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Summer is here and as a foodservice operator you know first-hand that we're in peak travel and event season—the time when Canadians hit the open road, soak up the sun on local patios, and celebrate weddings and graduations. Tourists are arriving in record numbers, drawn to Canada's culinary landscape as much as its scenery and attractions.

The Honourable Bardish Chagger, Canada's Minister of Small Business and Tourism, attended our Nation's Feast event at RC Show 2017, and a few weeks later announced that the government is embarking on a strategy to make Canada a top destination for culinary tourism, noting: "Whether they involve visiting a restaurant or food festival, culinary experiences are as essential today to a tourist's experience as climate, geography and accommodations."

It's easy to see why the government has put a sharp focus on culinary tourism; approximately one fifth of spending ($3.56 billion) by international travellers in Canada is on food and beverages. Domestic and international spending totals $15.35 billion.

This is something to celebrate, but it also raises a question: Why is government biting the hand that feeds it? From the unprecedented minimum wage increases in Alberta and Ontario, to a new tax on restaurant meals in Saskatchewan, to a federal excise tax on alcohol that will automatically rise every year, the industry is going through massive change, and it's due in large part to reckless government policies.

Faced with these roadblocks, it's more important than ever that we stand strong and united. It's our job to tell your story to government, educate them about the realities of running a foodservice business, and negotiate policy approaches that work for everyone. We need your voice at the table. Connect with us to get involved in our advocacy efforts.

There are many other ways that Restaurants Canada works to protect and grow your business. Our suite of money-saving programs and business-builder resources is growing! Contact our Member Services team (1-800-387-5649 or members@restaurantscanada.org) for customized advice on how to lower your operating costs, improve employee retention, and stay a step ahead of the competition. And, mark the date for RC Show 2018 (Feb. 25 – 27), when innovation takes centre stage, connecting you with hundreds of cutting-edge ideas and products and a network of industry leaders.

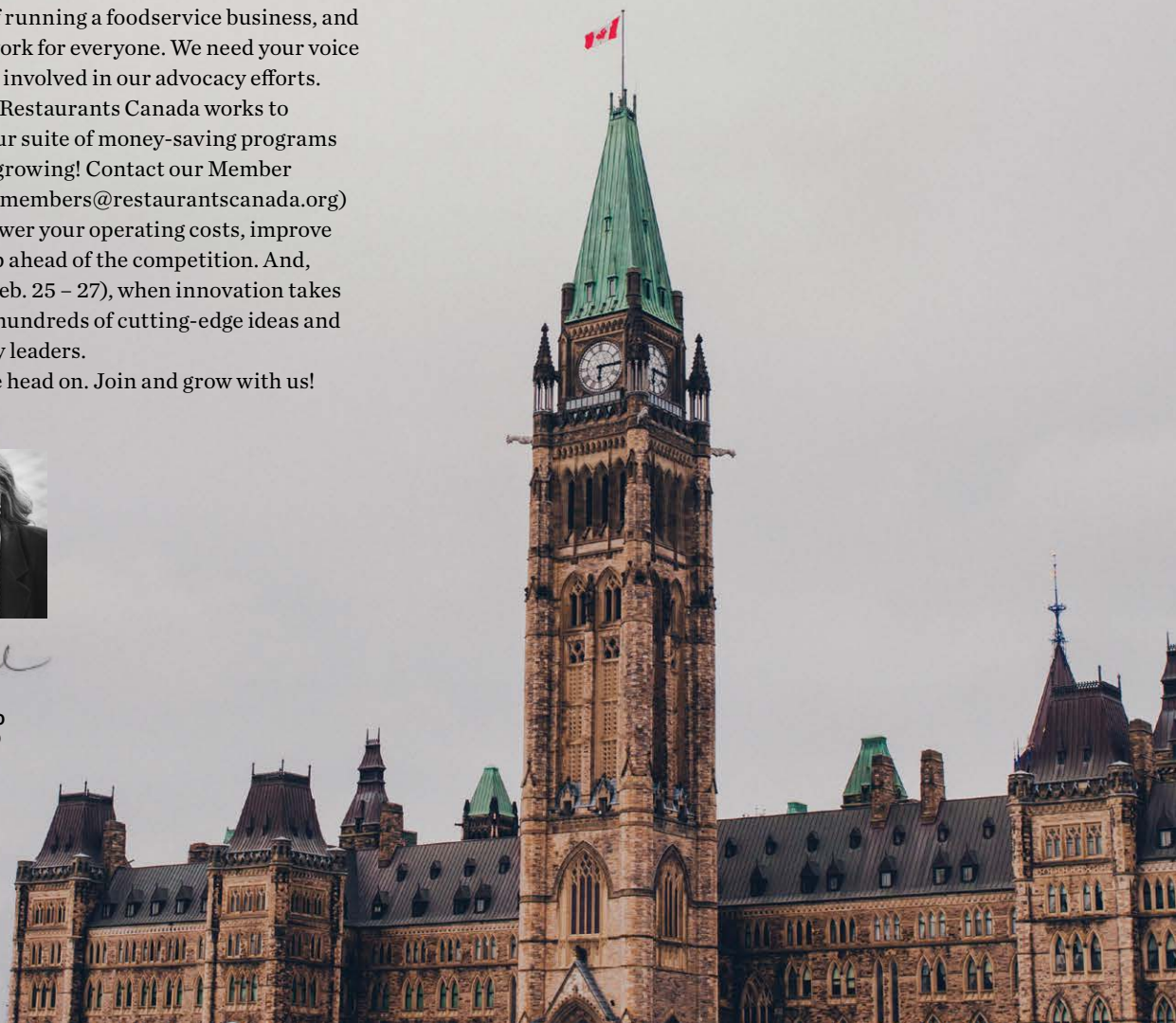
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July/August 2017
Volume 2 Number 4

