do so."

In turn, he encourages the industry to truly embrace diversification as it moves into 2020 and the decade beyond. "It's key in any business venture, especially the hospitality industry," he says. "Food trends change constantly and by having different offerings for your clients and employees, it naturally allows you to grow." After all, he says, the industry tends not to adapt fast enough. "Chefs are hardheaded and stuck in their ways. 'If it is not broken why fix it approach' is not good enough anymore," he says.

Yet, it's a careful balance, since growing too fast could put your core business in jeopardy. "When you have created standardized systems for your employees, it allows you the freedom and time to diversify other business opportunities," he says. "That said, it's important to stay within one industry even while diversifying."

Looking ahead, for foodservice and hospitality, he sees diversification coming from focusing heavily on the quick service industry. "Every week you see a fine-dining or sit-down restaurant shutting down," he says. "There's so much competition and as these bigger restaurant groups build, it's hard to compete with them."

In the end, whether it's finding inspiration to diversify your business from those working around you or focusing more on the personal, more direct and intimate experience for the diner, one thing is clear: as the industry moves ahead, it will thrive on change. To get a head start on the new decade, be sure to secure your spot for this year's Breakfast With Champions taking place March 3, 2020, in Heritage Court, Enercare Centre, Toronto.





TOP FOOD+ BEVERAGE CEOs

By Marisa Pellegrino

CEO Panel

Today's culinary landscape includes changing demographics, concerns around sustainability, new technology, amazing disruptions and product innovation.

We sat down with three of today's beverage and foodservice leaders—Managing Director Canada and Canadian Brands at Beam Suntory, Neale Graham; Executive Vice President and President of Starbucks Canada, Michael Conway; and Kyle Norrington, President of Labatt Breweries of Canada.
Each of these leaders will be speaking on one of the CEO Panels at RC Show 2020.

How are these key players diversifying to thrive in the years ahead?

The beverage industry is more saturated than ever, it is flooded with choice for the consumer which poses a challenge to industry leaders. How do companies genuinely distinguish themselves? Something as simple as a product's history may sway a consumer—in the case of Beam Suntory, Neale Graham points out that they emphasize their long-standing history as an established beverage brand and use this as their point of difference. "We are really proud of our unique East-Meets-West competitive advantage. This powerful advantage manifests itself in our bold ambitions, in Suntory's support for our strategic priorities and in our long-term perspective. We feel these things—along with the richness of heritage of our brands—are what separate us from the competition."

At Labatt, Kyle Norrington points out that they have various products, each has its target audience and each brand is highly tailored. Take Stella Artois: it "helps us connect better to beer lovers and food lovers in the meal occasion. Roughly 40 per cent of all alcohol occasions are meal related. So, there's a big opportunity for us to place our brand there." And Labatt also plays a big role in the craft brewery market that appeals to a specific type of consumer "seeking a unique craft beer experience."

And while distinguishing oneself from the competition plays a big role in a company, looking to the future is a key strategy for top brands. Beam Suntory believes that innovation is key, and recently brought in a new chief innovation officer, Olga Osminkina-Jones to sharpen their focus on developing short- and long-term innovation pipeline and creating new growth platforms.

They have big plans for their products over the next ten years. "I can say that I'm excited about the present and future of our Canadian whisky and rye products, especially as they continue to experience growth on a global level, including within key markets like Australia. It's important we keep pace with consumer trends and demands, which vary from market to market."

Labatt are "focusing on innovation and on issues that matter to our consumers, such as health and wellness, premiumization, and sustainability." They are anticipating what the consumers will want, including a low calorie option in their Michelob Light beer which happens to be the fastest growing beer in the United States (by share) as "consumers seek better for you alternatives that fit their lifestyles." And they also offer products such as BABE Wine and Mike's Zero Sugar Sparkling Water to meet evolving consumer needs.

Innovation is especially key as we think about how consumer habits are changing with new cohorts rising in buying power. In the case of Starbucks Canada, they have taken a different approach to what their future will look like by always considering the needs of the consumer.









According to Michael Conway, "sometimes our customers are moving through their busy days and don't have time to stop and sit. The express store format is one of the most streamlined experiences in the company's portfolio, designed for serving customers high-quality Starbucks products with speed. We strive to be seamlessly integrated into our customers' routine so that they have options for connection wherever they are."

What future?

The industry must rise to the challenge of protecting the environment and addressing the impact of climate change.

Starbucks has taken the lead, including the elimination of single-use cups, straws, and bolstering or facilitating recycling options in stores. "We were one of the first to offer discounts to customers who bring in reusable mugs, and we were an early pioneer in the offer of a cup sleeve to reduce waste caused by double-cupping. We provide and fund in-store recycling and have items processed at a separate facility to ensure items that can be recycled are recycled. We also introduced recyclable straw-less lids and are working to eliminate plastic straws globally by 2020," says Conway.

Starbucks Canada has taken the next step by investing in the NextGen Cup Challenge, which funds the development of a fully compostable paper cup; they'll be piloting a prototype of a greener cup in Vancouver later this year. Starbucks Canada also recently signed on as a principal member of the World Wildlife Fund's ReSource: Plastic to inspire action across sectors and supply chains program.

At Suntory, Graham discusses Growing for Good, a program he says "includes commitments to protect water and the environment, through programs like our Natural Water Sanctuaries and improving water efficiency in our operations. In 2019, we launched Together for Good, an annual global day of service, and saw nearly 2,000 employees volunteer from our sites around the world, including here in Canada where more than 130 employees from Vancouver to Montreal participated in shoreline cleanups."

Labatt's president is proud to boast about some of their products like Budweiser, which is on track to being brewed using 100 per cent sustainable energy.

RC Show provides a platform for learning and innovation. As Graham puts it, "the restaurant industry is at the front edge of consumption for our category, and the show is fertile ground for learning."

Hear these leaders speak at RC Show 2020 on March 2: Starbucks' Michael Conway on the 'Views from the top: Restaurant CEO panel, 'Beam Suntory's Neale Graham on the 'Bar CEO Panel' and Kyle Norrington of Labatt on the 'Beer CEO Panel.'





