MENU

CANADA'S FOODSERVICE MAGAZINE

THE GREAT OUTDOORS

MAKING THE MOST OF YOUR HIGH SEASON

Secrets of the Speakeasy

Culinary Tourism: are you on the map?

SEASONAL MENUS & MANTRAS



March/April 2017
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If there's one thing Canadians look forward to, it's the great Canadian outdoors and the beginning of patio season.

Our cover photo is a good reminder that soon we will be saying good-bye to the cold and snow (even Vancouver was shovelling out this year!) and welcoming the arrival of spring.

This is the perfect time to refresh and recharge your foodservice operation. Consumers will be venturing out more often, lingering on patios to enjoy a cocktail, and ready to explore new tastes and flavours. The numbers don't lie: foodservice sales in Canada are about 12% below the annual average in January and February and rise nicely to 9% above the annual average in July and August.

It's not only sun-starved Canadians who are driving this trend; international visitors are hungry for Canadian hospitality too! The number of international visitors to Canada starts to climb in April and skyrockets by June and July. In total, we welcomed more than 30 million visitors in 2016, and we can expect even more to join us this year for Canada's 150th birthday celebrations.

Restaurants Canada can help you capitalize on the coming busy season, starting with this edition of MENU magazine. Our theme is "The Great Outdoors," and the pages are packed with expert advice and inspiration. We also look forward to welcoming you to RC Show 2017, where you can tap into even more new products, ideas and services.

Be sure to check out our digital platforms for more insights and engagement. We're connecting the entire foodservice supply chain every day to advance our industry and your business.

If you're not a member, join us! With a unified voice to government and a powerful industry network, we are stronger together.



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MAKING MOMENTS
CANADA 150

What's YOUR moment?

Every day, you help Canadians make moments to remember. From moments of joy to moments of giving, people connect over great food, drink and hospitality.

To celebrate Canada's 150th birthday, we're asking Canadians to share their favourite restaurant moment. What's yours? Whether it's opening your first restaurant, taking a chance on a new employee, giving back in the community, or going the extra mile for a special customer, you've got a great story to tell! After all, you're helping to build this country one meal at a time.

Showcase your moment through words, pictures or video, and we'll add it to our Making Moments website. And, you could WIN a culinary adventure for two to Yukon, courtesy of Air North!

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HUNT CAMP The Hunt Camp offered a taste of our country's history through the hands of Canada's most celebrated chefs; wild and foraged flavours were showcased in an exclusive tasting bar.

SPECIALTY Featuring menu items representing the hottest trends for today and tomorrow—from gluten-free to waste-based cooking, and much more.

To read more about our pavilions, features and exhibitors, please visit **rcshow.com**

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Restaurants Canada
The voice of foodservice | La voix des services alimentaires

2.2

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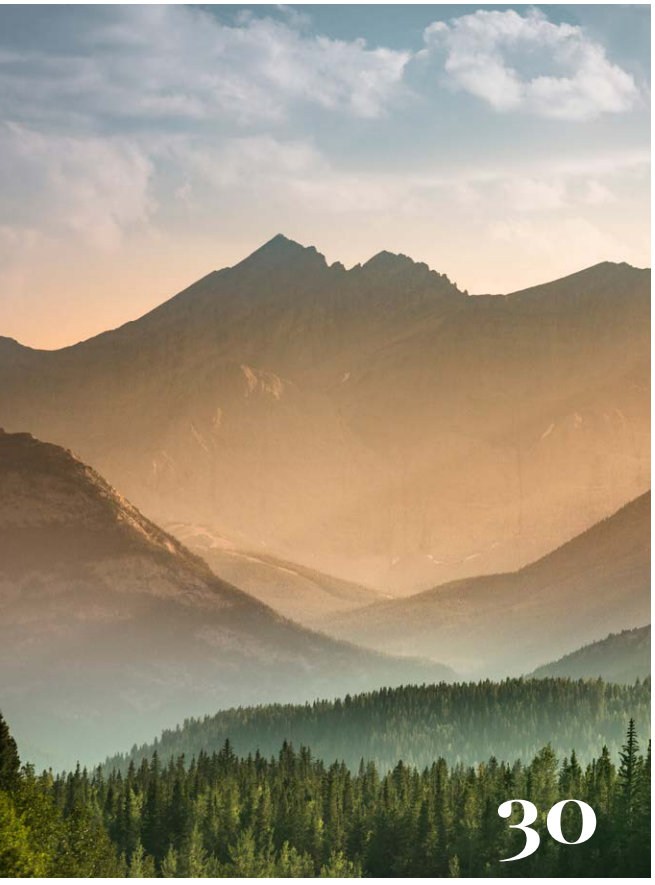
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GATHERINGS

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****.*



Chef Charlotte Langley, culinary curator of the RC Show 2017



Mixologists of **the Great Canadian Rye and Ginger** at the RC Show Media Preview



High Liner at the RC Show Media Preview



Saputo's Rocco Auciello and Restaurants Canada's Carol Facca at the RC Show Media Preview



Lorelyn's Gourmet Desserts at the RC Show Media Preview



Restaurants Canada President and CEO Shanna Munro and Phyllis Carr of Carr's Oyster Bar

EVENTS

MAR 31-APR 2	Toronto Food & Drink Market Toronto, ON
APR 5	GFS Show Calgary, AB
APR 5	Flanagan Foodservice Annual Spring Show, Kitchener, ON
APR 6-9	Canadian Health Food Association (CHFA) West Vancouver, BC
APR 7-9	A Taste Of Niagara-on-the-Lake Niagara-on-the-Lake, ON
APR 23-24	Bakery Congress 2017 Trade Show & Conference Vancouver, BC
APR 26	GFS Show Quebec, QC
APR 26	Flanagan Foodservice Annual Spring Show Sudbury, ON
APR 26-27	North American Summit On Food Safety Toronto, ON
MAY 2-4	The North American Food Innovation Exhibition / SIAL Toronto, ON
MAY 4-14	Okanagan Wine Festivals Kelowna, BC
MAY 6	We Care Dinner & Awards Gala Toronto, ON
MAY 9-11	Canadian Produce Marketing Association (CPMA) Convention Toronto, ON
MAY 29	Terroir Symposium Toronto, ON
TBA	Van Mag Awards Vancouver, Bc

Visit ***MenuMag.ca*** *to submit your industry event listing.*

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WHAT IS CANADIAN CUISINE?

True to our multicultural roots, Canada's culinary offerings run the gamut from coast to coast, with each province reflecting its local influences, culture and landscape. RC Show 2017 chef and culinary curator Charlotte Langley creates her own recipe to define Canadian Cuisine. In honour of Canada's 150th birthday, Langley has joined forces with a group of chefs that embody our country's diversity and innovative spirit. **RC Nation's Feast** offers guests a unique taste of each province by pairing a chef from each region with signature fare to highlight Canada's distinct food landscape. Chef collaborators include Todd Perrin of Mallard Cottage in St. John's; Vancouver veteran Robert Belcham of Campagnolo; co-chefs/owners of Calgary's acclaimed CHARCUT Roast House Connie DeSousa and John Jackson.

CULINARY CURATOR

"Finding inspiration in your cupboards is easy. Wild rice from Saskatchewan with some cold-water harvested cranberries from Nova Scotia or Quebec is a great place to start, with bold, bright and fresh flavours. This is how I envision building a pantry for the chefs for the RC Show. Seeing the beauty and care both farmers and producers engage in to build Canada's cuisine."

– Chef Charlotte Langley, chefcharlottelangley.com

Canadian Cuisine According to Canadian Chefs

Canada's landscapes provide a vast array of influences, and sometimes you don't need to go far beyond your front door to see and taste them.

According to Renée Lavallée, owner and chief lunch lady of The Canteen in Dartmouth, Nova Scotia, Canadian cuisine "is seasonal, locally inspired and very personal. We are such a large and diverse country that Canadian cuisine could mean so many things. For me? It's what I ate every day as a kid growing up in Quebec."

For New Brunswick native Jesse Vergen, chef at Saint John Alehouse, it is: "Food proudly made with Canadian products!"

"Canadian cuisine for me, being a First Nations chef, is something that I'm still defining for myself, because I've yet to identify what indigenous cuisine is," says Richard Francis, chef and owner of Aboriginal Culinary Concepts in Six Nations, Ontario. "It's an ongoing process that I'm starting to develop within myself and for First Nations people as a whole. Canadian cuisine now has become more of a regional, province-to-province thing. I guess Canadian cuisine for me has yet to be defined."



OVER THE TOP: YUKON UNLEASHED CONTEST!

"And the skies of night were alive with light ..."- Robert Service

Celebrate Canada's 150th birthday in style! This spectacular Grand Prize includes two round-trip flights to Whitehorse, and from Whitehorse to Dawson City, along with seven nights lodging. Your Yukon adventure awaits—enjoy the history, landscapes, wildlife viewing and the Aurora Borealis. You'll experience the best in food, drink and accommodations in the Great Canadian North in this once in a lifetime adventure package, presented by RC Show 2017 and Air North.

Visit **restaurantscanada.org/makingmoments** to enter!

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Carr's Oyster Bar

BY WILLIAM DIXON

Carr's Oyster Bar in Prince Edward Island was the recipient of the 2016 Restaurants Canada Shellfish Excellence Award—recognizing Carr's for its exceptional promotion of local seafood, demonstrating superior shellfish quality standards and offering an assortment of local shellfish.

"Shellfish is our number one focus because we buy and sell shellfish in our wholesale and retail market as well. So it's the biggest part of our family business...it's all about oysters, clams, quahogs, mussels, even though we're not in the mussel industry—it's such a big industry in our area and a lot of our other extended family and friends work in that industry too," says Phyllis Carr, the owner of Carr's Oyster Bar and Carr's Shellfish market in Stanley Bridge, Prince Edward Island.

For Carr, life is surrounded by the fishing industry. Her father was a fisherman. Growing up, her family's life was spent on the water and around fishing. "I've always loved shellfish and even as a young child we went out and got our own when we were young. We grew up with it from day one...we used to dig our own clams and sell them by the side of the road," she says. Carr's husband also comes from a family of fishers. Through the windows at Carr's Oyster Bar, or out on the large deck, customers can watch the fishing boats moving in and around New London Bay, pulling in their hauls. In business for close to 20 years, it's the customers that motivate Carr to put her all into the restaurant. Seeing people come back, year after year; she loves that her oysters are such a draw for patrons—tourists and locals alike. "As soon as the customers come through the door, the oysters are the first thing they see," she says. "And that's what we're able to talk about. We see them taking the product right out of the water every day so we have first dibs," she says. "That's quality!"

Working with 25 different fishermen throughout the year, Carr is able to source all of her seafood locally. Vegetables, meat, shellfish, whatever it is, says Carr "we stay as locally focused as we possibly can and if it doesn't happen on PEI, we get it within Atlantic Canada." It's this commitment to local foods that Carr feels feeds back into the community, to great success. Carr's Oyster Bar was presented with the Restaurants Canada excellence award for shellfish at the PEI International Shellfish Festival last fall. Carr's favourite dish? Oysters on the half shell raw; they have an outstanding flavour thanks to New London Bay. "We have just the right water for growing shellfish," she says. Carr's Oyster Bar is open from mid-May to the end of October and they're expecting a busy season this year. With the wind in their sails after receiving their award, and with CNN recently placing the island province at the top of the list of places to visit in 2017, the harbour is sure to be buzzing with activity.

CARRSPEI.CA

Shellfish Celebration

Now in its 22nd year, the annual PEI International Shellfish Festival attracts thousands of people for four days of cooking demos, celebrity chefs, dining experiences and competitions—including potato seafood chowder and oyster shucking—all in celebration of PEI's rich bounty from land and sea. The Shellfish Festival is a signature event of the PEI Fall Flavours Festival and will take place Sept. 14-17, 2017 in Charlottetown.

PEISHELLFISH.COM

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It's an exciting time for Canadian foodservice professionals and restaurateurs. Thanks to an agreement signed between Restaurants Canada and HostMilano (the world's leading exhibition for HoReCa, foodservice, retail, large-scale retailing and hotels), we will be showcasing the Canadian culinary scene on this world-class stage. Restaurants Canada members, this is your gateway to the global hospitality and foodservice industry! We are very proud of Canadian products—and it is our privilege to showcase Canada in Italy!