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Making Moments: We have a grand prize winner!

Drumroll please! Amy Hadley of Amy's on Second in Prince Albert, Saskatchewan, is the lucky winner of our Making Moments draw. She wins a culinary adventure for two to Yukon, courtesy of Air North, Yukon's Airline. Here's her magic moment:

"My favourite memory is too hard to choose. Having operated my restaurant for over 30 years, where would I begin? I have seen and heard it all! In 2011, I held a contest for the 25th anniversary of Amy's. I asked customers to write their favourite Amy's moments. I received so many funny, sad, and thoughtful stories. It was a joy to read, and made all those tough times worth it. My favourite moment is making moments for my customers."

Congratulations Amy!

The trip to Yukon has been claimed, but there are still lots of chances to win. Share your magic restaurant moment, and you could win an RC Show 2018 Culinary Experience and Canada Prize Pack!

You could also win monthly prizes of Love My Local cheese boards, Blunt Roll aprons, Anita Stewart cookbooks and Chef Works products.

Whether you've opened a restaurant or eaten a great meal at one, you have amazing stories to tell and we want to hear them. Visit restaurantscanada.org/makingmoments to share your moment!

Thank you to our sponsors, Canada Bread, Saputo and Air North—you've made our Making Moments campaign possible.

Have you heard? For Canada 150, we're offering first-time members a special one-year membership for $150.* Join us! Visit restaurantscanada.org to learn more.

*Some restrictions apply.

Special thanks to Ipsos Food Service Monitor (FSM) for this issue's data and insights!

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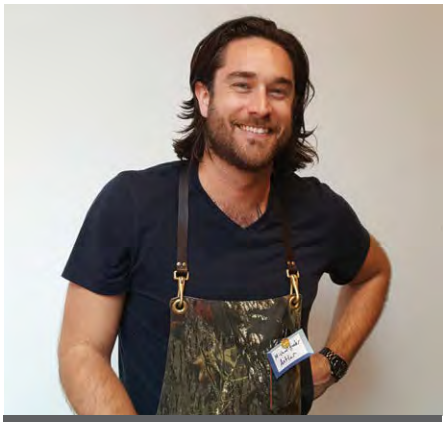
At MENU Magazine we get out and about to connect with you! If you have an event that you would like us to attend, please let us know at ***members@restaurantscanada.org****.*



The crowd-filled room at Terroir 2017



Chef Frank Widmer of Park Hyatt, Zurich and Canada's Kilted **Chef, Alain Bosse**, at Tablelands in Gros Morne, Newfoundland.



Chef Michael Hunter at Terroir 2017



King Cole Ducks team at Terroir 2017



Joshna Maharaj and Menu Editor **Stacey Newman** at Terroir 2017



Pastry Chef **Atul Palghadmal** at Terroir 2017

EVENTS

AUG 11-13	Taste of the Danforth Toronto, ON
AUG 19	Vegan Food and Drink Festival Toronto, ON
AUG 24-26	The Gathering Burlington, NFLD
AUG 24-26	The Drummondville Poutine Festival Drummondville, QC
SEPT 1-4	Canada's Largest RibFest Burlington, ON
SEPT 16-17	Canadian Health Food Association (CHFA) East Conference Toronto, ON
SEPT 19-20	Le Salon des dépanneurs du Québec Montreal, QC
SEPT 8-24	Niagara Grape & Wine Festival Niagara, ON
SEPT 15-18	Prince Edward Island International Shellfish Festival Charlottetown, PEI
SEPT 23-24	Salmon & Mushroom Festival Lake Cowichan, BC
SEPT 24-25	Canadian Coffee & Tea Show Toronto, ON
SEPT 28-OCT 8	Fall Wine Festival Okanagan, BC
SEPT 30	Cheese & Meat Festival Vancouver, BC
SEPT 26-28	Cold Harvest 2017 Hotel Gander Gander, NFLD

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Pow Wow Cafe

This is food you would have had 500 years ago

BY SHAWN GOLDBERG

"**The dish you're eating now** is basically pre-contact ingredients," Pow Wow Cafe owner and chef, Shawn Adler says, as I'm taking another bite of the delicious pan-fried rainbow trout served with wild leeks, mushrooms, fiddleheads and fried egg (over easy).