SPOTLIGHT ON RCSHOW 2020:

POP UP RESTAURANT & BAR IS YOUR DESTINATION TO DIVERSIFY AND THRIVE

By J. Marie Nicholson



Irene Matys

Pop Up Restaurant & Bar

Nutella fanatics had their wishes come true when 'Hotella Nutella,' a Nutella-themed hotel pop up, was announced in late 2019. The pop up promised a once-in-a-lifetime experience for consumers. Not only did this pop up garner media attention, but the event itself was a way to engage with consumers on a deeper level, creating a stronger bond with the brand.

Pop ups create unique experiences; when it comes to diversifying a business, they can be a powerful marketing tool and a way to test a concept. From March 1 to 3, RC Show 2020 will launch its own pop-up on the show floor. The pop up will bring the show's theme, 'Diversify and Thrive,' to life by sharing tangible ways you can propel your business into the future.

Whether you're a chef, a supplier or have another important role in the foodservice and hospitality industry, this experiential opportunity will allow you to enjoy an immersive guest experience and gain valuable insights to help you diversity and thrive in an industry that accounts for $89 billion a year according to Restaurants Canada Q3 Restaurant Outlook Survey.

The Pop Up Restaurant & Bar, designed by Portage Design Group, Juiceworks and Qwik signs, will bring together top mixology and culinary talent from across Canada to showcase the latest restaurant concept trends, and highlight innovative products and services in an interactive and engaging format.

Five of Canada's 50 Best Bars will be on hand, bringing in talent from five of the top locations in the country. Witness how top mixologists are reinventing their menus, be inspired by their expertise and skill, and Five of Canada's 50 Best Bars whiskey, malt, and tequila tastings.

Vancouver's Botanist will demonstrate their signature molecular mixology with a whimsical cocktail creation. Sip and savour Asian-inspired cocktails from Baiju's talented team of mixologists and witness why it's one of the most coveted cocktail bars in Edmonton. Two of Toronto's notable bars—Mother and Bar Raval—will unveil their latest creations. Finally, Montreal's Stillife, will shine a spotlight on the Aperitivo and explain how the low-waste, sustainable movement applies to beverage programs.



As Gen Z grows in buying power, keeping up with the trends and changing tastes will increase in importance. Studies show us that fewer Gen Z are drinking alcohol, and as such incorporating non-alcoholic options onto your menu may be the key to diversifying to thrive. Join us in the Pop Up Restaurant & Bar to learn how to diversify your drink menu with help from top non-alcoholic brands. Watch as Seedlip shakes up botanical-focused elixirs. Sample Greenhouse Juice Co.'s kombucha on tap and catch Red Bull's caffeine-infused mocktail workshop to hear easy-to-implement ways you can incorporate low or no-alcohol cocktails.

Come hungry to experience the Pop Up Restaurant & Bar. Taste winning recipes that celebrate Canada's diversity, including educational demonstrations by Canadian Beef's chef, Matthew Paré using unexpected ingredients to put an innovative spin on smaller sharing plates.

If you're a cheese lover, you'll enjoy learning about unique pairings for your charcuterie boards from Dairy Farmers of Canada. Marine Stewardship Council and High Liner Culinary will hone in on the growing sustainable trend with traceable wild seafood that's guaranteed to provide fresh inspiration for your menu.

Our country's culinary history will come to life through an Indigenous culinary demonstration that's rich in tradition and storytelling. Chef Joseph Shawana from Indigenous Culinary of Associated Nations will use candy cap mushrooms in an unconventional way to show how you can inject some diversity into your menu.

This year get inspired by multicultural influences from Peru, Italy and Japan. Their interactive sessions will demonstrate the importance of diversifying your menu through unique flavour combinations and rare ingredients.

Peruvian cuisine, known for its bold flavours and spices, will help liven up your menu offerings. Chef Guillermo Russo will showcase Peru's rich culture while making some of the country's popular dishes. Gain insights about global influences in your beverage program through a hands-on sake seminar. Michael Tremblay, who received a rare international distinction as a Sake Samurai, will highlight the fermented rice beverages' versatility. From Japan, we move on to South America where you can see and taste the versatility and diversity of Peru's most iconic alcoholic beverage—pisco—with bartender Gregory Smith. Bellavita Expo's chef will bring the soul-satisfying simplicity of Italian products including Old World Wine and divulge how they can be incorporated into classic and tasty menu items.

If you're looking to up your marketing game and reach potential customers, put your food styling to the test. Use the stunning mix and match tableware from Bauscher and see how you can photograph the final creations to elevate your brand on digital and social media. Equipment and technology help deliver a seamless experience beyond the dining room. This year's Pop Up Restaurant & Bar will go beyond food and drinks and feature the latest equipment and POS technology from Silverware POS.

Throughout the dining area, you'll notice how the customized finishes contribute to a comfortable ambiance and an elevated guest experience. Admire the sleek Caesarstone quartz countertops while sipping on a cocktail and enjoy the comfort of bespoke furniture by leading commercial furniture maker, Contract Supply.

Before venturing back into the exhibitor area, pop into our Grab and Go Café. HHere, gain applicable insights about the growing trend of consumer convenience and ghost kitchens with one-on-one meetings with Uber Eats. And learn how to leverage a quick service model alongside a traditional model without compromising your brand. Grab a takeaway coffee and a healthy, juice boosting shot from Greenhouse Juice Co. while you learn about revenue-generating products and opportunities.

With an exciting interactive program, the Pop Up Restaurant & Bar will be the destination to discover, learn and grow at this year's RC Show. Whether you're taking in an expert session, sampling unique food and drink offerings, gaining knowledge about innovative products, or expanding your business opportunities, this one-of-a-kind concept is guaranteed to provide valuable learnings so your business can "Diversify and Thrive" for years to come.







THE FOODSERVICE ENERGY CHALLENGE

By Chris Szego


Jack Astor's, Barrie

Restaurants use a great deal of energy. The power required in the kitchen for cooking, refrigeration, dishwashing, heating and cooling—not to mention all the front of house needs—make restaurants among the most energy-intensive of commercial spaces. Energy conservation is not only good for the environment but it's also good for business. When margins are slim, any savings on utilities can add to the bottom line.