WHERE & WHEN

To be held at the fieramilano fairgrounds in Milan, October 20 – 24, 2017, HostMilano offers previews of hi-tech innovations in food equipment; food products; the world of coffee-tea, gelato and pastry; formats, designs and lifestyle.

RC MEMBERS MATTER

Restaurants Canada members—we're looking at you! Do you want to come with us to discover the latest international innovations and take part in exclusive international networking opportunities? If you're not already a Restaurants Canada member, become a member now. Contact us today at: members@restaurantscanada.org

THE HOST VIP PROGRAM

1,500 buyers and executives will be selected from all over the world, and Canada will be prominent! Restaurants Canada is one of the most active partners and we're scouting within our member base for delegates. Selectees will be offered a fully-subsidized four-day trip to Milan in October 2017 to HostMilano!

"As the voice of foodservice in Canada, we see tremendous value in connecting buyers and sellers internationally…We look forward to leading trade delegations to HostMilano over the coming years to see, first hand, new innovations that will inspire and drive our industry forward, and provide new products for consumers to enjoy."

SHANNA MUNRO
PRESIDENT AND CEO OF RESTAURANTS CANADA

"The partnership between HostMilano and Restaurants Canada best exemplifies our internationalization strategy, which aims to bring Italian excellence to the world and, at the same time, bring the world to Italy."

SIMONA GRECO
EXHIBITION DIRECTOR, HOST MILANO

AT A GLANCE

- Restaurants Canada will lead trade delegations to HostMilano over the coming years.
- Exclusive benefits will be offered to Canadian manufacturers interested in becoming exhibitors.
- Our trade mission includes members of complementary Canadian trade associations: the Baking Association of Canada, the Interior Designers of Canada, the American Society of Interior Designers, the NEWH Hospitality Industry Network, the Ontario Convenience Stores Associations and the Western Convenience Stores Association.
- In 2015, HostMilano exceeded 150,000 visitors (+17% compared to 2013). 60,383 attendees were from 172 countries other than Italy with 1,500+ hosted buyers!

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SPEAK EASY AND CARRY A VINTAGE COCKTAIL

By Stacey Newman

THROUGHOUT HUMAN HISTORY, across continents and civilizations, alcohol has been a stimulant for social interactions, a tonic, a component of ceremonies and a culinary amusement which can be traced to the Neolithic age. Giggle water—as alcohol was called in the 1920s—is the cat's meow. Vintage cocktails such as the slender, cool Tom Collins are adorning our bars once more, as is the style and ambience revived by the modern speakeasy. The original speakeasies or blind pigs were surreptitious private bars where those who imbibed would swill illegal, often locally-distilled spirits during the years of Prohibition.

The speakeasy has been resurrected in North America; and we found two marvelous Canadian establishments that have manifested the energy of the Roaring Twenties in remarkable fashion.

NOBLE
HALIFAX, NS

Noble is a modern-day speak hidden beneath its sister café, The Middle Spoon—a popular spot in Halifax for desserts and classic cocktails. Started six years ago by Ciaran and Lacey Doherty—offering mainly desserts

↣ CONTINUED ON PAGE 16

NOBLE
HALIFAX, NS

Photo: Scotty Sherin



a and classic cocktails—it was vital that they make the best classic cocktails possible. Ciaran Doherty spoke to us about working with renowned bartender, Jenner Cormier, saying that "this is where their cocktail program really started." Says Doherty, "Bartenders are a different type of animal, they have fun. Canada has a unique alcohol history and our bartenders are very well versed." Halifax is relatively quiet some days of the week, and then typically on Thursdays, Fridays and Saturdays the city is buzzing. Says Doherty, "on those days we had to turn people away." Doherty considered expanding, but anything he chose to do had to fit the schedule and it had to be creative.

On the other side of The Middle Spoon building is an old boiler room. To get to it you have to go down stairs, past the bathrooms, through the kitchen, down a hallway and through a boiler room blast door. Inspired by the look and feel of these hidden spaces, it was Cormier who had the idea to make it into a speak. Noble was born, named for the term given to Prohibition by the US Congress in 1920, "The Noble Experiment."

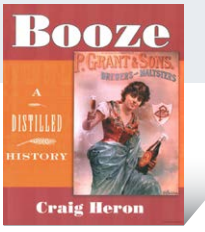
Last summer, Buzzfeed listed Noble in its "20 of the best places to get drunk in Canada" list. Without a password, you can't get into Noble. When you are granted entry, you walk into the boiler-room-turned space which is reminiscent of a 1920s speakeasy. The décor includes a large wall lined with encyclopedias and the whole bookcase pushes back into a storage room. Doherty says that they've never actively marketed Noble. Only a handful of people knew about it at first and then interest grew through word of mouth. Noble has its own cocktail menu but serves food items from The Middle Spoon kitchen. Noble's alcohol is a varied selection. Doherty and Cormier wanted to change the narrative about Halifax—a university town where the spirit of choice is vodka. "Cocktails are a science. Recipes should be balanced to give you the end products you want...how does it start? How does it finish?" It's all about the integrity of the ingredients. Syrups are made in-house—delicate infusions like hibiscus and rose petal syrup.



Photo: Jeffery Savage

TEMPERANCE, THE RUM RUNNERS & BLIND PIGS

PROHIBITION IN CANADA



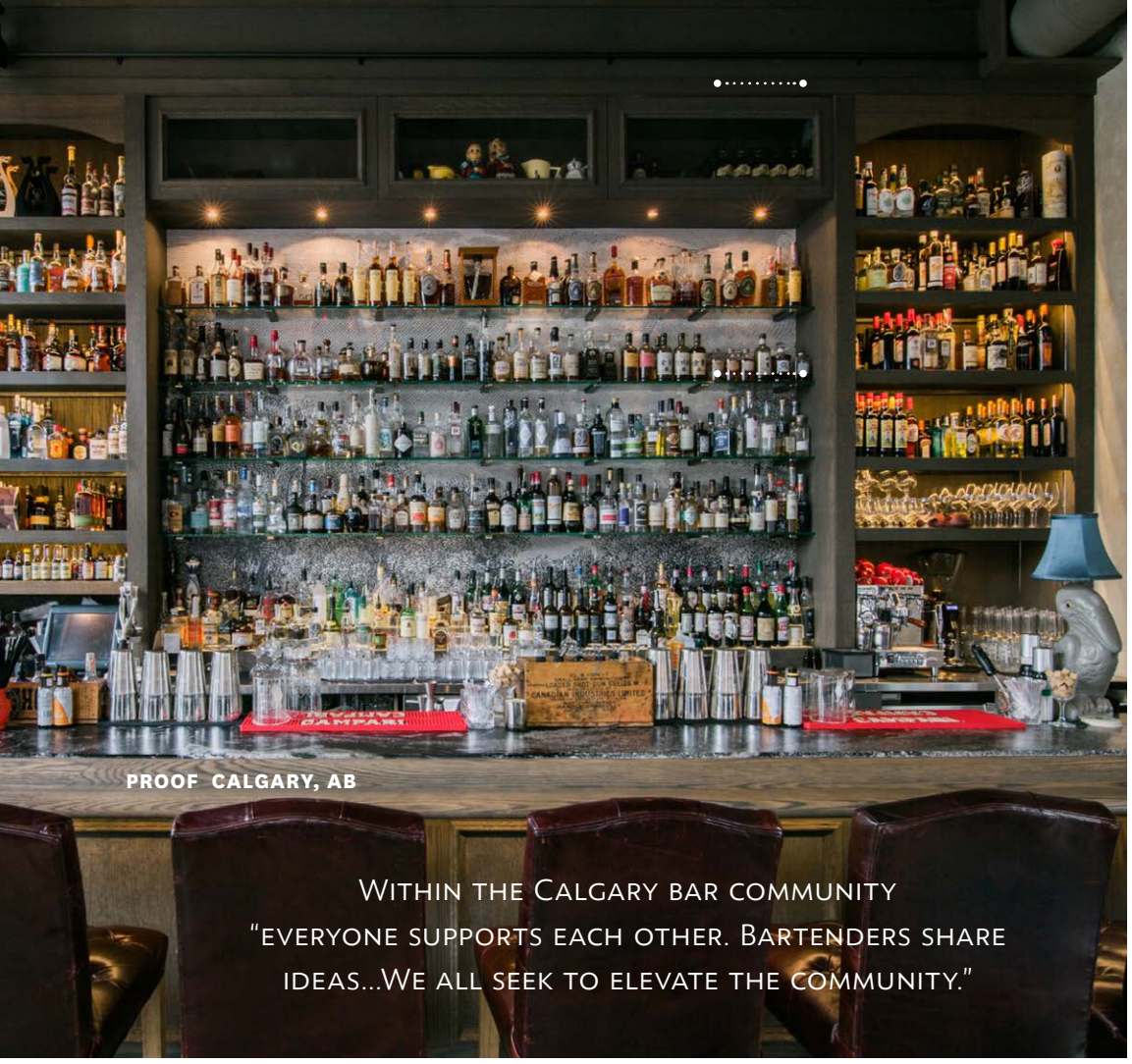
Professor Craig Heron, is a Canadian historian and the author of "Booze: A Distilled History." Heron explains our country's history of and often contradictory relationship with alcohol. The influence of social attitudes on legislation and the ways in which we enjoy alcoholic beverages—our relationship with "giggle water" today includes paying homage to practices and establishments of past eras.

Calls for Prohibition in Canada were based on the notion that too much alcohol was being consumed and it was getting in the way of the self-disciplined, sober and serious life which ought to be led!

Temperance began as a way of getting people to pledge not to drink. Temperance societies were community-based or grassroots, legislated by the province but poorly enforced. Despite vilifying alcohol consumption, rum running was a booming business and exports of alcohol to the US were permitted and lucrative, creating almost comical conflicts of interest within the Temperance movement.

"Al Capone bought his booze from Canada!" says Heron.

It was during WWI and WWII that the provinces were convinced to pass short-lived Prohibition laws.



PROOF CALGARY, AB

Within the Calgary bar community "everyone supports each other. Bartenders share ideas...We all seek to elevate the community."

At The Middle Spoon, quietly utter the password to get into Noble. The cocktail menu flips frequently to keep things interesting and Noble's bartenders are encouraged to be experimental. When asked about his favourite cocktail, Doherty can't help but return to the classics. "A Manhattan with bourbon. My close second is a Tom Collins."

themiddlespoon.ca

PROOF
CALGARY, AB

Tony Migliarese tells us that Proof was, in part, inspired by visiting cocktail bars throughout his travels. Migliarese and his partners, Nathan Head, Jeff Jamieson and Jesse Willis, had already worked with one another over an eight-year span in Calgary—they're all service-oriented and experienced in the industry and they decided that Calgary was ready for what they had planned. Proof opened its doors in May 2015 and sure enough, Calgary loved it.

Proof's first menu was made up of well-

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Even so, the province of Quebec was always a vociferous opponent to the notion of Temperance.

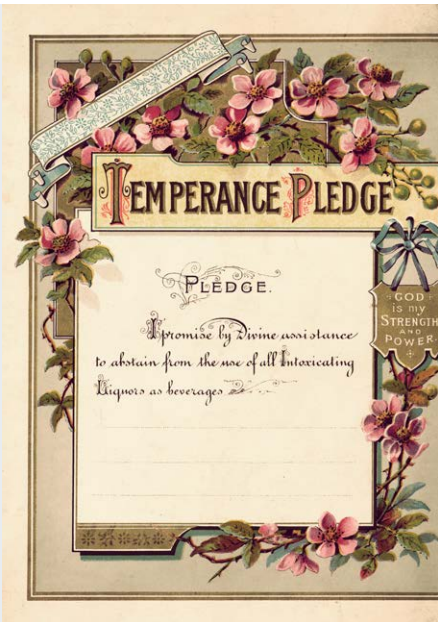
Despite bans on alcohol and the closing of bars selling booze, doctors could prescribe alcohol as medicine! This too became a booming business with many people complaining of "extraordinary ills" requiring prescriptions for alcohol. Ontario doctors were allowed to write prescriptions for a quart of liquor at any one time. For example, in Ontario, in 1923, there were 600,000 prescriptions for alcohol written!

With laws prohibiting alcohol in commercial establishments, a new market run by women opened up in the back kitchens of houses, referred to as blind pigs.