"This is food you would have had 500 years ago," he says, as he explains his Pow Wow philosophy. Pow Wow means gathering, originally to describe the coming together of various native communities, but now the term extends to a more general, social, relaxed environment. And that is the main goal of Chef Shawn, who comes from a mixed Jewish and Ojibwe family.

"This is a meeting place, a place for the community." It's a name that has great meaning for him. "We are representing a side of First Nations that is more modern. This is Pow Wow fare." He has a great appreciation for pre-contact food, but wants to incorporate into his recipes post-contact foods as well, such as lemons, white flour and sugar.

Combining today's ingredients with pre-contact foods creates a unique dining experience. Chef Shawn loves the foods of today, and takes pride in his own unique mix of the past and present in his menu. "Modern day Indigenous people eat everything. An Indian taco is now a modern-day tradition." Growing up, this was the type of food that he ate. His family recipes are now being served to the public, a very distinctive melange of the old world and the new.

"It's as appropriate for me to open an Indian taco restaurant as it would be for me to open a latke restaurant," he says, referencing his father's Jewish heritage. Chef Shawn opened his first restaurant in 2003 and has always felt that his mother's Indigenous heritage was poorly represented in Toronto's multi-cultural culinary world and local markets.

In Toronto's Kensington Market—a cultural mosaic—diversity was the selling point for this location—an urban pocket in which you might find in food offerings by Portuguese, Italian, Mexican, West Indian, African, Asian restaurants among many other cultures. Chef Shawn recognized the absence of Indigenous food by comparison. "It's a great location because so many tourists and locals are here. I had been looking for a location for a few years, so when this one came up, I quickly jumped on it."

Torontonians and tourists alike now have a place in Kensington Market for a contemporary Pow Wow and a mighty fine taco, too. M





A FEAST FIT FOR A PRIME MINISTER...

Ottawa-based members on doing business in our nation's capital

BY MARI NEWMAN

PLAY

Stephen Beckta is an eminent and affable Ottawa restaurateur. The owner of PLAY FOOD & WINE and BECKTA—he embodies the hospitality that hallmarks each of his establishments.

Opening in Ottawa's Byward Market in 2009, PLAY was a second attempt of sorts. His first attempt—he'd envisioned becoming a distinguished neighbourhood eatery—altered course. "Shortly after we opened [BECKTA]...it took on a seriousness that I maybe didn't originally contemplate, or even desire." Creating a four-diamond establishment wasn't a bad thing, it just wasn't the goal. So, he got to work planning again. Beckta is hands-on. Authenticity, care and commitment are core company values shared by his staff.

At PLAY, no special occasions are required. Food is served in small portions which encourage diner-driven combinations and ample sampling. "Doing small plates allow(s) us to be able to play," says Beckta. The format offers a meaningful food experience, without a big price tag. Lauded Chefs Tim Stock and Mike Moffatt are inspired by menu items from across Canada. PLAY's wine program, led by Wine Director Connor Gallagher is international with a soft spot for Canadian and natural wines (made without chemical and minimum technological intervention in growing grapes and making them into wine).

The recipe for success at PLAY has been Beckta's refusal to conform to traditional dining models, while providing a finely-tuned service ratio of fun to leaving diners with a genuine sense of feeling cared for. PLAY's greatest challenge is finding the right people to maintain this balance for longterm positions. Demographic shifts plus a regional culinary explosion equals fewer qualified candidates. He recognizes the search takes patience. "You need to wait it out until you find the right people." PLAY's bankable solution to these market shifts? "Constantly keeping it fresh and exciting," Beckta says.

Downstairs in the mansion, there is a plaque inscribed with Bob Marley's lyrics: "In this great future, you can't forget your past." Meeting the future well is always Beckta's goal. He has collaborated with Ottawa 2017 to set Canada's Table—an unprecedented culinary experience taking place on August 27. Canada's world-class food, wine and hospitality will be showcased at a single, 1,000-person, open-air table on Wellington Street in downtown Ottawa. 10 top local chefs will partner with 10 top chefs from regions across Canada to stage a legendary four-course dinner with wine pairings in the shadow of Canada's iconic Parliament Buildings.