Restaurants Canada wants to help the foodservice industry take the lead in sustainability. In 2018, RC partnered with Save on Energy, ENERGY STAR, Enbridge, LEAF, Russell Hendrix, NewSpring Energy and SilverChef to help the foodservice industry save both energy and money with the Foodservice Energy Challenge. The goal of the Challenge was to help participants to adopt changes that could add up to big savings. Participants learned to navigate incentives and rebates while upgrading to new, high-efficiency equipment. Selected participants were provided with one-on-one support throughout the challenge, so their lessons could be shared with the foodservice industry at large.

Each participant received an energy audit that identified specific energy-saving opportunities for their businesses, followed by ongoing support from the Foodservice Energy Challenge team consisting of their local utility companies, engineering consultants, and the training team directed by IESO and managed by NewSpring Energy. Throughout the year-long Challenge, the operators were able to see how changes both large and small had a positive impact on their energy consumption. Both SilverChef and Russell Hendricks provided incentives for the purchase of new Energy Star equipment so that participants could do more.

Foodservice Energy Challenge

JACK ASTOR'S, BARRIE, ON

Jack Astor's has more than 40 locations throughout eastern Canada. Corporately owned by Service Inspired Restaurants (SIR), the entire chain makes sustainability and energy conservation part of their operations.

In November 2018, an American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) Level 2 energy audit produced 16 energy conservation measures, from which SIR Corp. chose to implement several. "Our main projects were to retrofit the building with LED bulbs, install Demand Control Kitchen Ventilation (DCKV) and flow restrictors on kitchen faucets and institute sensors for lighting in the staff room, office, public washrooms, and walk-in fridges," says Grey Sisson, Vice Chairman of SIR Corporation.

Scheduling time to implement measures was tricky in the busy and popular family restaurant, an issue universal to most foodservice operations. Engaging staff was another priority. "We had several meetings with staff to emphasize the importance of energy conservation and how they can participate," says Sisson. "The staff were initially skeptical about being a part of the restaurant's energy conservation efforts. However, by discussing our ongoing utility invoices and witnessing a decrease in costs, both management and staff became strong believers and doers."

The new LED lighting brightened the space for both staff and guests, while timers on outdoor lights minimized energy wastage. And the new DCKV eliminated a persistent cold-air draft problem in winter, improving everyone's experience. Sartaj Bajwa, Senior Facilities Manager strongly recommends a DCKV system to other foodservice operators, "or [to] at least put timers on the exhaust system."

Bajwa says they saw reductions across all their utilities: electricity, gas, and water. "The energy audit was really useful. And we had great support throughout the project, with smooth transitions to implement the



Manitoulin Hotel & Conference Centre

measures. Having someone to coordinate the parties involved made it easy. We really appreciated the help."

YORK UNIVERSITY, TORONTO, ON

York University has been committed to eco-conscious initiatives and sustainability since 2008 and has completed successful projects in energy conservation, waste diversion, and emission reductions. For the Foodservice Energy Challenge, they chose to focus on Stong Dining Hall, their largest kitchen facility, which serves over 1100 diners a day during the fall and winter terms.

Their ASHRAE Level 2 energy audit, conducted in November 2018, highlighted 10 energy conservation suggestions. York chose to implement many of them, including DCKV, an ENERGY STAR refrigerator, and Rational oven, LED lighting in the kitchen and dining areas and flow restrictors on taps.

The recommendation executive chef Yaroslav Strohyj found most helpful: "Getting a checklist for opening and closing procedures." With updates at daily pre-service meetings and regular training, Chef Yaro found that staff habits began to shift, and energy conservation became part of regular conversation. "Some of them have taken on these practices at home."

Modifications had to be implemented around the academic calendar, to avoid disruption for students. "The biggest challenge we faced," says Tom Watt, Director of Food Services at York, "was the dated facility we use for service. We were limited to what changes could be made; however, we did find some that were impactful."

Chef Yaro agrees. The LED retrofit also helped them better understand their overall lighting . He is now much more aware of the individual energy consumption of various equipment, and going forward, is able to focus on where the energy, and money-saving opportunities can be found. "I hope to see a reduced carbon footprint, bringing my department closer to the sustainability goals of the University," says Watt. "Regardless of the physical challenges of your facility, there are opportunities for change; the only obstacle that can get in the way is an unwillingness to be better."

MANITOULIN HOTEL & CONFERENCE CENTRE

Wholly owned and operated by First Nations people, the Manitoulin Hotel and Conference Centre on the northeast side of Manitoulin Island has a short, intense summer tourist season. With only five months to produce the bulk of their income, any addition to the bottom line is helpful.

An ASHRAE Level 2 energy audit multiple measures including programmable thermostats, an LED retrofit including motion sensors, and an ENERGY STAR stand-up freezer.

The Manitoulin Hotel's distance from any large population centre was an obstacle when it came to implementing some of the energy-saving measures. Some parts were not available, and others were made prohibitively expensive by distance. In addition, provincial policy changes in April 2019 resulted in the cancellation of many technical energy support programs, including the BRI, which the Manitoulin Hotel had intended to use to improve its refrigeration. It was a pointed reminder that businesses should take advantage of programs as soon as possible.

Another major issue was the increase in electricity prices. "Overall electricity pricing has increased—tripled from 2018—this is a great issue for us," says Corey Stacinski, General Manager. This makes it more important than ever for foodservice operators to save electricity. Some handy tips can be found here. "We looked into third-party electricity pricing and have locked into a five-year contract."

Stacinski said the hotel received a rebate cheque for the LED lighting retrofit. "Prior to the Challenge, we had issues when it came to installing new lighting. During the Challenge our contractor installing the lighting was really helpful—there was nothing to be filled out. He just did the work and took care of the paperwork. Being able to work with a local provider was a very good experience for us."

"We did have some issues, but we value the experience and appreciate any help and guidance," says Stacinski, adding that the program highlighted the need for the foodservice industry "to be at the table provincially, and advocate for industry-driven programs that work for us."

Inspired by these examples? Want to know how you, too, might take steps to add sustainability to your bottom line? Join us at RC Show 2020, March 1-3 at the Enercare Centre in Toronto, where the Foodservice Energy Challenge results will be unveiled and you can engage in workshops and seminars, shop sustainable products and discover the newest in energy-efficient technologies.