Today we are seeing echoes of the Prohibition-era debates about alcohol, as the legalization of marijuana is considered. Heron says the discussion around marijuana use in social settings is reminiscent of discussions around the public consumption of alcohol as late as the 1980s.

"Commercial producers of all kinds of booze were also on the edge of mass consumerism, using increasingly effective systems of distribution, sales, and, eventually, advertising to promote purchases of their products...Consumption tended to rise and fall with the capitalist business cycle, and, eventually, with competition from other consumer goods and recreational options."

Source: Booze: A Distilled History



↣ CONTINUED ON PAGE 18





priced beers and wines, but it was cocktails that really got things hopping. That first list of cocktails was a combination of Proof originals and classics. The second and third menus were made up entirely of original recipes. Migliarese says that the bar shelves are like a library, filled with interests and possibilities. Proof's gorgeous, vintage branding and the strangely wonderful imagery used in their menus is part of the allure. Menus are changed throughout the year, as are the menu illustrations. So beautiful and interesting are their menus, that Migliarese says "people collect them. It's a talking point, which is huge in a cocktail restaurant."

Migliarese and partners continue to meet once a week and they talk about how to get better. They also spend some of their free time together volunteering along with their staff. Migliarese stresses the importance of giving back in Calgary. He feels it is essential for all modern restaurants to contribute in their communities. Within the Calgary bar community, Migliarese says, "everyone supports each other. Bartenders share ideas. Calgary is great. We all seek to elevate the community." ■

proofyyc.com

"In the late 1990s, I interviewed a couple of old bartenders. One of them remembered that in 1948-49, places got licenses for cocktails but no one knew how to mix drinks!"

LIQUOR LEGISLATION IN CANADA, HOW'D WE GET HERE?

There were great debates which inspired the policies we have to date regarding alcohol in Canada. Each province made decisions about when to turn the taps back on:

- Quebec was first
- Western Canada in the middle of the 1920s
- Ontario in 1927
- The Maritimes were the slowest. PEI held on until 1948, but on the other hand, the province was rife with rum running!

By the late 1940s, the emerging middle-class was looking for entertainment in bar settings other than grubby drinking places. Cocktail and dining LOUNGES emerged.

Properties were bought up in the 1960s by entrepreneurs, who built large, beautiful hotels. Bartending was lucrative.

The first self-serve liquor store changed things. It worked like a bank. Consumers brought in numbered permits and an employee would dispense the alcohol from behind a counter. The liquor stores we know today—fancy emporiums of alcohol with samples—would probably have the people of the 1920s and 30s spinning in their graves.

In the 1970s, things loosened up and drinking establishments took on themes such as the Irish Pub or the Sports Bar.

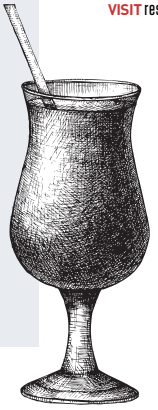
Today, as in days gone by, our liquor legislation is decentralized. Says Heron, "the provinces want to protect their own beer industries and the federal government wants more and better free trade between the provinces.

"In the late 1990s, I interviewed a couple of old bartenders. One of them remembered that in 1948-49, places got licenses for cocktails but no one knew how to mix drinks! He was working as a conductor on streetcars and on slow days he would read books on how to mix cocktails. Then he applied for a bartending job!" ■

DIG IN

Check out Restaurants Canada's Raise the Bar report on provincial liquor policies

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DATA, PRIVACY & THE LAW

DATA COLLECTION DECONSTRUCTED

BY ANITA CHAUHAN

Data have become one of the world's most valuable resources. Who are you and what do you like? The answers to these questions are highly-valued commodities. Our data are being collected, stored, and shared throughout the world, across borders. What does this mean for your business?

From marketing strategies to the front of house, apps and data have provided restaurateurs and the restaurant industry with exciting opportunities; new functions are available almost daily. It's important to remember, however, that with big data come big responsibilities. Businesses that don't consider their privacy controls risk "losing their competitive advantage in today's increasingly privacy conscious marketplace," says the Office of the Privacy Commissioner of Canada (OPCC). You as an operator have a responsibility to protect the data that you directly collect from your customers so that they cannot be used for fraud or identity theft.

If you are collecting information about your customers directly, it means you're able to better track and report, as well as offer guests a better dining experience, but you may also be putting them and yourself at risk. According to franchise lawyer, Chad Finkelstein, a partner at Dale & Lessmann LLP in Toronto, "If you are collecting, using and or disclosing third-party information, you have to tell them [customers]. They have to be aware, and in some cases, they have to consent to your engaging in those activities. There is a reasonable standard, and an expectation of privacy that companies have to be aware of." It is also important that you consider the way that you store, share and dispose of data and always consider your customer's right to privacy.

GOOD TO KNOW

If you are directly collecting ANY data from your customer, you should learn about the Personal Information Protection and Electronic Documents Act (PIPEDA). PIPEDA governs the inter-provincial and international collection, use and disclosure of personal information and third-party information and is governed by the Office of the Privacy Commissioner in Canada. "In Canada, PIPEDA is federal. Alberta, British Columbia, Manitoba and Quebec are the only provinces that have their own privacy legislations—governing businesses within those provinces," shares Finkelstein.

Third-party platforms (TPP)

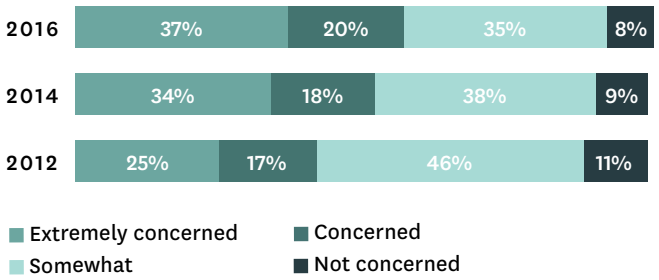
Say that you've decided to start using an app that allows guests to make reservations, orders or purchases through their mobile phone accounts. Amazing, right? It takes the guesswork out of your job as a restaurateur and lets you focus on more important things. This app is now collecting individual user information to create a profile. For a restaurateur, this is a tool for understanding your demographics and client behaviour—but if the app has been created in the US and/or collected data are stored in the US, the data are subject to US laws. So even though your business is in Canada, your customer data are subject to inspection by US federal agencies such as the National

↣ CONTINUED ON PAGE 22



DATA, PRIVACY & THE LAW

Q: In general, how concerned are you about the protection of personal privacy?



Base: n = 1,500 (Canadians over the age of 18)

Source: priv.gc.ca

Security Agency and the FBI—and seizure under The Patriot Act, which can require service providers to hand over information to US authorities without disclosure to the affected parties. Fortunately, in general when people use third-party apps, any liability associated with your business is limited as users will have had to agree with the privacy terms outlined by the makers of the application. However, from a customer service perspective, it is still a good idea to understand how your customers' data are being shared.

WHEN DATA IS COMPROMISED

In the case of a data breach at your business where your customers' information has been compromised—the source of the breach could determine where the liability rests, with you or with the makers of the app—if held liable under the PIPEDA provisions, fines could be as high as $100,000. The message: if you are collecting information, whether via an app or through a mailing list, in Canada or the US, you have a responsibility to safeguard, protect and reasonably handle data on behalf of your guests.

STAYING AHEAD OF THE CURVE

The concept of liability differs depending on the law in each province or country. In the case of a data breach, you may be held liable in ways that you aren't aware of. One way to stay ahead of the curve is to "have a privacy policy," cautions Finkelstein. "A privacy policy is the clearest way to communicate to people: here's what we're going to collect from you, and here's what we're going to do with it, and who we're going to share it with." If you are collecting data from your customers, you need to give them the option of whether or not they want you to store and use their data. You should let them know that their data is being safely collected, stored and protected. Avoid potential problems by taking the time to read and understand the law. Putting a few measures in place before any major mishaps occur may protect you and your brand.

Before you sign up for a service or buy a product that collects customer data, read its privacy policy and understand it. Understand how and what consumer data will be transferred to you when consumers use the third-party platform to make reservations and/or provide payment information. The data are then also in your hands, and you must use them only in accordance with a clearly-stated and displayed privacy policy.

CONTINUED ON PAGE 24

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DATA, PRIVACY & THE LAW

for your information

DIG IN

Need a privacy policy template? Restaurants Canada is here to help you navigate the choppiest of waters. Check out our Member Portal to find more information and downloadable resources.

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PIPEDA
The Personal Information Protection and Electronic Documents Act (PIPEDA) is the federal privacy law for private-sector organizations. It sets out the ground rules for how businesses must handle personal information in the course of commercial activity.

CASL
Canada's anti-spam legislation (CASL) is the federal law dealing with spam and other electronic threats. It is meant to protect Canadians while ensuring that businesses can continue to compete in the global marketplace.

The PATRIOT ACT (TPA)
TPA is an Act of Congress signed into law in October of 2001. In very general terms, TPA authorizes measures to enhance the ability of domestic security services to prevent terrorism, including the handling/transferring of electronic data in the US. The reality is that—in either Canada or the US—data may be shared and reviewed for law enforcement purposes.

PRIVACY TRAINING
An educated staff is an effective staff. Train your employees on how to handle and manage data, while making them aware of your operation's responsibilities.

KEEP SAFE!
Make sure to choose the path of protection. Change your passwords often and understand the various options for encryption. Educate yourself on the law and be ready for any potential incidents.

A PRIVACY POLICY
So, what is a privacy policy? It's a public statement that discloses data that your company plan to gather from customers, including explanations of how data are gathered, stored and used. This includes sharing whether or not data will be disclosed to third parties. Set high standards for yourself, follow them, and make sure that you are letting your guests know how their data are being used.

Chad Finkelstein's advice: "Every company should really have two different privacy policies. One is customer-facing and the other is employee-facing. The customer-facing policy should be accessible via your website." Here are some easy tips to follow for creating your policy:

- Develop a privacy policy. This is your restaurant's internal governance document and will help not only you but your entire team, navigate the sticky world of data collection and app use. This policy should include a step-by-step outline—in plain language—for how a customer or subscriber can opt-out of your services.
- It should spell out how your company will inform guests about data breaches.
- This should, at a minimum, be posted on your website in an easy-to-find place.
- Don't forget to comply with the rules you set out for yourself. Remember, you could be held liable for breaches.

51%
of Canadians have chosen not to do business with a company due to privacy practices.

Source: priv.gc.ca



A HIGH-PROFILE DATA BREACH

American hotel giant, Wyndham Worldwide Corp., whose brands include Days Inn, Howard Johnson, Ramada, Super 8 and Travelodge, was held accountable by the Federal Trade Commission in the US for several separate breaches in 2008 and 2009. Hackers broke into its computer system and stole credit card and other vital details from customers. The breach, which affected upwards of 619,000 customers chain-wide, led to more than $10.6 million in fraudulent charges. This case was one of the first in North America that dealt with a franchised group of businesses mired in a data-collection issue.

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Inside Out

Building your patio business with advice from Canadian experts

BY STACEY NEWMAN

Building business through a patio means adhering to tried and true practices. Your patio operation is a long game that will pay off, not by jumping on the latest trends but by paying attention to the details and extending the quality of your inside business to your outdoor spaces. "Many operators say patios are a pain, but a patio can be the difference between making money and not making money. Ask yourself: how much can you do? How big an investment can you make? Plan it and do it," says Kevin Murphy of Murphy Hospitality Group.

THE PAYOFF

"Patios can drive sales 10 to 15% alone if done right," says Murphy. Our experts agree that opening and running a great patio can increase your business beyond your expectations. The larger the patio and the greater the initial financial investment, the longer it may take to see the return on your investment. But the ROI will come. Design your patio carefully, use a consultant. Speak to your peers about their best practices, and invest well when it comes to implementing and furnishing your patio space. It's the small details that will win return business, but it's the oversights that can cost you business. Patios are an extension of everything you offer. They also permit an extended reach into your local community, so get involved and build a peer network in your patio neighbourhood. Get involved in your neighbourhood! Building local tourism in the warmer months is good for everyone's business. Remember that the best patios have great curb appeal.

SMOKING & VAPING

Smoking has been banned from indoor public spaces and workplaces in Canada for some time. While the laws around vaping are still being written, thus far vaping and e-cigarettes are similarly regulated under tobacco laws, and vaping is often banned wherever smoking is banned. Provisions vary by province or by municipality.