PLAY: Chef Tim Stock



PLAY: Wine Director Connor Gallagher

ALLIUM

In Ottawa's fashionable Wellington West, Allium's polished but unassuming ambience beckons. Practically a second home to acclaimed Chef Arup Jana and his staff, Allium has been open since 2004. Stout-hearted, Jana recognized the area's potential back then, bought the place and set about preparing dishes of high quality, appeal and affordability. Today, hundreds of businesses and commercial properties share the area.

Showcasing their eclectic nationally- and locally-sourced creations and a curated selection of wines and cocktails is personal for Jana and team. Menus are ever-evolving—and secretive. "We are unique because of [that],"says Jana. General Manager, Maggie Muehlen agrees: "He gets bored very quickly, so he likes the challenge of a new menu." Then she adds matter-of-factly, "He's an artist." She's well within her rights being so candid, she's also Jana's wife.

There is an art to producing triumphant menus that change monthly and weekly. With such imagination, the occasional difference in gastronomical opinion isn't a surprise. Progress requires exploration, learning and dedication—and Allium is resilient. Muehlen acknowledges that working in restaurants is a tough job, but, they're experienced and take it in stride. "Have patience and appreciate the moments [when] you hear from a customer or a colleague how wonderful things are," she encourages. "Don't sweat the small stuff—figure out solutions." Employees are enabled to have lives outside of work. Motivation is key. "Ultimately, you just want everybody to work well together," says Muehlen.

Allium enjoys a dependable base of "regular guests" and lots of first-timers. Allium leaves its marketing to enthusiastic diners spreading word of mouth online—a boon for busy restaurateurs. Muehlen and Jana are aligned on the definition of success:

- Create a sense of community and family
- Treat staff as your backbone
- Remain open to the possibilities of the future and let it progress organically
- Come-as-you-are inclusiveness







Chef Johl Whiteduck Ringuette with a dish he prepared from foraged and traditional foods.

NISH DISH





FIND IT, SOURCE IT, BRING IT BACK

BY SHAWN GOLDBERG

Nish Dish founder, Chef Johl Whiteduck Ringuette, always knew that the geographical history of the Anishnawbe people would be the guiding factor in finding the right location for his restaurant. After 12 years of running Nish Dish exclusively as a catering business, Ringuette, originally from North Bay, decided it was time to not only open a restaurant, but also to realize his vision of establishing an Indigenous, socioeconomic, educational hub where the community could gather and share information, created on the lands his ancestors walked over 1,000 years ago.

"Our community needs a formalized district, which we're calling Nish Town, short for Anishinaabe Town, with a Toronto Indigenous Business Association".

Creating awareness around Garrison Creek and its relationship to the Anishnawbe people was always a goal, as well as creating a space and community with authentic First Nations food and artisan market.

"Find it, source it, and bring it back," says Ringuette. This motto is the driving philosophy behind Nish Dish, but the motto brings with it real challenges, such as finding and keeping the food as it was for his ancestors.