Opt into the free Save On Energy Foodservice Forum on Tuesday, March 3, 2020 to hear more about the Foodservice Energy Challenge, find out about the latest incentive programs, connect with energy-efficiency experts and explore opportunities to save both energy and money.



RC SHOW 2020

IS FEATURING SEVERAL INNOVATIVE, INSIGHTFUL, AND INFORMATIONAL EXPERIENCES TO TAKE IN OVER THREE DAYS!



Bring your whole team to taste foods from around the world, learn about new local products, and get an in-depth view of the farm-to-table movement, or understand how your business can leverage a culinary tourism strategy. As you plan your visit to the Show, check out these highlights of a few of the must-see pavilions and features.

BELLAVITA EXPO: The very best of Italy comes to RC Show 2020. Walk through the expo and meet with Italian producers and manufacturers, stop by a pizza-making demo and learn all the secrets (like making the perfect crust).

CANADIAN BEEF & CANADIAN VEAL PAVILION: Canada Beef presents the Canadian Beef & Canadian Veal Pavilion located within the Canada Pavilion. An opportunity to engage with Canadian beef and veal farmers, packers and strategic partners like Victorinox Swiss Army in one location. Visit the Canada Beef booth 2749 to learn about innovations and taste Canadian beef, globally recognized for its quality assurances.

FOOD TRUCK'N EXPERIENCE: JB Innovative Solutions Inc. presents this one of a kind culinary event at this year's RC Show. The Food Truck'N Experience will showcase international flavours served through the windows of some of Toronto's best food trucks. From comfort treats to gourmet eats, it's a three-day sampling of Toronto's thriving food truck scene. Visit the World Pavilion to experience it for yourself!

LOCAL STAGE & ONTARIO PAVILION: Presented by the Ontario Ministry of Agriculture, Food and Rural Affairs, and Foodland Ontario, taste and discover the best that Ontario has to offer. Shop local artisan goods, learn how shopping in your own backyard can positively contribute to your local economy and environment, and hear from some of Canada's top Indigenous chefs on the importance of Aboriginal cuisine.

FEED IT FORWARD: Canadian chef Jagger Gordon is the founder of the 'Feed Families' freezer program and 'Feed It Forward' community food program which prepares meals using blemished but perfectly edible food from local suppliers that would have otherwise gone to waste. Continuing our sustainability initiatives, we've partnered with Feed It Forward to collect leftover food from exhibitors at the end of the Show, ensuring it goes to good use.

For a full schedule of RC Show programming and to learn more about all the RC Show competitions, including the John Bil Oyster Shucking Competition and the National Latte Art Competition, head over to rcshow.com.

Every year, RC Show brings together top talent from across the foodservice and hospitality industry to compete in some of the toughest challenges in the country. In 2020, the competition calendar is bursting with dynamic and high-energy tests that push boundaries, evaluate expertise, and display truly unique skills. Below are a few of the competitions RC Show 2020 attendees can look forward to catching at RC Show, March 1 - 3, 2020.

GARLAND DISCOVERED CULINARY COMPETITION: Featuring up-and-coming chefs from across Canada, as they battle it out in a black box style competition. Contestants must create innovative dishes that utilize ingredients in exciting ways while ensuring creative plating and exceptional taste.

BEYOND THE RAIL COMPETITION: Canada's top mixologists and bartenders showcase their flair and cocktail chops as they develop drinks that are not only imaginative but sustainable too. Ten competitors will need to think on their feet as they quickly create cocktails that tap into the theme of 'diversity,' aligning with the overall RC Show 2020 theme of 'Diversify & Thrive.'

***NEW* SOMMELIER SERVICE COMPETITION:** Mimicking a Sommelier service exam, participants will be tasked with service of a variety of beverages and must field questions in front of a live audience. Competitors will be vying for a cash prize and judged by two Master Sommeliers as well as the Alo Wine Director on their knowledge, hands, and poise.

COFFEE IN GOOD SPIRITS COMPETITION: Part barista, part mixologist, competitors will develop boozy coffee beverages that showcase the best of both worlds. Watch as they whip up decadent drinks with a caffeinated spike, all to claim honour, glory, and a cash prize.

Make the most of your time at RC Show 2020 by shopping the show floor, catching the competitions, attending the workshops, and securing your tickets to the conferences to take your business and your career to the next level. RC Show 2020, March 1-3, Enercare Centre, Toronto. Register at rcshow.com



RC Show
Restaurants Canada

• THE HOSPITALITY EVENT OF THE YEAR •

MAKE UNEXPECTED CONNECTIONS



Diversify and Thrive.

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March 1-3, 2020 | ENERCARE CENTRE | TORONTO

TRADESHOW, CONFERENCES, WORKSHOPS, PANELS, COMPETITIONS, EVENTS

RCSHOW.COM

Dear Friends,

Allow me to introduce you to one of the many sources of Peruvian pride: our gastronomy. Peru has managed to position its cuisine as one of the best and most celebrated in the world. Our cuisine is recognized for its richness and variety due to our multi-cultural history and our enormously diverse geography. With multiple microclimates and an extensive biodiversity, we have originated several local products that have nourished our people for almost 5,000 years.

This is the first year that Peru will be participating in RC Show and as such, we are excited to showcase the best of our unique flavours. Through activating at RC Show 2020, Peru will offer guests the opportunity of understanding why its cuisine is currently attracting global attention.

We will be highlighting how Peruvian cuisine has been influenced by several different cultures, from Andean, to Amazonian and African, to Chinese, European, and Japanese. Peru will inspire attendees with a display of the incredible products that come from the Peruvian coast, the Andes and the Amazonia, such as: potatoes, corn, tomatoes, quinoa, sweet potatoes, asparagus, peppers and more. Finally, we will be demonstrating the excellence and creativity of our renowned chefs and restaurants, many of which have been included in the World's Best rankings.

At RC Show 2020, you will have the opportunity to appreciate our finest spirit—Peruvian Pisco. Known as our national drink, this grape distillate has been progressively gaining popularity due to its purity, quality and versatility.