PATIO PERMITS

Patio permits must be obtained from your municipality. Here's your permit checklist:

- You will need to have a valid business license allowing you to operate as a restaurant or limited service food establishment.
- If serving alcohol, you will also need a valid liquor license.
- You may need to provide plans for your patio's design and you may need permission from your municipality's planning department.
- You may need development or building permits if your patio includes construction of an awning or canopy.
- Patio permits are usually given for a period of time, which may be extended by request made to your municipality.
- If your patio is adjacent to private property or city-owned property, you may need additional approvals.

"I lived in Paris, and you know, this was the thing to do to sit with your coffee and just watch all the interesting people going by and the city all around you. People love that!"
– Diane Chiasson



MUSIC & NOISE

Ambient music that reflects your theme, or live acts—music complements your outdoor environment! Plan regular events that your guests come to expect or themed music events. Keep it at a listenable level, not too loud, always remembering that the patio is a place for socializing and relaxing. Work with local artists. Embrace the concept of "eatertainment." Kevin Murphy says that one of the best parts of his patio business is supporting local musicians. Crowds are drawn to great music, people linger and stop to listen and are exposed to your business in the process.



"Your patio is your biggest signage for your restaurant. It's a billboard for what you're doing inside!"

~ Kevin Murphy



FURNITURE & DÉCOR

Design your outdoor set up for comfort, practicality, easy cleaning, and with nooks for groups, both big and small. Kevin and Kathy Murphy are partners in life and in business. Kathy Murphy's expertise is in designing spaces that are comfortable, creative, complementary and practical. Spaces which allow easy movement for staff, comfortable dining and conversing by guests. Keep the patio fresh and stylish. Smart patio operators are always reinvesting in maintaining their aesthetics.

Look for sturdy, easy to keep clean, architecturally-interesting furniture made to withstand the elements. Look for local furniture-makers and keep telling the story of your region. People love a story and guests love taking ownership of favourite culinary and beverage spots—this is why we share our food items on Instagram. This is why we write great reviews and why we can't wait to share a great local spot with our friends and with travellers alike.

"People are people watchers! You may be tempted to enclose the patio, but don't block the view." says Diane Chiasson of Chiasson Consultants.

PEST CONTROL

Bugs pestering guests is bad for business.

Yuck! There is nothing appetizing about dead bugs lying around.

- Don't be obnoxious! Using chemical pest management solutions can backfire; fumes and concerns about chemicals can be equally disagreeable to your guests.
- Pests can jeopardize food safety, they are natural vectors for disease. Don't maintain a bug buffet on your patio! Promptly remove all the things that bugs LOVE to eat on your patio: garbage, dirty plates, standing water, spills and fallen food. Keeping your patio clean and clear is your best defence against bugs!

↣ CONTINUED ON PAGE 28

STAFF

"Managers are the key. Great management should be built into the culture of your company. Our managers understand what one table means to them. Whether it's outside or inside, it's still the same dollar," says Murphy. Smart operators rise to the occasion and must learn to balance the outside with the inside operations.

Know your diners and your location, and open your patio accordingly. Then designate staff to ensure that the quality of service you provide indoors is reflected outdoors. Wait staff should either be outdoor or indoor. Don't share staff between the dining room and the patio if you can avoid it.

"Establish a reputation for customer service and attention to detail [on the patio as you do in the dining room] ...In the restaurant and foodservice industry, the difference between great customer service and poor customer service can often be the single factor that drives people away for good," says Chiasson.

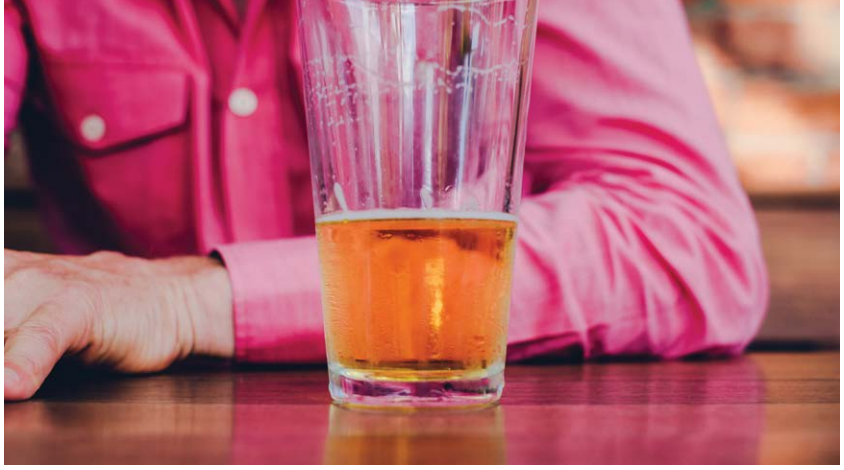
KEVIN MURPHY is the president and CEO of Murphy Hospitality Group. Kevin, along with his wife Kathy, are the owners of 13 food and beverage locations, two breweries and two boutique hotels.
mhgpei.com

DIANE CHIASSON is the president of Chiasson Consultants Inc., recognized as one of the world's top restaurant/foodservice/merchandising/hospitality and retail consultants.
chiassonconsultants.com

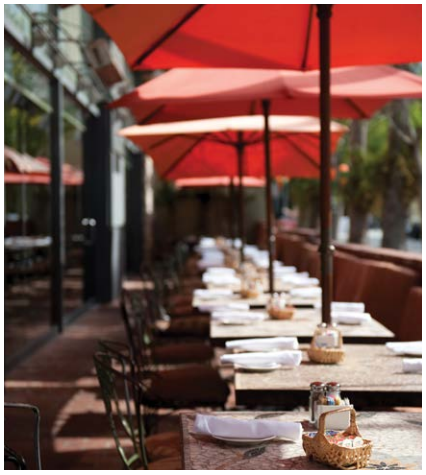
KEEP IT COMFY, GREEN & CLEAN!

Diane Chiasson has been consulting for North America's leading restaurant, foodservice, hospitality and retail owners and operators for over 25 years. She has seen it all and she tells us that cleanliness is paramount.

- Guests won't forget a dirty patio. Wipe down your tables and chairs, clean your cushions, remove bird droppings and spills, and keep the ground swept. Your patio is a reflection of your values as an establishment.
- An outdoor heating system can extend the life of your patio season by months.
- Umbrellas that block sunlight (guests don't like to melt on your patio in the afternoon sun), and provide shelter from rain are a must. Branded umbrellas may be provided to you by one of your beverage suppliers! Or consider investing in your own branded umbrellas—your brand visibility is always important.



- Have ambient lighting which allows guests to read the menu, see one another and their food, but which is still pleasant.
- Hire a local gardener to take charge of your plants daily because you're probably too busy to do it. Otherwise find some beautiful faux plants to adorn your patio, but keep them clean. Murphy Hospitality Group has won awards for its beautiful flora, sourced locally and lovingly maintained by local gardeners. Murphy credits these patio gardens with being a huge draw and conversation piece for guests.



NO PATIO? NO PROBLEM

Build your high-season business like you have a patio, even if you don't!

1. Add mini LED lights to the exterior of your building or to trees on the property to attract attention.
2. Consider a high, narrow, colourful double-sided vinyl board listing your summer drinks and specials.
3. Set up an indoor, patio-themed seating area with umbrellas, patio tables/chairs, benches and all the trimmings.
4. Hire a trio of local musicians and have them playing regularly.
5. Embrace nostalgia. Prepare exotic, large-glass drinks, in unusual shapes, with fruit slices and paper umbrellas.
6. Think inside the box. Bring the outdoors into the dining space by installing windows that open up like doors. Create an indoor patio with removable or "garage-door" window systems.
7. Sometimes operators miss the obvious. Consider obtaining a couple of parking spots in front of your business, inquire as to the municipal by-laws and permits required.
8. Use your curb appeal. Dress up your exterior with beautiful flowers and planters. Guests will notice if you stand out.
9. Work the tables to ensure maximum turn over. Train your staff well, and boost your business during the high season.

FOOD DAY CANADA

The celebration of Canadian food goes nation-wide on Aug. 5, 2017, with Food Day Canada. Founded by Anita Stewart—University of Guelph Food Laureate and Member of the Order of Canada—in 2003, Food Day Canada began as a response to US sanctions on Canadian beef exports. Now it's a year-round conversation around Canadian ingredients that culminates in an extraordinary, one-day event every August. Chefs and home cooks are invited to share their food and their stories with one another, using only Canadian ingredients to create a simple dinner or a grand feast. In honour of Canada 150, Stewart is publishing a much-anticipated, updated list of 150 Canadian foods and ingredients. Number one on the list last year? Tap water.

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CANADIAN *Culinary* TOURISM

By Beth Pollock

When you hear the phrase "culinary tourism," you might think of a food festival in a big city that pulls in thousands of visitors a day. Culinary tourism is much more inclusive and authentic than that. It might be a group of restaurants and foodservice businesses coming together to promote a regional cuisine. It might be a single restaurant sharing its owner's passion—perhaps an owner like you.

Following your passion and sharing it with customers can help you flourish. Carson Schiffkorn of the Yukon's Inn on the Lake is a force of energy and has been instrumental in putting Yukon cuisine on the map. Laura and Rene Dubois of North Bay's White Owl Bistro have made the restaurant a leader in the farm-to-table movement.

The Ontario Culinary Tourism Alliance defines "Culinary Tourism" as "any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques." Culinary tourism is happening in pockets all over the country, as restaurateurs and hospitality providers bring a passion for Canadian places together with food to create extraordinary tourism experiences.

Rebecca Mackenzie, president of Ontario Culinary Tourism Alliance, says it starts with these steps:

1. **Define your unique taste and place.** "How does your restaurant reflect the terroir, land, lakes, or oceans in your region?" she asks. "It starts with the food, of course, but don't forget about local wine, beer, and spirits."
2. **Once you've done that, communicate what you stand for.** "People love a story. And if yours reflects your core values, they'll believe in it too."
3. **It does require an investment in energy.** "It's more work at the beginning because of the time involved in relationship building," she says. "But the payoff is worth it." And she dismisses the idea that local food is more expensive: "That's a myth, especially once you've built your relationships."



WHY CULINARY TOURISM MATTERS

With a multitude of culinary choices, making yourself stand out is key. "The advantage of food tourism is it differentiates you from the competition," Mackenzie says. "It's hard to stand out among the big brands, but this really works."

Culinary tourists are valuable:

- The typical wine and culinary enthusiast is older and more affluent than the average Canadian tourist
- This age group is expected to grow the most over the next decade
- The average culinary tourist spends twice what the average generic tourist spends
- An American study showed that 44% of leisure travellers believe trying different and unusual cuisines is a very desirable attribute of a vacation

Carson Schiffkorn
Inn on the Lake

"Food will always have a story attached to it. Find the story."

It's easy to get caught up in Carson Schiffkorn's enthusiasm about culinary tourism. He runs Yukon Whisky Weekends with Edible Canada and Air North, a trip that pairs whisky tastings with cuisine and adventure. He serves local and indigenous foods, often to customers who have never tried them before. The bonfires, dinner on the lake and dogsledding are all regional activities that add to the experience.

He's also involved in the Yukon Culinary Festival. The first year, the festival flew in celebrity chefs, but now they focus on local chefs and cuisine. And that's why they attract many out-of-town visitors. "Last year we found some old menus from the SS Klondike [a historical sternwheeler in Whitehorse] and recreated a meal for the festival," he says. "We set up a tent overlooking the boat and served a couple of hundred people."


INN ON THE LAKE

Based on the SS Klondike experience, Parks Canada later booked him to serve an exclusive dinner, with all local and wild food. "Culinary tourism increases awareness of who we are, and opens a lot of doors." And he's always exploring new ideas. "Once you've done one program, it challenges you to think what else you could do." He's now involved in the first-ever "Across the Top of Canada" trip, with stops in Whitehorse, Yellowknife, Rankin Inlet and more, featuring local chefs and regional food along the way.

↣ CONTINUED ON PAGE 32



Laura and Rene Dubois
White Owl Bistro

"Farm-to-table and local food have gained momentum, making it easier for chefs and farmers to connect. Amazing!"