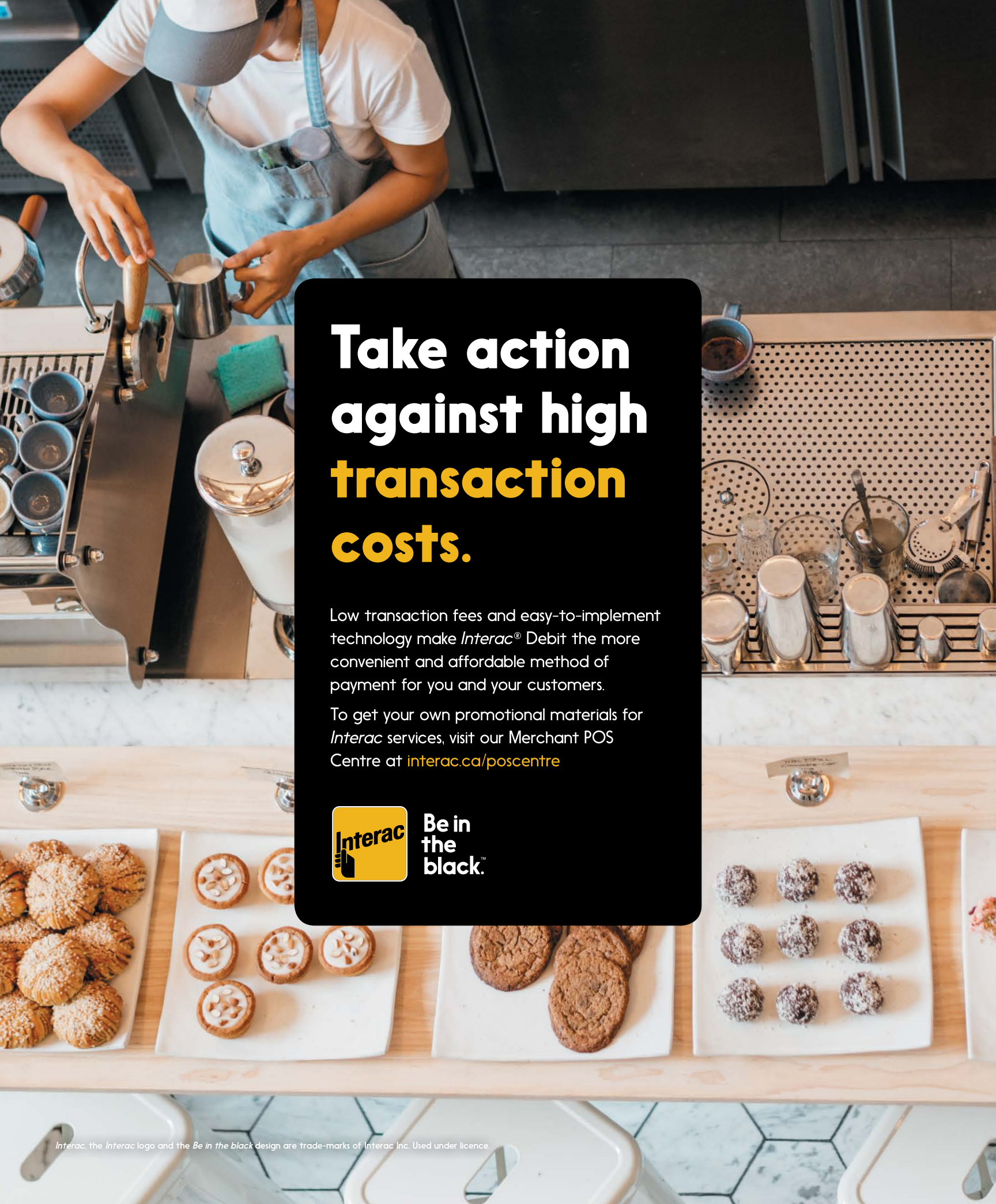
Ringuette uses his experience with corn, as his prime example, explaining that today's corn is typically a genetically modified crop. After a long search, he was able to procure 300-year-old seedlings for his ancestral corn, planted in a community garden, with hopes for a fall harvest. It's a large undertaking without any guarantees for success.

"How do we find sustainable ways to grow that corn so we can bring it back to all the other communities?"

Along with growing the type of corn that the ancestral Anishnawbe people would have eaten, Ringuette is also growing plants to produce beans and squash. Corn, beans and squash are the three main agricultural crops, traditionally referred to as the Three Sisters. "As a First Nations entrepreneur and being focused on the reclamation of Indigenous food, we're sourcing from First Nations communities: wild ginger from Cape Croker, coffee from Quebec, and Ojibway smoked maple syrup from a Sault Ste. Marie family that has been tapping trees for seven generations."

Nish Dish also sells beaded crafts, soaps, jewellery and shoes, created by Indigenous artisans. Nish Dish purchases everything directly, nothing on consignment. Ten percent of all proceeds go towards a fund for the next aboriginal entrepreneur. It's all part of creating an Indigenous Business Association with Nish Dish as its hub.

"Nish Dish is only the beginning. Now we're going to create a district."



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Getting into the event market?

BE SURE TO THINK OUTSIDE THE BOX

BY BETH POLLOCK

If you're looking for creative new ways to make money, you may be thinking about getting into the event market—hosting private parties, weddings, grad celebrations, festivals and more. You might wonder how to get started, and what the key success factors are.

I spoke to three restaurateurs to hear about their experiences running events, and to ask their advice for anyone getting started. One owns a small bistro that holds events on Sunday evenings; one organizes events to challenge his chefs and keep it fun; and the third runs events in a very big way.



1. SMALL BUT MIGHTY

Patrick Saurette owns The Marc restaurant in Edmonton, a French bistro with 67 seats. Because of its size and layout, it doesn't have a private dining area. He chooses not to close the bistro to other diners to run private events, so he hosts them only on Sunday nights. And even so, he doesn't aggressively book events, since he wants to ensure staff gets time off—typically the restaurant takes private bookings on Sundays of a holiday weekend. They've hosted events that include small weddings, wine dinners, charity dinners, and an annual Bastille Day celebration.

He loves the creative aspect it gives kitchen staff. "If you're primarily an à la carte business, you could offer family-style food on platters, or offer a different kind of cuisine than you usually serve—Indian, for example, in an Italian restaurant."

Saurette says events are his best advertising, since current customers are the likeliest to book them. "You need to continually search for new customers. And who better to bring in new customers than existing ones?"