Our participation at RC Show 2020 will position our gastronomy and variety of products in the Canadian market as a leader in the foodservice and hospitality industry.

Many thanks to Restaurants Canada, RC Show, and MENU Magazine for allowing us to bring our flavours and exceptional culinary experience to the Canadian marketplace. Please enjoy the culinary wonders of Peru!

Roberto Rodríguez Arnillas, Ambassador Of Peru

Peru

The land of the Incas. Known for its gorgeous mountain ranges, lush rainforest and long arid coast. A country of great biodiversity. Its unique climate allows Peruvian farmers to grow a wide variety of products year-round that can be used for different types of cuisines. The biodiversity of the country fuels its offerings of an unparalleled number of food products and ingredients to kitchens around the world.

BY HILARY THOMSON

Recently Peru has stepped into the culinary spotlight as a South American destination for foodies. The country is introducing its cuisine to the Canadian market at RC Show 2020, happening March 1 – 3 in Toronto, where trained chefs and a bartender showcase Peruvian dishes, drinks and products.

The theme of this year's show is 'Diversify and Thrive' and Peru is one of the most important pieces of the puzzle. With their diverse cuisine and plethora of food products readily available, the country is a perfect place for chefs and restaurateurs to turn for inspiration when considering diversifying their business.



culinary history

Peru's culinary history is long and varied. Pre-Incas used some of the same staples that are in today's traditional Peruvian diet including maize, potatoes and spices like chili pepper. Moving on to the 16th century, the first outside influence arrived with the Spanish conquerors. They brought with them new culinary techniques and ingredients like olives, grapes, beef, and rice. Enforced migration from Africa influenced the cuisine further, creating a new Afro-Peruvian cuisine. This marriage of cuisines created dishes that are still served on the streets of Peru today like Anticuchos (marinated skewered meats) and Tacu Tacu (refried beans and rice). After Peru gained their independence from Spain in 1821, there was an influx of European immigrants, particularly from France and Italy, who brought their own influences on Peruvian food.

However, the real gastronomic revolution came to the country from the Far East. In the mid 1800s China sent labourers to Peru to work on the sugar and cotton plantations. The marriage of Chinese cooking techniques and Peruvian ingredients came to be known as Chifa and is quite popular throughout the country today. At the turn of the century, Japanese immigrants began arriving in Peru to work on the plantations. It was Japanese influence that made seafood, which was generally looked down upon by natives, popular in the country. By the 1950s Nisei (of Japanese descent) chefs had popularized some of the most famous seafood dishes in Peru like ceviche. The fusion of Japanese and Peruvian cuisine has come to be known as Nikkei.

↣ CONTINUED ON PAGE 64

agri-culture



Peruvian Superfoods (cat's claw, goldenberry, avocado, maca, quinoa, blueberry, pomegranate)

The fact that Peru has been influenced by so many other cultures is only half the story of its varied and unique cuisine. Peru has three distinct geographical regions: the coast, highlands and Amazon, and encapsulates 90 different microclimates. This means the country has many different growing seasons and each region has unique properties that make it conducive growing different types of agricultural products. Peru is unique in that there is no off season for growing that affects the whole country, so they can continue to grow fresh produce all year round. The variations in elevation and microclimate, and the efforts of farmers over thousands of years has made Peru one of the world's most important centres of plant domestication.

peruvian products

As mentioned, Peru's unique climate and biodiversity provides quality ingredients to kitchens worldwide. Food products grown in every part of the country, from the coast, up into the Andes are making their way onto more and more plates, expanding the horizons chefs and restaurateurs in the foodservice industry. Recently cooks have become representatives of Peru's small farmers and artisanal fishermen, seeking out products that will fulfil modern diners' search for food that is good for the senses, body, soul, spirit, environment and society.

According to a Hartman Group survey from 2019, 82 per cent of millennials want 'Better For You' products available on the go. Adding to this, in the US, half of the population tried a new eating approach last year. The number is higher for both millennials and Gen Z, where 65 per cent and 69 per cent tried any eating approach in the past year (respectively). As more and more diners are looking for health-conscious options when they are dining out, incorporating the super foods and fresh produce of Peru into a menu can be a way to diversify in order to capture this health-conscious consumer. Here are a few Peruvian products that can be used in many ways to create a health-conscious, elevated menu and provide unforgettable gastronomic experience.

Potatoes

Of the 120 domesticated plants Peru has provided the world, the potato is the most important. Cultivated potatoes originate from pre-Colombian farmers who developed the native varieties from wild species. There is evidence to suggest that the potato was first

cultivated in Peru 8,000 years ago around Lake Titicaca in the Andes Mountains.

Today there are more than 3,000 varieties of potatoes found in Peru. The native species are unique in that they are grown at an altitude of 3,800 metres, where no other crop prospers. Scientific analysis has determined that most of these native potatoes have better nutritional characteristics than their commercially grown counterparts. Yellow native varieties have a high Vitamin C content while those with a red or purple flesh have been shown to contain cancer inhibiting properties.

That being said, because of low production and a difficult market, most of these highly nutritious potatoes are grown for the farmer's own consumption. Most consumers only know of about five of these native varieties which are available in urban centres.

The potato is one of the world's most nutritious and versatile vegetables and there is hardly a culture that doesn't use it in their cuisine. The Peruvian potato has been recognized in the past as one of the world's emblematic ingredients of cooking. It is very important to the rich cultural and gastronomic history of Peru but also to the culinary history of the world.