If you're an independent restaurateur, it might seem daunting to explore culinary tourism on your own. But Laura and Rene Dubois of North Bay's White Owl Bistro show it's not just possible—it's a way to thrive. They passionately believe in the farm-to-table movement and when they bought the bistro, they slowly began bringing local food onto the menu. Laura says, "We reached out to local farmers and found a young couple starting CSAs and raising cattle who were willing to work with us." They continue to work with a wide range of farmers and producers; they've also moved to a farm, where they raise their own pigs, chickens, ducks and turkeys for their restaurant and their family.

Laura shares this story: "A guest ordered our turkey burger, and when our server returned to check on her, she said it was the best turkey burger she'd ever eaten. This gave our server the chance to explain that we raise and produce our own turkey and then told the story of our farm." White Owl's "taste of place" approach: real ingredients made to shine with a tangible story behind how they're made and brought to the plate.

HOW TO GET STARTED

"Ask yourself—what's your unique taste and place?"

Rebecca Mackenzie,
President, Ontario Culinary Tourism Alliance

WHAT'S YOUR PASSION?

"Food tourists are interested in a story," Mackenzie says. "Think about what you do and how you do it." Schiffkorn adds, "I want to highlight what being Canadian is all about. But it's also about concentrating on the regional."

RESEARCH

For Laura and Rene Dubois, research was what set their passion in motion. Laura says, "We read many books, watched documentaries, and fell in love with the likes of Joel Salatin, Michael Stadtlander, Michael Pollan, Lynn Crawford, Jamie Kennedy and Alice Waters." Once they were inspired, they knew what they wanted their restaurant to look like.

"Find your niche and research it," Schiffkorn emphasizes. He doesn't always know immediately what to do with an ingredient. For example, when he began foraging dandelions, he researched recipes on the Internet to see what he could do with them.

FIND PARTNERS TO WORK WITH

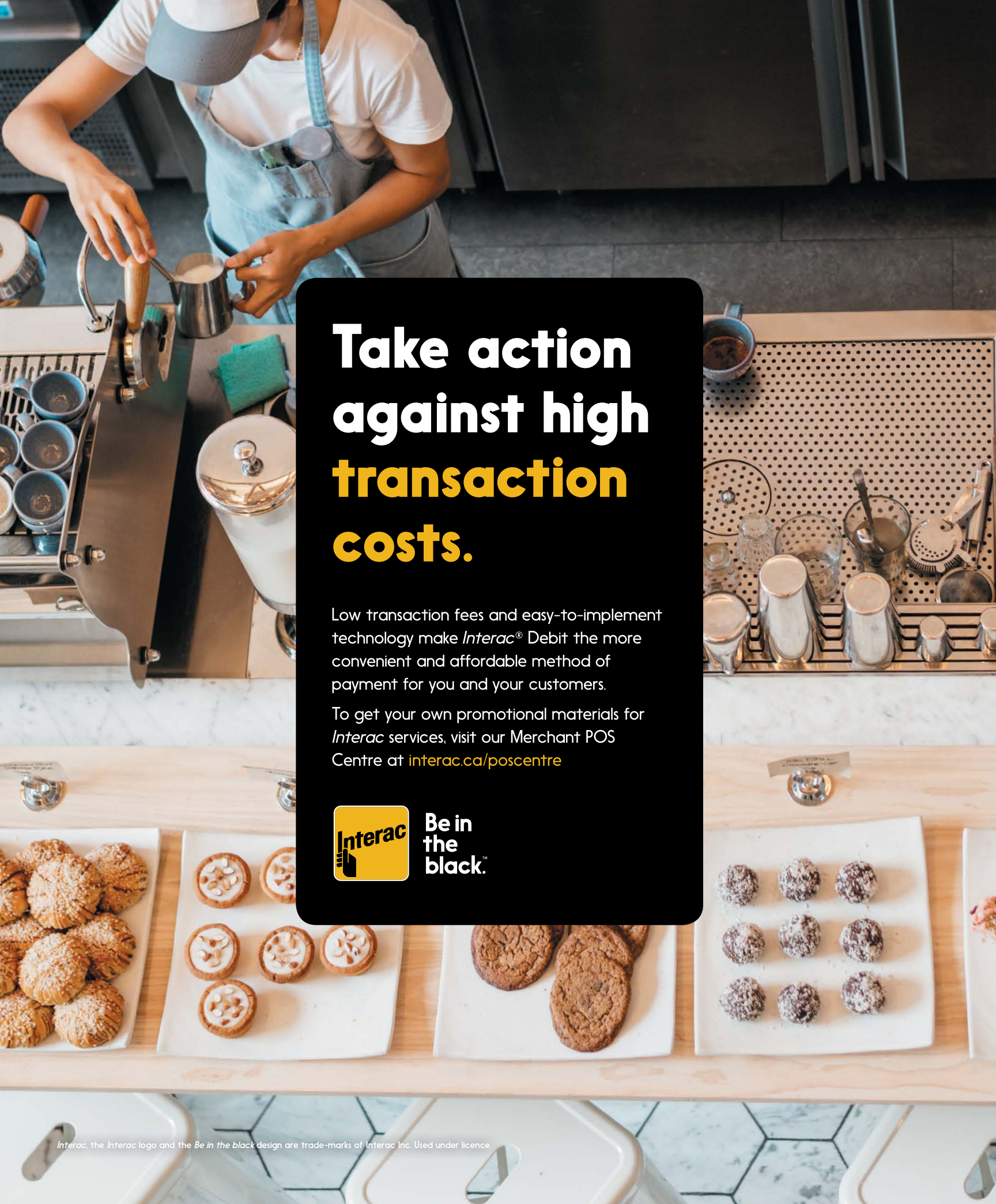
Look around for potential partners—local farmers, producers, wineries and orchards. Ask what ingredients are available and plan your menu around them. "Be aware of the growing calendar and when things are in season," Laura says. "We freeze, can, process and use everything. The farmers' market is a great focal point for doing business."

COMMUNICATE YOUR STORY

Mackenzie says once you know your story, communication is essential, whether by website, menu or chalkboard. "Share the stories of the growers, producers and farmers you support." Laura and Rene do just that on their website, which makes the farmers part of the story.

Don't forget to educate your staff. Laura's anecdote about the turkey burger illustrates the importance of employees knowing your story and being able to talk about your core values.

(Sources: 1. Canadian Wine & Culinary Enthusiasts: A Special Analysis of the Travel Activities and Motivation Survey - prepared for the Canadian Tourism Commission, 2. publications.gc.ca, 3. Ibid, 4. Ryerson University/OCTA website, 5. YBP&R/Yankelovich/OCTA website: ontarioculinary.com)



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TO CELEBRATE 150 YEARS OF CANADA, OUR SPEAKERS AND PRESENTERS WILL REFLECT THE HISTORY, LEADERSHIP AND DIVERSITY OF THE CANADIAN CULINARY LANDSCAPE.

Pachter

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Union Square Hospitality Group (USHG)

New York, NY

Best business practices: to the patio and beyond!

USHG is renowned as one of the most forward-thinking hospitality groups in the US, particularly when it comes to its human resources operations. We spoke to two USHG experts about human resources—during patio season, and beyond. Erin Moran is the Chief Culture Officer with USHG. Moran explains USHG's core philosophy of Enlightened Hospitality.

"Enlightened Hospitality is our belief that putting our own employees first is the key to running a meaningful and sustainable business. This philosophy lies at the heart of everything we do."

WHAT DEFINES ENLIGHTENED HOSPITALITY?

Our philosophy started with our founder, Danny Meyer, over 30 years ago. He built USHG with the belief that ensuring meaningful, positive, uplifting experiences for our guests starts with our employees. This means taking care of our guests, employees and our suppliers, who in turn take better care of our community. This produces a measurably stronger bottom line for our shareholders.

HOW WOULD YOU DESCRIBE THE IMPORTANCE OF HUMAN RESOURCES PRACTICES IN HOSPITALITY BUSINESSES?

HR practices are everything. We strive to create an overall experience—to be fulfilled personally and professionally—and to support the same goals for our employees. When we do that effectively, our guests have great experiences. They come back, and they become brand ambassadors. Build a strong business model, a virtuous cycle of hospitality, carefully select those invited onto the team, innovate in your hiring practices, find the best talent and ensure there is a culture fit with your team and vision.

WHAT ARE THE ECONOMIC IMPACTS TO THE BOTTOM LINE OF POSITIVE EMPLOYEE MANAGEMENT AND EMPLOYEE RETENTION AS PER THE USHG MODEL(S)?

There is an enormous cost associated with turnover. While there is a baseline expectation for some turnover, we know we can do a good job of retaining, growing and advancing our employees' careers. This, in turn, represents an enormous cost-saving to our business. Recruiting, hiring, onboarding, training and development, there is a huge return on this investment when you support healthy, sustainable employee programs.

ON THE USHG WEBSITE, YOU REFER TO ORGANIZATIONAL TRUST. PLEASE EXPLAIN THIS CONCEPT.

Organizational trust refers to high levels of trust throughout the organization. This is the cornerstone of a healthy and strong culture. Trust those you work for and work with. This is true for all of us. When you feel trusted, you

CONTINUED ON PAGE 38

deliver your best. Trust is very fulfilling. We have built a high-trust environment. Tap into the potential of your employees, they want to give their personal best. Organizational trust is a named aspiration. It creates an active dialogue and communication is a key component. We solicit honest feedback from our people in many forms. They have ideas, suggestions and credible feedback. Implementing employee suggestions ensures that our people feel heard and respected. There is so much trust involved when an employee feels comfortable sharing feedback which is positive or negative. Ultimately we feel trusted as leaders. People don't expect all of their needs to be immediately met, but everyone needs to feel heard. Feedback is a gift and we want to be part of the conversation.

WHAT IS YOUR ADVICE FOR RESTAURATEURS/BUSINESS OWNERS IN TERMS OF THE MANAGEMENT OF THEIR HUMAN RESOURCES?

Observed industry-wide, human resources are viewed as a risk management function. We have to shift this focus from legal compliance to advocacy for employees. View your employee base as your largest, greatest, most valuable asset. This mindset shift is really powerful. ■

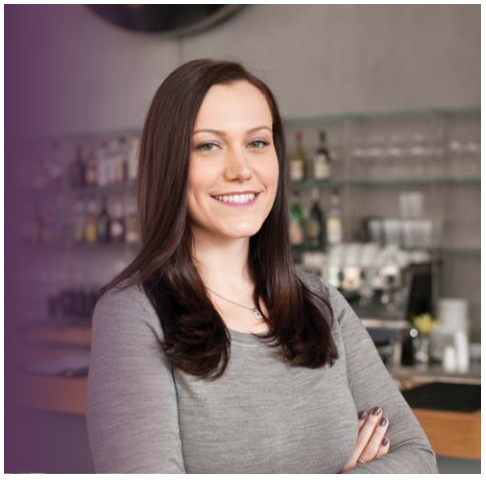
"... INDUSTRY-WIDE, HUMAN RESOURCES ARE VIEWED AS A RISK MANAGEMENT FUNCTION. WE HAVE TO SHIFT THIS FOCUS FROM LEGAL COMPLIANCE TO ADVOCACY FOR EMPLOYEES. VIEW YOUR EMPLOYEE BASE AS YOUR LARGEST, GREATEST, MOST VALUABLE ASSET. THIS MINDSET SHIFT IS REALLY POWERFUL."

ERIN MORAN,
CHIEF CULTURE OFFICER, USHG

THE LEGENDARY UNTITLED PATIO AT THE WHITNEY A UNION SQUARE HOSPITALITY GROUP RESTAURANT

Gia SanAngelo is the General Manager at Untitled at the Whitney Museum in NYC. Reviewing Untitled's TripAdvisor Reviews: the Untitled patio is done fabulously well. Here's why according to SanAngelo.

- Untitled's patio is on the eastern and southern side of the restaurant. It has almost the same number of tables as inside the restaurant!
- The Untitled patio is recessed from the street, which allows guests to feel less "out there" on the busy streets of New York City.
- Finding quality employees can be a struggle year-round, but it can be especially challenging during patio season because restaurants are often looking for seasonal/summer hires with full-time availability. Despite this challenge, at Untitled, SanAngelo looks for what USHG refers to as The 51% Solution—hiring only those whose skills are demonstrably 49% technical and 51% emotional. SanAngelo credits this hiring policy with finding the right staff for Untitled no matter what the season.
- Knowing when to open and close the patio for the season is tricky as it's more and more common to have unpredictable weather in the shoulder periods of the season. Typically Untitled aims for the patio to be open mid-March through late November. It has outdoor heaters allowing the patio to open in earlier spring and until later in the fall.
- Having a beautiful and spacious patio available in the warmer weather is such an asset. It allows Untitled to not only serve more guests but also provide an additional experience for guests. There are so many people visiting the Whitney Museum and the High Line during the summer; having the extra space is a huge plus.