Finally, don't overlook the impact on profitability. "In the middle of January, when regular numbers are down, groups can be huge."

↣ CONTINUED ON PAGE 18

"CHEFS CAN GET BORED WITH CHURN ING OUT THE SAME FOOD... AND AS FOODIES WE WANTED TO TRY SOME FUN STUFF, USING OUR LOCAL PRODUCE."

Chris Cornhill - Food and Beverage Manager of Fredericton's Crowne Plaza, on his establishment's desire to challenge themselves.



(Source: Ipsos FSM)

2. MEET THE CHALLENGE

Chris Cornhill, Food and Beverage Manager of Fredericton's Crowne Plaza, says his establishment's entry into the event market came from a desire to challenge themselves. "Chefs can get bored with churning out the same food," he says, "and as foodies we wanted to try some fun stuff, using our local produce." They organize a series of one-off experiences at Crowne Plaza's restaurant, The Maverick Room, that involves food, fun, and creativity, including:

- A dinner that features produce grown on their rooftop garden, where the menu is presented as a riddle
- "Offal-ly Good" evenings, where they showcase less popular cuts of the whole animals they buy for the restaurant
- Fire: A dinner from the flames, where five courses are cooked outside over various fires

Cornhill says the guests love these events. At one of the "Offal-ly Good" evenings, a group of strangers bonded over food and drinks, "toasting animal parts and cheering...I'm sure a night to remember for those involved!"

They host groups of up to 28 people, selling tickets in advance through Eventbrite to ensure a guaranteed minimum of customers.

Cornhill says they've achieved what they hoped to: giving his food and beverage team the challenge they were looking for, and giving customers an event to remember and a reason to come back.

3. GO BIG OR GO HOME

André Saint-Jacques, founder of Bearfoot Bistro in Whistler, BC says the restaurant has hosted events since it opened in 1995, starting with holiday parties and charity functions. The events gradually got bigger, and required more attention.

The restaurant responded by opening a catering division in 2010 to focus on the event market. They have hosted events in the restaurant, the parking lot, and other venues, including festivals. And their events can be huge: they have served anywhere between 100 and 30,000 guests.

Events have boosted the restaurant's profitability, but that's just one of the advantages. They do a lot of fundraising work, so their brand is exposed to supporters of those charities. And on the staffing side, they benefit from a large pool of occasional staff. "These events give us the chance to road-test the occasionals," he says. "If they're good, we hire them full-time."

Bearfoot Bistro started small in the events market and have grown very big—and their brand has grown along with them.





DO YOU HAVE WHAT IT TAKES TO ENTER THE EVENT MARKET? HERE'S SOME EXPERT ADVICE:

KEEP IT SIMPLE. "You don't want your regular diners to suffer," says Saurette. "That might mean limiting yourself to smaller groups." Think about the extra noise that comes from hosting a large group, and what it means to serve multiple parties from the same kitchen.

START SMALL. Bearfoot Bistro serves huge crowds now, but they've had over 20 years to get it right. Saint-Jacques says when you start small, you can use equipment from the restaurant kitchen, which lets you test the event market without making a big up-front investment.

BE ORGANIZED. "There's lots of pre-planning and details, and you'll need lots of staff, " says Saint-Jacques. And Saurette adds, "It's important that all the details are written down—you've got to get them right." Your reputation depends on you getting those details right.

REGARDLESS OF THE SCALE OF YOUR EVENTS, HAVE A STEADY POOL OF LABOUR YOU CAN ACCESS. For Saurette, this means scheduling events at times that are convenient for regular staff. For Saint-Jacques, it means having an occasional staff of 140 or more that he can call upon.

OFFER ADD-ONS. "We offer a drinks package on the night," Cornhill said. It adds to the customer experience, and increases profitability.

DON'T FORGET ABOUT STORAGE. If you have a small space, consider whether you have the room to store additional equipment and supplies.

USE IT TO HELP YOUR ESTABLISHMENT GROW. "Do it, enjoy it, and carve yourself a niche in the market," says Cornhill. "It increases the awareness of what we do and creates a buzz on social media. It's nice to see posts from people who missed the event and want to come to our next one." Saurette adds, "It's a chance to reinvigorate your business." He suggests you work with your local BIA or Chamber of Commerce: "Know who's coming to town, and work from there."

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CANADIAN CUISINE

Our country's best-kept secrets

By Prasanthi Vasanthakumar

The local food movement is booming, Indigenous flavours and traditional preparations abound, and ethnic culinary creations are being expertly fused; but try to define "Canadian cuisine" and you may be met with a blank stare. While local fare boasts home-grown freshness and global flavours promise novelty and adventure, the beauty of our national cuisine is immeasurably diverse as well as being deep-rooted in history. The name Canada comes from a St. Lawrence Iroquoian word, *kanata*, meaning "village" or "settlement." There cannot be any discussion of Canadian cuisine without celebrating the peoples, the history, and the geography of this land.