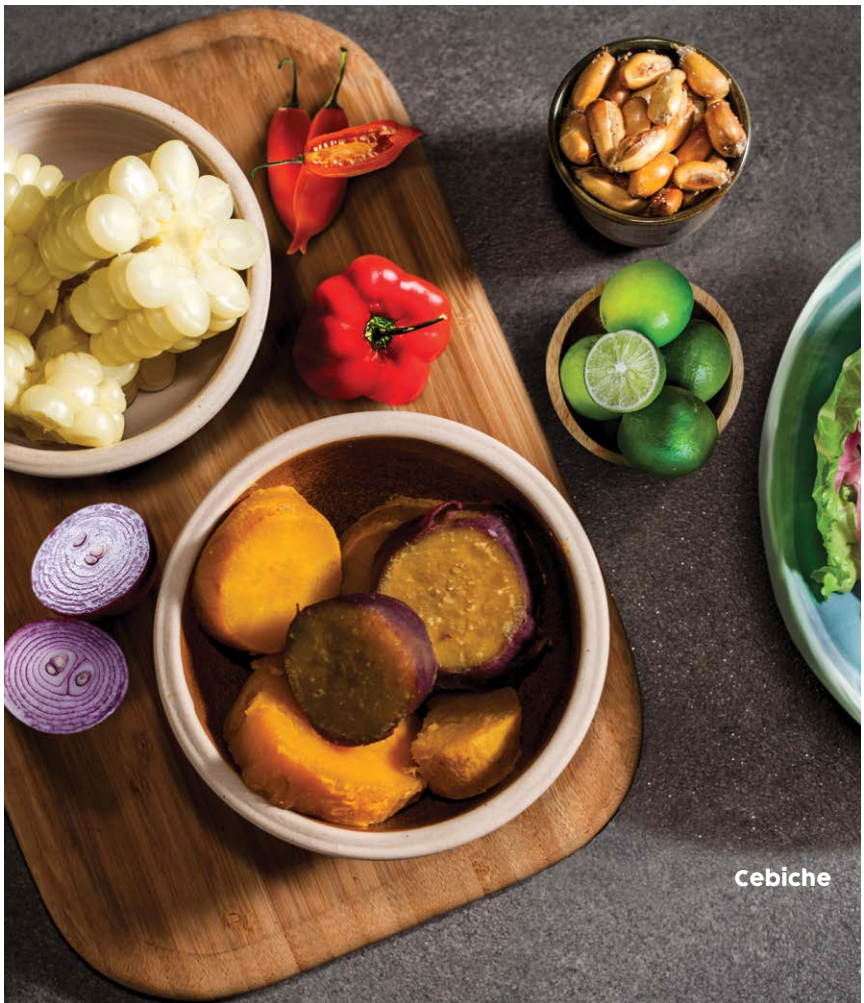
Potatoes can be prepared in so many ways and each variety had its own unique flavour, texture and nutritional characteristics which make it a great ingredient to experiment with in the kitchen. Instead of using regular white potatoes try the Peruvian black potato (papa negra) which are slightly sweet and great in stews, soups, boiled, fried or mashed. Using a variation on a staple in everyday dishes can make a huge difference when trying to diversify a menu and gives guests the opportunity for a different and unique dining experience.

Superfoods

People around the world are changing the way they eat. Consumers are no longer simply concerned with getting enough nutrition, they are also looking at the other health benefits of the foods they are eating. Superfood has become a buzzword with many restaurants and food suppliers jumping onto the health food bandwagon.

Many of these superfoods can be found in Peru. One of the most popular Peruvian superfoods that has taken the culinary scene by storm over the past few years is quinoa. It is known as an ancient grain as

body soul, & spirit



Cebiche

Photo: Adrian Portugal

it was consumed by pre-Columbian people in Peru thousands of years ago, originating in the area surrounding Lake Titicaca in the Peruvian Andes (much like the potato). It is a protein-rich grain which makes it perfect for the vegetarian and vegan population and it contains many important minerals and antioxidants.

Pisco

When you talk about pisco, you talk about Peru. Pisco is a type of brandy that has not been aged in wood. This helps the grape keep its aroma and flavours through the aging process. Pisco is made exclusively with pisco strains of grapes which includes four aromatics (Torontel, Albilla, Italy, Muscat) and four non-aromatics (Quebranta, Mollar, Negra Criolla, Uvina). There are three types of pisco which are made using different distillation processes: pisco puro, pisco mosto verde and pisco acholado.

One of the differences between pisco and other distillates is that the producer does not use water to achieve the right alcohol percentage. The production of pisco is regulated so that is distilled to 38-48 per cent alcohol without using water. This ensures a quality pure grape product.

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There are more than 400 producers of pisco in Peru from small family businesses to large operations. It is a legacy that is very protected and cared for in Peru. "This isn't any product," writes pisco producer Carmen Robatty de Moquillaza, "It's to carry in each bottle the seal of our families, the pride that pisco is unique and unquestionably our Peru, for its history and its blessed geography." While high quality pisco can be sipped on its own, it is usually mixed to create interesting and unique cocktails, the most common of which is the Pisco Sour.

chefs & restaurants



Causa rellena
(Peruvian Layered Potato Dish)

"**Restaurants in Peru** are fueled by stories and emotions and great ingredients," says Virgilio Martinez, of Central, one of Latin America's top-rated restaurants. Over the past several years Lima has become known for its food scene with many edgy, upscale and well-respected restaurants (like Central) that showcase the biodiversity of the county and the very best it has to offer.

However, great Peruvian food isn't just for the streets of Lima. Bringing Peruvian ingredients on to the Canadian food scene is a great way to diversify and attract even more people to your restaurant. Gen Zers are growing in buying power and bringing with them different tastes and experiences. Gen Zers are used to living in a multi-cultural society and ordering sushi or Pad Thai for them is the same as ordering pizza was for their parents. Using Peruvian products and flavours will help chefs, restaurateurs and all members of the foodservice industry keep on top of trends and ensure their youngest and most prolific customers are kept interested and satisfied with their dining experience.

Some Peruvian chefs have tapped into this secret and are bringing their experience with Peruvian cuisine to Canada, often using traditional Peruvian Ingredients in new and innovative ways. Chef Jorge Bahamonde is from Lima and now runs one of the few Peruvian restaurants in Gatineau, Quebec. He grew up watching his grandmother cook at home and when he moved to Canada, he missed the traditional dishes and flavours of his country. "We have a lot to offer," he says about Peruvian cooking. "It's an explosion of flavours and once you try it you don't want to keep it for yourself."

Bahamonde is one of the chefs representing Peru at RC Show. He hopes to showcase how Peruvian dishes and ingredients can truly help restaurants in Canada diversify and thrive in a changing gastronomic climate. Ceviche is a dish he is planning on highlighting as it can be prepared in many ways, demonstrating a wide variety of Peruvian ingredients. Bahamonde says that where he comes from, they traditionally marinate the fish in key lime, hot pepper, cilantro, garlic and ginger and then serve it with boiled sweet potato and grilled corn, however different kinds of fish, acids, garnishes and accompaniments can also be used. "I could eat it every day," he says. "Once you like it you will crave it."