GIA SANANGELO
GENERAL MANAGER,
UNTITLED AT THE WHITNEY MUSEUM IN NYC

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confidently with the non-GMO trend knowing our oils are independently verified

STAND OUT
and take advantage of the less processed trend with our expeller-pressed oils

BUILD PROFITS
by commanding a premium on your menu while serving non-GMO ingredients

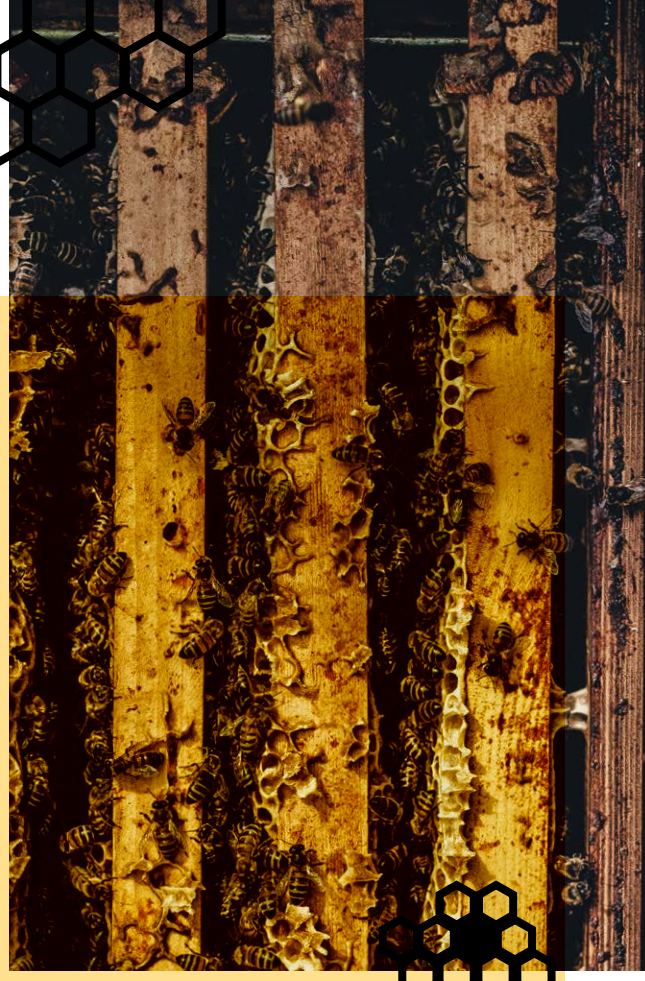
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OUR HONEYED FUTURE

CANADA'S CULINARY CONSCIOUSNESS & POLLINATOR HEALTH

BY CAELI MAZARA



A rich, honey-glazed smoked duck breast. An autumnal side of squash and potatoes with a béarnaise of honey vinegar. Mouthwatering roasted venison with pistachios and honey. A delicate dessert of pear, custard, honey and millet. Canadian menus are bursting with honeyed options. Honey is a starring feature in the present Canadian culinary consciousness, and as a result, so are the hardworking insects—and beekeepers—that bring honey to Canadian tables.

The number of beekeepers in Canada has swelled in recent years. As of 2016, Statistics Canada reported that there were well over 9,800 in operation—a jump of over 1,200 from the year before. These beekeepers, located for the most part in rural areas, mind between 750,000 and 800,000 colonies.

Mylee Nordin is the Program Coordinator and a professor within the newly-created Beekeeping program at Niagara College in Ontario. The three-semester graduate program trains students in such topics as honey bee health and entomology, apiary management, sustainability and commercial beekeeping. Nordin herself learned beekeeping in Manitoba, where she then worked with a commercial beekeeping operation, and later, as a bee inspector. When she moved to Ontario, she was first a staff beekeeper with Toronto Food Share's Beekeepers Collective and later a bee inspector for Ontario's Ministry of Agriculture.

"I came to beekeeping without a familial past in it, which at the time was very unusual," says Nordin. "That's changing. People come to it with lots of different interests. Some people will be interested in the culinary aspect, others are interested in animal behaviour, or in pollinator health, or in the other products of a hive. It's a fascinating field that intersects with many other fields of study."

The first of its kind in eastern Canada, the program is offered through the School of Environmental and Horticultural Studies. It was championed, Nordin says, by the College's Associate Dean, Al Unwin.

"It all started for [Unwin] with a swarm that ended up in his yard," says Nordin. "That got the ball rolling."

When the College was first developing the program, says Nordin, they expected interest mostly from those looking to move into large-scale beekeeping operations. "We do have people who are looking to establish larger operations," she says, "but also people who are interested in niche markets, and doing specialized operations, and setting up their own hives and creating their own products, or partnering with other industries."

The widespread interest may stem from the fact that bees have been making news in recent years, mostly for their declining populations due to neonicotinoid pesticide use. Now, with bee populations recovering across Canada, the biggest news out of the honey industry is its 13-year low. Statistics Canada reports a 25% decrease in the value of honey nationally between 2015 and 2016, with decreases in

CANADIAN RESTAURANTS WHO FEATURE HONEY ON THEIR MENUS ARE LEADERS IN EDUCATING CONSUMERS.

↣ CONTINUED ON PAGE 42





ONE OF THE BIGGEST HURDLES FOR THE CHC, ACCORDING TO GLENNIE, IS THAT BUYERS—CONSUMERS AND FOODSERVICE PROFESSIONALS—MAY NOT UNDERSTAND THE DIFFERENCE BETWEEN CHEAP HONEY AND GOOD HONEY.

some provinces as high as 35%. The trend has continued into 2017, with alarming lows across the industry.

Dani Glennie is on the board of the Canadian Honey Council (CHC) as the representative for Saskatchewan beekeepers. She says this historic low is the biggest challenge the Council is currently dealing with. "Honey is traded on the national market," says Glennie. "There happens to be a saturation in the market right now. The price of honey was quite high for a while, and when that happens, companies decide to switch out honey for other products, like corn syrup."

It's bad news for an industry with growing numbers of beekeepers needing to move their product to make a living. "If the market doesn't bounce back soon," says Glennie, "many beekeepers will be forced to leave this industry. The CHC is doing what we can to help out our beekeepers. We are actively seeking out new markets and promoting the top-grade honey that we produce here in Canada so that our beekeepers can get the best prices for their hard-earned work."

One of the biggest hurdles for the CHC, according to Glennie, is that buyers—consumers and foodservice professionals—may not understand the difference between cheap honey and good honey.

"When you read the labels…you just think honey's honey," Glennie says. "But it's not. Cheap honey can be blended with another country's honey, or packers can blend honey with a lesser-quality product." Even consumers looking to support Canadian beekeepers may be thwarted by misleading packaging that advertises a blend of multi-origin honey as a Canadian product.

The Canadian honey market has limited trading partners. Europe has strict policies when it comes to GMO products, and though honey does not fall into that category, because it does contain GMO pollens, the EU is against its import. That means the onus is on Canadian buyers when it comes to supporting Canadian beekeepers.

"It's all about education," says Glennie. "Knowing that the best honey is produced locally. Wherever you are, if you can buy it from your local beekeeper, that's the best honey."

Eating honey has a myriad of benefits. Honey is full of antibodies, is a natural antibiotic—it can even be applied topically to wounds to stave off infection—and eating local honey exposes the consumer to local pollens, which can help control allergies.

The CHC has been trying to persuade the Canadian government to change its labelling policies, but the government has recently thrown up a new hurdle: it wants to create special labelling for products—including honey—that are high in sugar. "That would be a huge misrepresentation of honey," says Glennie. "It doesn't contain processed sugar at all. All the sugar occurring in it is like that of fruits." A Canadian honey buyer, then, has to be particularly savvy when choosing a product.

When it comes to future trends, Glennie is carefully optimistic: "The market will climb. I do believe the market will move, but will it move in time to keep as many beekeepers as we have in Canada in business?" That's the question, and until the market does recover, Canadian consumers—individuals as well as businesses—can step up by buying local.

Canadian restaurants who feature honey on their menus—our leaders in educating consumers.

"The more honey they [restaurateurs] buy, the better," Glennie says. Promoting menus which include dishes made using local, nutritious and natural honey is the sweetest thing that restaurateurs can do to support Canada's honey producers and pollinator health. "Honey councils are ready to provide assistance and access to current research. Restaurateurs can go to any website of the national, provincial and local honey councils. Many of them list beekeeping operations and restaurateurs can easily source local honey!" Informed restaurateurs are on the forefront of supporting Canadian honey producers and informing consumers regarding our national food products.

Canadians enjoy their honey. For beekeepers and consumers alike, this is an important time to add Canadian honey to the menu. M

BEES MAKE THE AGRICULTURAL WORLD GO ROUND

Honey bees are vital for the pollination of fruit, vegetables and hybrid canola seed. Well-pollinated crops produce more fruit and honey bees increase production by 2-8 times. The value of honey bees to pollination of crops is estimated at over $2 billion annually.

Canada ranks 1st in the world for canola production.

Pollination of canola is a major activity for the Canadian honey bee industry. Each year around 300,000 colonies of honey bees (half the colonies in Canada) contribute to the annual crop of 12.6 million tonnes of open pollinated canola oil seed.

Canada ranks 2nd in the world for blueberry production.

North America produces 75% of the world's blueberries. Beekeepers provide around 35,000 colonies of honey bees for blueberry pollination.

Canada is 16th in the world for apple production

Beekeepers supply around 15,000 colonies for the pollination of tree fruit. (North American produces 75% of the world's blueberries). Beekeepers provide around 35,000 colonies of honey bees for blueberry pollination.

(Source: Canadian Honey Council)

Statistics are taken from Statistics Canada or Agriculture and Agri-food Canada

Autumn Squash and New Potatoes - Canoe, Toronto

Honey Glazed Duck and Roasted Venison - Five Sails, Vancouver

Pear and Honey Custard - Bouillon Bilk, Montreal

ask & answer

BY PRASANTHI VASANTHAKUMAR



What do you do when a customer brings outside food or beverages into your restaurant?

Ouch. It can sting when a customer brings in outside grub when you've got a perfectly fine selection of in-house food and drink. How do you keep your guests happy, while following food safety rules and making a profit? These foodservice sages tell us how they do it.

1 **"The public health department** has rules on serving food prepared in a food-safe environment and we take the public health department seriously. The toughest part is saying 'No' to a customer with outside food because restaurants want to keep their guests happy. At the same time, we want to comply with food safety rules. We want our customers to have a good experience, so we try to redirect the situation into something positive. For example, if someone comes in with a coffee, we don't want to tell them to leave. Instead, we explain the food safety rules and offer to prepare something they can take to go."

BRENLEA YAMRON
NATHAN DETROIT'S SANDWICH PAD, WINNIPEG, MB



for a greener tomorrow eco Changes

Jet Towel high speed hand dryer, invented by Mitsubishi Electric in 1993, is the obvious choice for business owners, property managers and end-users. The latest 8th generation features industry-lowest operating sound at 58 dB(A), lowered power consumption at 570W, and fast hand-drying time of 9 - 11 seconds. Available in standard and mini-type, Jet Towel exhibits the quietness, quality and efficiencies that you would only expect from Mitsubishi Electric.

For more information, including special discount for Restaurants Canada members, contact Mitsubishi Electric Canada at JetTowel@MitsubishiElectric.ca

MITSUBISHI ELECTRIC
Changes for the Better

2 ***"Outside food is not allowed**, but beverages and desserts can be tricky. My restaurant offers bring-your-own-wine, so we can't sell wine ourselves (per Quebec rules). The conflict arises when customers bring their own soda or sparkling water and ask us why only wine and beer are allowed. In this instance, we don't tell customers to remove their drinks. Instead, we explain that we sell soda and sparkling water, and ask them to use our house beverages next time. Sometimes, customers want to bring their own desserts. We offer a cake, but if they want something highly specialized, we allow it with a service fee. If you explain your policy nicely, customers usually understand."*

BOBBY AVGENIKOS
RESTAURANT AU VIEUX DULUTH, VAUDREUIL-DORION, QC

3 **"When people bring outside** drinks to our restaurant, we let them know it's not allowed. However, we do offer a glass or cup for their drink while they finish. Customers may also ask to bring birthday cakes. In that instance, we offer to bake a cake if enough notice is given, or we allow them to bring in their own with a $2-per-slice cutting fee."