The truth is, Canada offers a rich spread of foods and flavours. This Canada 150, Chef Charlotte Langley and her team of taste makers are bringing this abundance to the forefront. From Newfoundland cod and Ontario duck to Prairie pulses and West Coast butter, Langley and fellow chefs show you just how easy it is to add some Canadian flavour to your menu.

PUT CANADIAN CUISINE ON THE MENU

Customers love themed menus and niche offerings. Because it's not as ubiquitous as many local and ethnic flavours, Canadian cuisine is, ironically, unique. Plus, Canada 150 is not just a countrywide celebration—it's a heavily marketed theme you can tap into. For free!

GET IDEAS FOR COOKING CANADIAN

At the RC Show 2017, which took place earlier this year in Toronto, Chef Langley and team created a uniquely Canadian food experience to show operators how easy it







Top: Fogo Island cod tongue and cheek prepared by Chef Jason Bangerter.

Above: Smoked fresh water Ontario trout with pulse lentils, beetroot and horseradish prepared by Chefs Jesse Vergen and Adam Donnelly.

Right: Citizen Catering's Fried Chicken with sweet pickle and aioli from GFS and 100KM Foods.

is to get creative and integrate Canadian products in menus. From delicious pairings to décor and design, here's what they cooked up:

Show floor delights

For each day of the show, four chefs prepared a unique flavour profile to give attendees a taste of Canada:

» Sonia Mondino, Pray Tell – A Quebec cheese curd pizza pocket from Frommage
» Michael Hunter, Antler – Smoked trout toast canapé with caviar and crème fraîche from Ontario Trout
» Elia Herrera, Los Colibris – Canada Beef brisket in pasilla adobo sauce on a tostada with salsa verde crura provided by Enright Beef
» Dustin Gallagher, Peoples Eatery –Spicy Haidacore tuna hand roll from Organic Oceans
» Chris Brown, Citizen Catering – Fried Chicken with sweet pickle and aioli from GFS and 100KM Foods
» Steve Gonzalez, Baro – Cod tripe Sancocho made with Newfoundland cod
» Matt Basile, Fidel Gastro – Walleye Burger with sweet buns, aioli and lettuce compliments of Walleye Wings
» Jake Taylor, TuckShop – Canada Beef Classic Burger with house ground brisket, pork shoulder and smoked duck fat provided by Atlantic Beef
» Matt Dean Pettit, Matty's Seafood – Matty's Seafood Chowder and biscuits using the east coast's best scallops, mussels, lobster and shrimp
» Charlotte Langley, Scout Canning - West coast butter-poached whole lobster, oysters and caviar compliments of PEI Fishermen's Association
» Scott Vivian, Beast – A crispy duck with Asian slaw, English muffin and Hoisin sauce provided by King Cole Ducks
» Kevin Castonguay, ProvisionsTO Catering – A gnocchi with salmon roe and Atlantic seaweed from Atlantic Kelp



A WALK ON THE WILD SIDE

Want to up your Canadian game? The RC Show's Hunt Camp featured wild and foraged flavours in an exclusive tasting bar. On offer: Rabbit paté, duck mousse and sliced venison, prepared by Canadian chefs Derek Dammann, John Horne and Michael Hunter.

RC NATION'S FEAST, OUR RICH AND DIVERSE CULINARY HISTORY

To celebrate Canada 150, RC Nation's Feast—a special, invitation-only affair—served up Canadian delights at Toronto's Casa Loma during the RC Show. An all-star line up of chefs spotlighted Canadian ingredients in a scrumptious four-course dinner and grazing menu.

Welcome and grazing stations included:

» A uniquely Canadian cheese and charcuterie station, provided by Saputo Cheese, Canada Bread and Seed to Sausage Ontario
» East Coast Oysters from Rodney's Oyster Bar, shucked by owners Eamon and Bronwen
» West Coast Oysters from Outlandish Shellfish in British Columbia, shucked by Andrew Seymour from Wayfarer Oyster Bar in Whitehorse
» Charcut Roast House - Connie Desousa and John Jackman's Pow Wow-inspired dish Char Taco, made with slow-cooked Canada Beef heart chili, fried bread shell with puffed wild rice, and fresh cheese curds
» Caviar Ice Bar hosted by Acadian Sturgeon

Celebrated chefs and their dishes included:

» Rich Francis and Charlotte Langley – Ontario King Cole duck breast and mousse, with cellared beets, fresh roasted and pickled with honey vinegar, and pulse crumb.
» Jason Bangerter and Renee Lavallee – Fogo Island cod tongue and cheek, celery, apple, mustard greens and sea plants.
» Jesse Vergen and Adam Donnelly – Smoked fresh water Ontario trout with pulse lentils, beetroot and horseradish.
» Robert Belcham and Todd Perrin – Slow-cooked Canada Beef Plate, parsnip, potato dauphinoise and braised collard greens.
» To end on a sweet note, dessert included maple bacon donuts, maple fudge, coffee-dipped donuts and ginger cookies from the Rolling Pin Bakery, served with a side of Faema coffee. (Yum!)