More Peruvian ingredients are making their way into international markets and are becoming more readily available in Canada. Bahamonde says it is important for chefs to know that they are probably already using many staples from Peru. He says that once they know they are using Peruvian ingredients they can expand their horizons to see what else the country has to offer. He says one of his favourite ingredients to use are Peruvian peppers called aji panca and aji limo which he says are used in about 50 per cent of Peruvian dishes. He urges chefs to try and incorporate more Peruvian products into their cooking. "Even simple stuff like potatoes, onions, lime and quinoa probably have a better and stronger taste from Peru," he says.

Chef Guillermo Russo will also be at RC Show showcasing Peruvian cuisine. He says he fell in love with Peruvian cooking because of the flavours, freshness and endless array

Photo: INKATERRA



Quinoa with glazed pork and teriyaki sauce

of dishes that have been influenced by cultures from all over the world. "There is just so much to eat and try, everywhere you go in Peru there are different versions of this or that," he says. "It's mesmerizing."

Russo believes that, like many cuisines, Peruvian food is a tradition in transition. He says it is important tradition is honoured while also allowing for experimentation and respectful reinterpretation. Some of his favourite Peruvian ingredients to use are giant white corn, served on its own or steamed in tamales, fresh potatoes in soups, stews and traditional dishes like causa (layered chilled potato dish) and chiles, fresh in ceviches, or sundried in soups, stews and braises. There are so many ways to use Peruvian ingredients. The sky is truly the limit.

No Peruvian meal would be complete without a refreshing beverage to wash it all down. Bartender Gregory Smith is originally from the US but has been living in Lima for the past 13 years. He is at RC Show showcasing Peru's most iconic alcoholic beverage, pisco.

Smith says pisco on its own is very versatile and can be mixed with a wide variety of fruit flavours. Many Peruvian bartenders make Pisco macerations using different native roots and seeds. "The macerations can sit in jars for months or years," Smith says remembering a cherry flavoured pisco that sat in the back of his fridge for three years. "It was delicious."

Smith says he also loves to dress up more traditional pisco cocktails with the plethora of interesting flavours that are available in the Lima markets. He particularly enjoys using Camu Camu as an acid in a cocktail as it balances the sugary syrup much like a lemon or lime. "We are blessed with lots of different fruit here to make cocktails with," he says.

Photo: Sandro Aguilar – PROMPERU

Although pisco is Peru's most well-known beverage Smith says the country also has a long history of winemaking and there is a corn-based beer called Chicha de jora that dates back thousands of years. There is also quite a bit of rum produced in Peru and over the past few years people have experimenting with making whiskey and vodka.

Smith is tending the bar at RC Show and says he will be focusing on pisco as the star of the event. At RC Show's Opening Night Party, he will be preparing a version of a Chilcano which is a simple cocktail using pisco, ginger ale and lime juice. "Maybe I'll use a seed, herb or spice to jazz it up," he says. Later in the show Smith will teach attendees how to make a traditional pisco sour, detailing what makes this iconic drink successful.

Diversify and thrive. That is what people in Peru have been doing for thousands of years. With a diverse climate and people Peruvian cuisine is a true mixture of cultures which in turn has created something truly special and unique.

stories, emotions & great ingredien

To experience a taste of Peru for yourself be sure to stop by the Opening Night Party and Pop Up Restaurant & Bar at RC Show happening March 1 -3, 2020 at Enercare Centre, Toronto.

The current Latin 'boom' is gastronomic



Photo: Sandro Aguilar – PROMPERU

After a surge of popularity in the 70s, Peruvian cuisine's combination of traditional ingredients and modern methods is here to stay. Peruvian gastronomy is leading a revolution in cuisine, surpassing border and experiencing unsuspected growth.

BY GASTÓN ACURIO, OCTOBER 2015

10 years ago, Peruvian gastronomy left behind that collective feeling that led us to doubt our identity and that of Peru's future, and instead embrace our Peruvian heritage with pride, assurance and confidence. The seeds planted by culinary pioneers such as Bernardo Roca Rey, Cucho La Rosa, Isabel Alvarez and Teresa Izquierdo were finally sprouting with Peruvian diners and with the chefs of my own generation. Together, we started to build the initial path that today, 10 years later, have reached some of the goals that were initiated back then.

Consumers seek out products that are good for the senses, body, soul, spirit, environment and society. And this is the way it will be, ever more, throughout all socio-economic sectors. The good news is that the demand for these products presents an opportunity for Peru to differentiate itself. It is already happening with quinoa, cocoa, Andean grains and corns, Amazon fruits, and coastal chili-peppers. Chefs have become representatives of Peru's small farmers and fishermen, conscious that their position in the value chain can help connect products, including their biodiversity, in public agendas, and in Peruvian and international markets, carrying with them prosperity, opportunities and recognition to producers.

In this world where all consumers are discovering and celebrating people's cultural diversity, chefs have become ambassadors of Peruvian culture. As they inspire the world with our heritage, we leave behind the idea of Peru as a 'maquila,' or primary-goods export country, and become global trend setters. Peruvian cultural presence can be found in ceviche, a dish that is not only found in Peruvian cuisine, but in other cuisines as well. Pisco is now present in bars all over the world; Peruvian restaurants are opening at a rate of four per day in all categories: food trucks, haute-cuisine, traditional and popular markets. 'Made in Peru' value-added products with global brands are sold in supermarkets around the world, an increasing consumer trend for Peruvian cuisine is a reality.

In a world where tourism rules have definitely changed, *where the traveller that visits a place wants to discover local stories and experience its surroundings*, when gastronomy has become a decisive factor for those who have to choose between visiting a place like Machu-Picchu or the pyramids in Egypt; cuisine becomes a very powerful tool to attract international tourists to Peru and to transform Lima into an attractive destination. The gastronomy adds to our historic, scenic, adventurous, ecological and cultural attractions and will make Peru, in the coming years, one of the world's most alluring countries to visit.