JOANNA ELS
THE NOOK CRÊPERIE INC., PEMBROKE, ON



4 **"It depends on the restaurant,** its location and target market, and whether it's a chain or independent. For example, a casual restaurant with a student demographic may want to encourage return visits. Students buying pizza may be allowed to bring in their outside coffee. Other restaurants may not be comfortable with any outside food. Our industry is guided by Ministry of Health rules on safe food handling, and we hire people that know food safety. If we let people bring outside food, that introduces an element of risk. Restaurant owners also have to remember the ubiquity of social media. If you have an allergy incident in your restaurant due to outside food, chances are it will pop up on Facebook or Twitter. On the flipside, you want to nurture good relationships with your customers. For some cultural events, people want their own desserts. Baby food is also often brought from home. Restaurateurs should ask their local Ministry of Health for permission before allowing outside food into their facilities."

TREVOR WYNNE-JONES
PROFESSOR/PROGRAM COORDINATOR HOSPITALITY PROGRAMS, CONESTOGA COLLEGE



THE pantry

INSPIRE · INNOVATE · EMPOWER

Gourmet Selection Sauces

Lynch sauces are gluten-free and free of artificial flavours; for your sandwiches and so much more. Available in convenient two-litre jugs.

CRUNCHY MUSTARD

Mustard is the "it" condiment in the foodie crowd. Crunchy Mustard tastes as good as it looks! Recommended for sandwiches, pasta salad, marinade, salad, burgers and as a dipping sauce.

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A rich-flavoured sauce that has a hint of smoky flavour. Not too hot to enjoy. Developed to wow the taste buds with an ideal balance of heat and flavour. Recommended for sandwiches, wings, ribs, burgers, chili, eggs and as a dipping sauce.

CREAMY HORSERADISH

Traditionally served with roast beef and also great with mashed potatoes, burgers or in your gourmet sandwich recipes. Ideal for sandwiches, roast beef, burgers, mashed potatoes, fish, Caesars and as a dipping sauce.

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- Manufactured in Italy
- Reproduces a series of microclimates ideal for the traditional maturation of meat (dry-aged)
- In as little as 11 days transforms your meat into tender, juicy steaks, safely
- The patented Fumotic system ensures the production and management of humidity used to reduce the weight loss of the meat
- The user can smoke/avor the product at low temperatures, without combustion, safely keeping the organoleptic (related to flavour quality) properties of the meat unchanged
- The unit is equipped with an advanced touch screen controller, that automatically manages the temperature, humidity, air speed, pH monitoring, smoke/avoring for the duration of the recipe
- The Climatouch controller, built into Maturmeat, allows you to quickly start your next recipe, monitor recipe values, create and save new recipes, calibrate the optional pH probe and review HACCP data

nellacutlery.com

GIVE ME SHELTER!

ROOF SYSTEM FOR PATIOS

Create a patio space that is protected from rain and snow without sacrificing an open, airy feeling or bright, natural light. In addition to the aesthetic benefits of a roof system for your patio, the technical benefits include UV protection and heat blocking!

- The frame of the roof system can be wood or aluminum
- The panels can be glass or acrylic

SLIDING GLASS WALLS TO ENCLOSE THE PATIO SPACE

- Glass walls slide along a track and fold open, stacking on one side
- Frameless retractable glass
- The patio space can be completely enclosed or fully open depending on the weather
- A creative and versatile way for you to make the most of your patio space







TAKE THE PATIO BY STORM

URBAN COLLECTION APRONS

"Despite all of the amazing products offered to grillers, [chefs have] had to make do with sub-par aprons...not designed to stand up to the rigours of live fire cooking. By offering grillers the same high-end quality and stylish designs that professional cooks expect from Chef Works, we are prepared to take the [patio] by storm."

- Dale Gross, Founder of Chef Works.

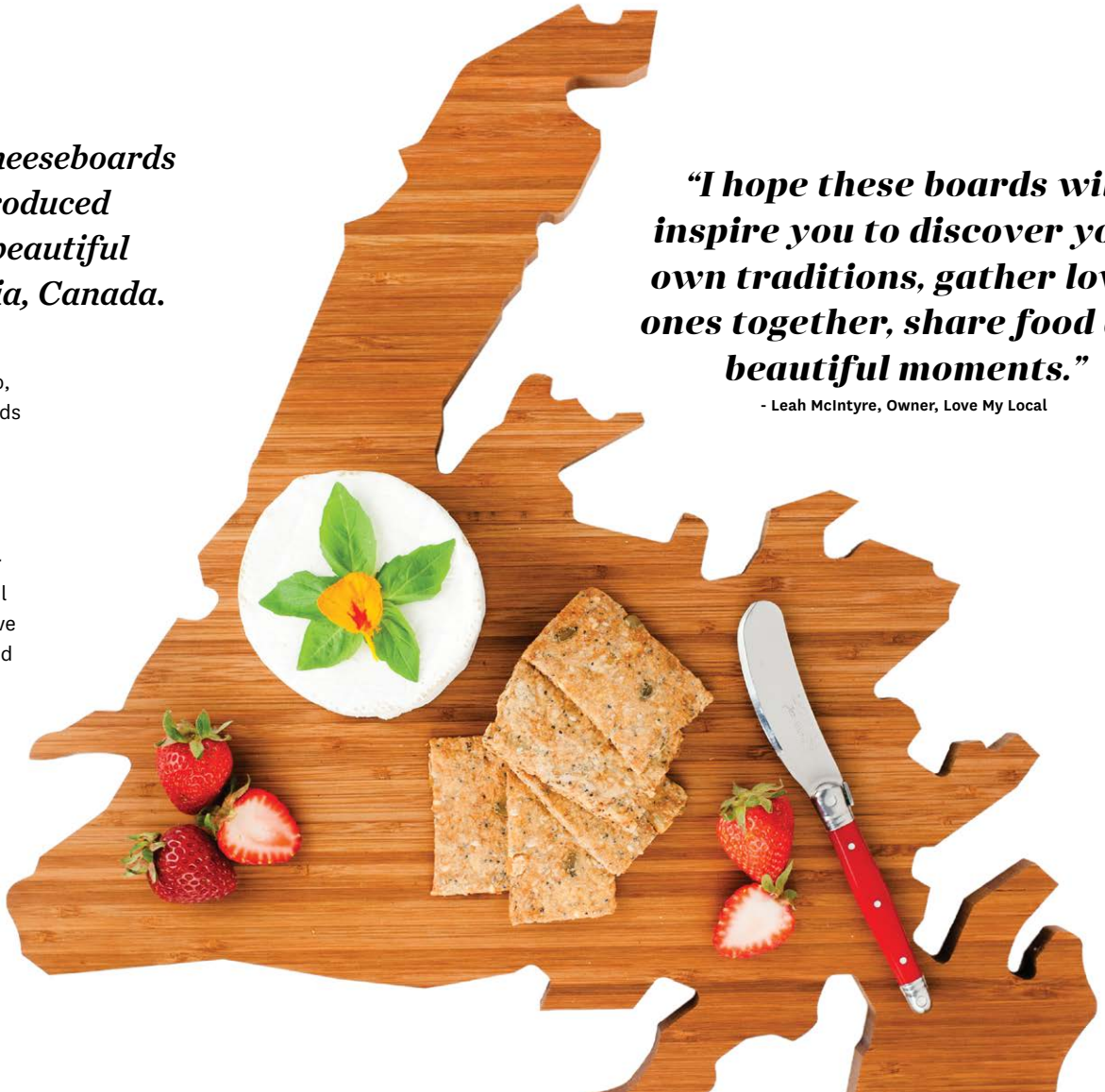
- Street-inspired denim zippers to new twists on classic patterns, there is an Urban Collection piece to fit any restaurant or store's motif
- An array of color and material combinations available; enhance team appearance and brand consistency
- The pieces in the collection are made with the highest quality and comfort standards in mind. They are breathable and light, but durable enough to stand up to the rigours of the world's busiest kitchens
- The Urban Collection brings high-quality aprons to the barbecue community, with superior durability and without compromising on style

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Made from FSC certified rapidly renewable bamboo, Love My Local cheeseboards are designed, produced and finished in beautiful British Columbia, Canada. Celebrate the places you love most with province or country-shaped boards, oil finished with Balmbu—Love My Local's handmade blend of natural oils, beeswax and bamboo extract. It is all natural, food safe and contains no peanut oil.

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"I hope these boards will inspire you to discover your own traditions, gather loved ones together, share food and beautiful moments."

- Leah McIntyre, Owner, Love My Local



MENUS AND MANTRAS FOR PATIO PERFECTION

BY CHEF EMMA HOUSE

Patio Season! As Canadians, fall, winter and spring test our mettle; we pine away for warmer weather, bringing with it friends, fare and pints on our favourite patios. Designing the optimal outdoor menu takes all things outside and local into account. Chef Ryan O'Donnell of Mercer Hall in Stratford, Ontario talks about creating a menu that is suitable for the patio during the summer heat. Patio dishes should coddle with cool comfort, include fresh flavours, a variety of food temperatures and controlled portion sizes so as not to overindulge the summer diner. Remembering that the clientele inside your restaurant is dining in an air-conditioned and sheltered environment compared to those diners seated in the great outdoors, and treating them respectively is vital when producing patio-season menus for both inside and out—ensuring your guest experiences are the best they can be.

At Miku, Vancouver located beside historic Canada Place, they've opted to keep the same menu for both the dining room and the patio. Miku uses a centuries-old technique called Aburi to prepare their dishes. Aburi means flame-seared, over a charcoal grill to create their sashimi, nigiri and oshi sushi. Miku boasts a phenomenal view of the North Shore Mountains. Diners are treated to a relaxed mix of harbour views and distant snow-capped peaks; therefore, a full patio menu allows diners to enjoy the scenery from the patio and all that Miku has to offer in the presentation of their carefully-prepared dishes.

Back at Mercer Hall, Chef Ryan also keeps the same food menu from inside to out. However, Mercer Hall offers a separate patio beverage menu. After undergoing major renovations last year and a shift in style, the food items coming from the kitchen pair nicely with Stratford's largest craft beer selection. Mercer Hall features a beer each day, in tune with the changing seasons.

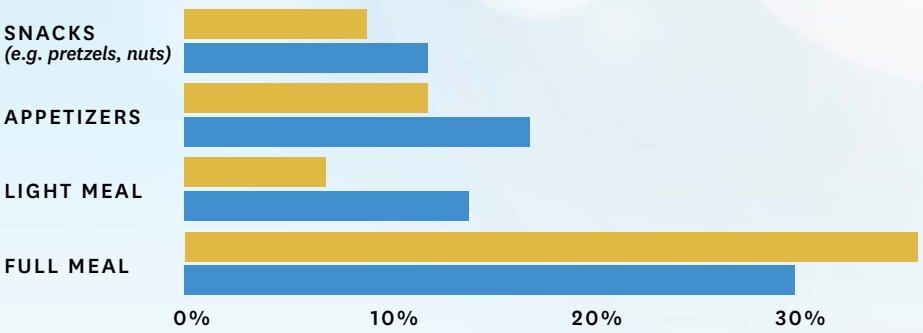
While both Mercer and Miku maintain menu offerings from dining room to patio; there is also a place for shorter menus on the patio. Patios bring out groups of friends, in a highly social environment, which is louder than the dining room and less formal in most cases. Designing a patio menu that is conducive to social groups, offering small plates and a variety of sharable items is a proven strategy. There is no hard and fast rule which says that the patio experience must be the same as the dining room experience. The patio can be an opportunity to reach a different diner than those who might linger more formally in your dining room. Patio menus offering charcuterie platters, cold salad platters, flights of tacos positioned in the middle of the table promote conversation and ease. This approach can also inspire repeat clientele who wish to enjoy two dining environments within one restaurant.