Gastronomy has also become a powerful tool for issues as important for the future of the country, especially as it concerns environmental and nutritional sustainability. We need to increase awareness around conserving our marine life especially as we think about the increased popularity of ceviche, recognize the urgency of cleaning our bays from drainage, and revive our rivers in order to fully develop Peru into a culinary destination. We need to think about halting illegal logging from our forests so as not to weaken the Amazon that offers our magical products to the world; the imperative need to end chronic malnutrition in our children in territories that, at the same time, offer the world Andean products full of vitality, nutrition, purity and health; the explicit will to use gastronomy as a bridge of peace and fraternity of the peoples of Peru, admiring our diversity and differences, rather than the barriers between them.

In sum, the diners, chefs, farmers, artisanal makers, and fishermen that make up the gastronomy of Peru have worked together to promote Peru as a culinary destination on a worldwide scale and to bring Peruvian products into the spotlight. In every word and every gesture, there is an opportunity to contribute to the building of a country (Peru) where everyone has the same opportunities, recognition, and capacity to dream and live in peace. ■

Source: The English version of the article was published in the Spanish newspaper 'El Pais.' Retrieved from elpais.com.

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THE INDUSTRY SESSIONS

WHERE RESTAURANT INDUSTRY INSIDERS SHARE THEIR SECRET SAUCE

BY MENU MAGAZINE WITH TOUCHBISTRO

Industry cred in the restaurant business is often measured by the number of burns snaking up your forearm or the number of best restaurant lists under your belt. Add to that the shared experiences of restaurateurs commiserating over ridiculous customer requests and a mutual understanding that service comes at the sacrifice of many personal milestones, and it's clear to see why people in hospitality have such a tight bond—once you're in, you're part of the family.

Running a business is hard, and even more so when that business is a restaurant and there are never enough hours in the day to do all the things that need to be done before doors open and customers come pouring in. It's no wonder that the industry turns to its own for advice, everything from sourcing HVAC contractors to guidance on labour laws. Just one glance at a popular online food and industry forum dedicated to those in hospitality can tell you that the single source of truth for other restaurateurs and hospitality insiders is each other.

In 2018, TouchBistro, a Canadian, iPad POS and integrated payments solution built for restaurants by restaurant people, wanted to create an experience that embodied their motto, "we get restaurants," and provide a forum for those in the industry to easily learn from one another.

Yvonne Tsui (the public relations and events manager at TouchBistro) and Ivy Knight (journalist, cultural programmer and former line cook) are the dynamic travelling duo behind, and in front of, *The Industry Sessions*. The conversation series, hosted by Ivy Knight, is one where restaurateurs across North America dish on the realities of restaurant ownership. "There is no college course on how to open a restaurant," she says. "The best teacher is experience."

The inaugural session launched in Toronto in 2018 and every event from that point forward has sold-out, with wait-lists growing increasingly bigger. Panelists have included chefs, celebs, restaurateurs, realtors and food media. Topics cover everything from dealing with labour shortages and building a hospitality group, to the true costs of opening a restaurant, and sessions are punctuated with real questions answered by veterans who have both failed and succeeded in what can be a very tough industry.

"The astonishing generosity of everyone at *The Industry Sessions* inspired me to go out and create a food-focused career that works for me. It's a night of jokes, snacks and speakers as diverse as the industry itself." - Jennifer Crawford, *MasterChef Canada* winner

The success of the Toronto events inspired TouchBistro to take the series south of the border. In 2019, *The Industry Sessions* brought together local restaurant communities in major food hubs like Chicago, Brooklyn, LA, Miami and Dallas to educate, inspire and engage on meaningful topics. Everyone from *The New Yorker's* Helen Rosner to *Bloomberg's* Kate Krader, and restaurants as diverse and beloved as Fat Rice in Chicago's Logan Square, Red Hook Tavern in Brooklyn, Freedman's Deli on the Sunset Strip and Petra and the Beast in Dallas have all taken part.



BROOKLYN: KATE KRADER (BLOOMBERG PURSUITS), ALLISON PLUMER (RED HOOK TAVERN), LIBBY WILLIS (MEME'S DINER)

"We started this series with the intention of creating a forum to support those who serve on a daily basis. It's been such an incredible journey going from city to city and seeing how much support there is within the industry," says Tsui.

↣ CONTINUED ON PAGE 74

"We don't want people to think of TouchBistro as simply a POS system," says Alex Barrotti, founder and CEO of TouchBistro. "Ultimately, hospitality starts and ends with people and it is in that spirit that we created *The Industry Sessions*."

2020 CANADIAN DATES COMING SOON

As *The Industry Sessions* travel from city to city—the restaurant industry is hungry for more. The series will continue in 2020 in key North American markets, beginning with the first stop this winter in Houston, followed by a session in Vancouver on February 24, 2020. All proceeds from ticket sales go to WCR: Women Chefs & Restaurateurs, a non-profit that advances the voice of women in hospitality.

DIG IN

Want to find out when *The Industry Sessions* will be coming to a city near you? Check out the event calendar in every issue of MENU, online at menumag.ca, visit touchbistro.com OR look for #theindustrysessions on Instagram.

BROOKLYN

How to Make Your Restaurant Blow Up Hosted by Ivy Knight in collaboration with presenting sponsor TouchBistro. With guests Helen Rosner, Kate Krader, Allison Plumer, Will Blunt, Libby Willis and Bill Clark. Venue: The Hoxton, Williamsburg

LOS ANGELES

The Survivor's Guide to Opening a restaurant with Mary Sue Milliken of Border Grill, Jonah Freedman of Freedman's and Minh Phan of Porridge + Puffs. Venue: Ace Hotel DTLA

MIAMI

The Real Cost of Opening a Restaurant with Luciana Giangrandi & Alex Meyer of Boia De, Brad Kilgore of Alter, Kaido + more, Niven & Shivani Patel of Ghee, Mike Beltran of Ariete, Chug's Diner + more, and Karina Iglesias & Deme Lomas of NIU Kitchen. Venue: Gramps Bar



BROOKLYN: IVY KNIGHT SPEAKS TO THE NYC SESSION CROWD.



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