A patio allows you to be creative, resourceful and profitable. Design your menus and your indoor and outdoor spaces as independent segments of your busi-

Eating Light

INDOORS VS. OUTDOORS

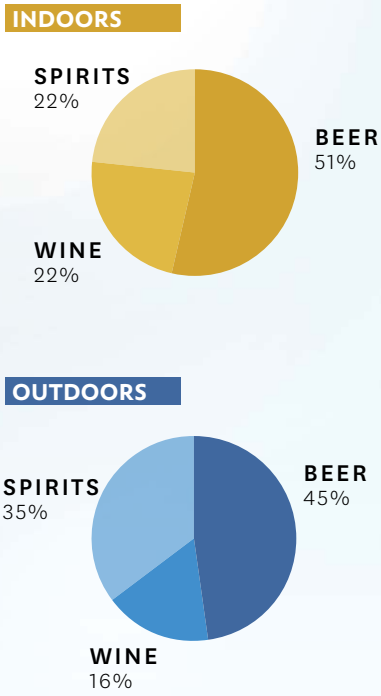
Share of alcohol servings consumed at snacks and meals



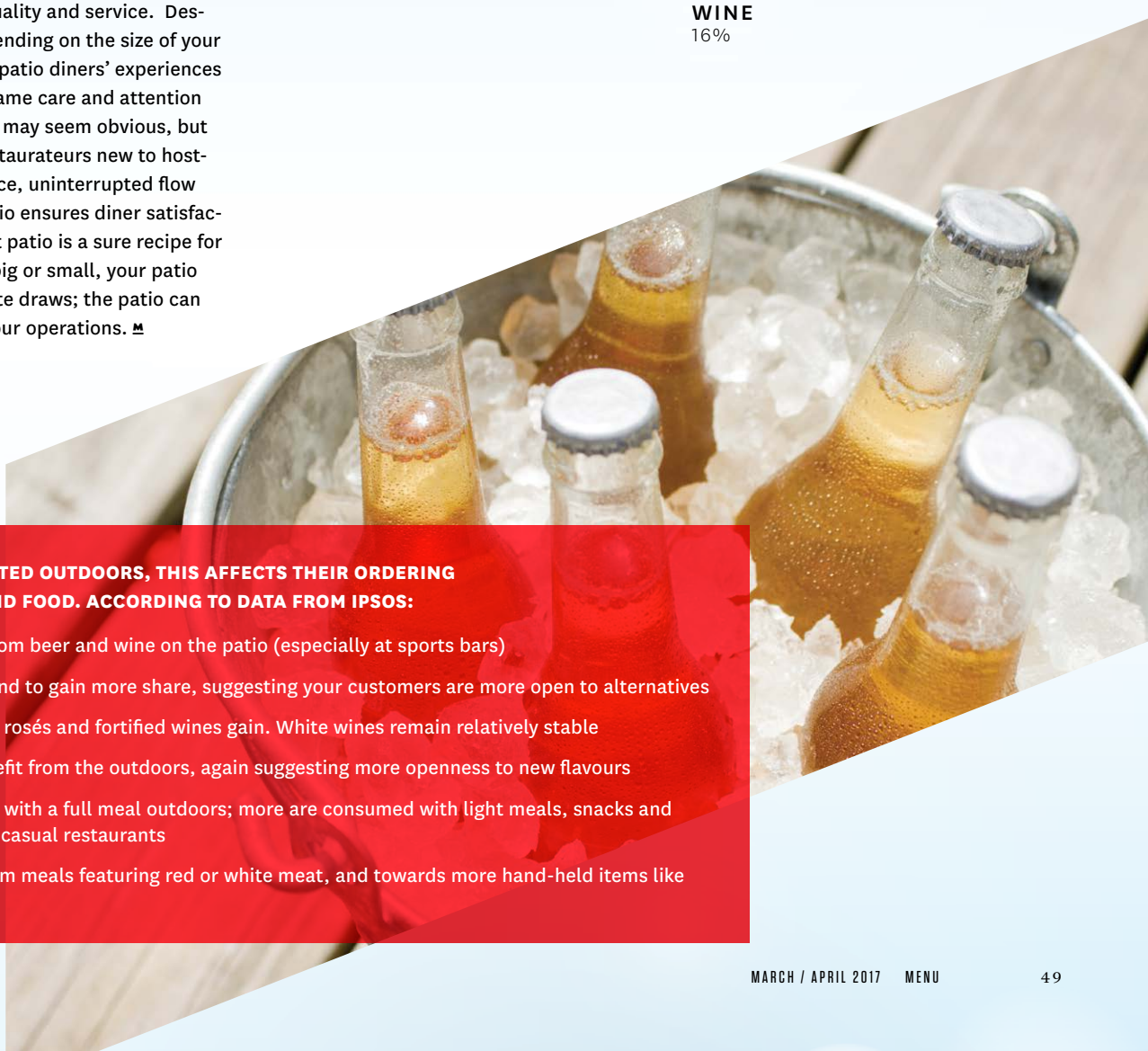
SOURCE: The Ipsos Canadian Alcohol Consumption Tracker (Ipsos, ACT Canada) has been tracking consumer alcohol trends in Canada since 2011. For further details, contact Ipsos VP John Mohler at john.mohler@ipsos.com

Cocktails Anyone?

Market share by foodservice venue:



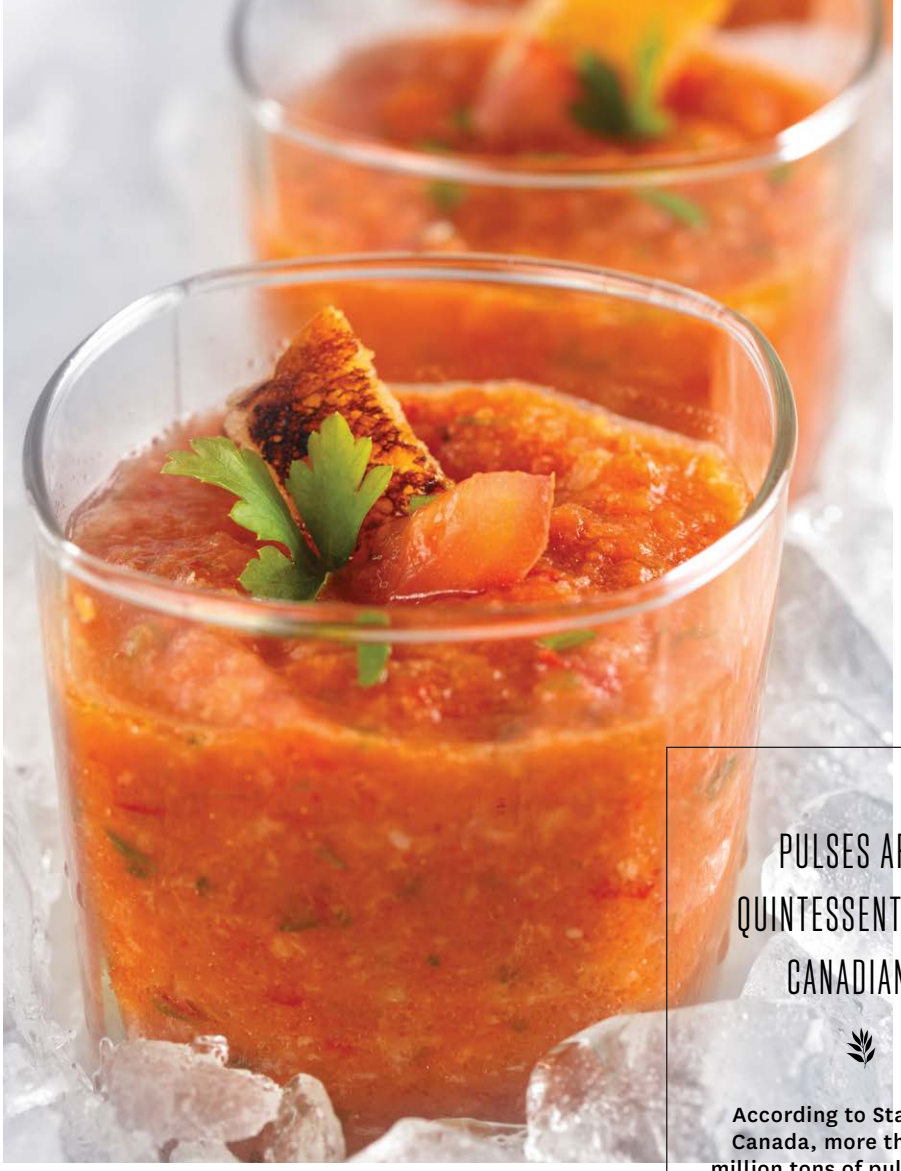
ness—with equal attention to quality and service. Designate two or more servers, depending on the size of your patio. Avoid compromising your patio diners' experiences by treating your patio with the same care and attention as you do your dining room. This may seem obvious, but it is a mistake made by many restaurateurs new to hosting patio spaces. Seamless service, uninterrupted flow between the kitchen and the patio ensures diner satisfaction and return business. A great patio is a sure recipe for summertime success. Whether big or small, your patio menu and service are the ultimate draws; the patio can be a very lucrative addition to your operations. M



WHEN CUSTOMERS ARE SEATED OUTDOORS, THIS AFFECTS THEIR ORDERING HABITS AROUND DRINKS AND FOOD. ACCORDING TO DATA FROM IPSOS:

- Spirits tend to gain share from beer and wine on the patio (especially at sports bars)
- Smaller spirits segments tend to gain more share, suggesting your customers are more open to alternatives
- Red wines lose share, while rosés and fortified wines gain. White wines remain relatively stable
- Import and craft beers benefit from the outdoors, again suggesting more openness to new flavours
- Fewer drinks are consumed with a full meal outdoors; more are consumed with light meals, snacks and appetizers—particularly at casual restaurants
- There's also a shift away from meals featuring red or white meat, and towards more hand-held items like burgers and pizza

Great Canadian Zesty Split Pea Gazpacho!



COURTESY OF PULSE CANADA

Yield: 4-6 portions
Prep time: 10 minutes
Total time: 15 minutes + chill time

Ingredients:

1 ¾ cup tomato juice
1 medium red bell pepper, seeds removed and chopped
1 cup cooked split yellow peas
½ cucumber, chopped
2 small Roma tomatoes, chopped
½ jalapeno, seeds removed, chopped
1 small shallot, chopped
2 tbsp balsamic vinegar
4 tbsp olive oil (reserve some for garnish)
1 clove of garlic, peeled
2 tsp hot sauce
to taste: sea salt
garnish: fresh dill

Directions:

1. Place all ingredients (except the salt and dill) in a blender and process until smooth in consistency. Season to taste with salt and reserve in the fridge for 2-4 hours. This will help the flavours comingle and develop.

2. Before serving, adjust with salt and hot pepper to taste. Garnish with fresh dill and drizzle of specialty olive oil. Enjoy!

Notes: If you would like to enhance the texture of the soup, reserve some of the chopped tomatoes, red pepper, cucumber and lentils. Place them in each of the serving bowls with the soup before serving.

PULSES ARE QUINTESSENTIALLY CANADIAN!

According to Statistics Canada, more than 8.4 million tons of pulses were grown in Canada in 2016, making pulses Canada's fifth largest crop after wheat, canola, corn and barley.

Canada is the world's largest producer and exporter of dry peas and lentils and a major supplier of pulses to over 150 countries around the world.

Consumers around the world can take steps toward a healthier, more sustainable diet just by adding pulses. This can be as simple as adding pulses to everyday foods or selecting food products already containing pulses at restaurants and grocery stores.



Inspiration shouldn't be *a special ingredient*

When people love their food, they spread the word, which helps your business grow. For over 115 years, Gordon Food Service® has sourced the perfect ingredients. With thousands of foods, one-of-a-kind specialty items, local products, and supplies to operate restaurants big and small, we'll help you support your business and delight customers.

Connect with us at gfs.ca

Gordon® FOOD SERVICE

Saputo ARTISAN MC/TM

1954 MC/TM

OUR NEW LOOK REFLECTS OUR PASSION.





Mild, creamy and extremely versatile, our Ricotta Italiana goes well with any sweet or savoury culinary creation. Discover our wide selection of Ricotta, perfect for your most inspired recipes.

IF IT'S NOT SIGNED, IT'S NOT SAPUTO.™ CHEESEMAKER

Contact your Saputo Foodservice Sales Representative for More Information

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