↣ CONTINUED ON PAGE 22



Pump up your menu with pulses

Dry peas, dry beans, lentils and chick-peas—collectively known as pulses—the power of the pulse is immense and exciting. Grown primarily in Saskatchewan, these edible, dried seeds of legume crops can inject a burst of flavour and nutrition to a multitude of dishes—without eating into your bottom line.



COOL BEANS

Beans are the most popular pulse with chefs. From black beans to kidney beans, this pulse is popular in Mexican and other ethnic foods. Breakfast platters, burritos and tacos are the top three dishes for beans. More recently, beans have been enhancing duck dishes, as well as burgers and sandwiches.

LENTILS

Lentils are used in more traditional dishes, such as soup, crepes and curries. However, this pulse is growing faster than beans. These days, it's sprucing up veggie burgers and specialty vegetarian dishes.

THE SEEDS OF INNOVATION

Traditional uses aside, pulses allow operators to cost-effectively innovate. For example, you can:

- add puréed lentils to ground beef to increase protein and fibre content (and lower protein costs!)
- replace wheat with pulse flours to whip up delicious, gluten-free baked goods and desserts
- add pea or lentil purées to baked goods to reduce butter, keep them moist, and increase fibre and protein content
- whip up chickpea brine into foam for a plant-based substitute for egg whites
- use pickled pulses to add flavour to many dishes (pulses are enhanced by the acid in the brine, which lets you experiment with vinegars and spices for unique flavour combinations)
- fry and season chickpeas for a delicious, high-protein bar snack

WHY THE PULSE IS A SUPERSTAR

Pulses don't just infuse your recipes with flavour and protein. These magical seeds are good for the economy, environment and human health. Here are some fun facts:

- Canada is the world's largest exporter of peas and lentils, with the top three buyers being India, China and Turkey.
- Pulses are Canada's 5th-largest crop, after wheat, canola, corn and barley.
- Pulses contain almost 2x the protein of the super trendy, super food quinoa.
- Pulses are good for our farms. To grow, pulses use ½ to 1/10 the amount of water that other protein sources use. They have a unique relationship with our soil. Pulses draw nitrogen from the air into the soil, which reduces the need to add nitrogen fertilizer—a major source of greenhouse gases—to crops. After harvesting, pulse crops also leave behind extra nutritious residue for the next crop. For example, wheat grows better when planted after a pulse crop.
- "Pulses are a great Canadian success story, which is why they should be on menus," says Courtney Hirota, Director of Strategic Communications at Pulse Canada. "Canadians turn to the restaurant industry to feed their families with nutritious foods, and get inspiration for their own meals. Pulses are packed with nutrition and flavour, and they're also a sustainable food that is good for the planet. They need to be on all our dinner tables."









HOW TO DESIGN CANADIAN

Want to go full-tilt Canadian with matching designs and décor? Consider these ideas from the RC Show 2017:

- A honey fountain by Alveole.
- An outpost tent designed with fur and historical artifacts from Blunt Roll's Tanya Kelly.
- Birdhouse lampshade floor lamps with tapered metal bronze bases created by designer Dian Carlo of Sodi Designs.
- A large modern antler chandelier over an 18-foot, hand-carved, wooden table, with a trellis-style metal table base and cow hide bench designed by Dian Carlo of Sodi Designs.

CANADA 150 AND BEYOND

With all the Canada 150 buzz, locals and tourists alike will be looking for that authentic Canadian culinary experience. This is the year to go Canadian, and spotlight our country's culinary bounty. It's true, cooking Canadian will never go out of style. Our country's fresh and flavourful ingredients will keep Canadians coming back for seconds.

Slice carefully.
Enjoy passionately.

Made with quality Canadian milk by skilled cheese-makers,
Canadian cheeses are local, flavourful, and guaranteed favourites.



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QUALITY MILK
™

KING COLE

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Your Menu. Our Duck. Oh, Canada!

We've been called a Canadian 'Farm to Fork' story legend. For 65 years, our family's passion for hatching, breeding, growing and processing ducks of the highest quality and taste has made us a trusted brand around the world. But it's here at home that matters most and as we celebrate Canada's 150th, we are proud to be on more menus, more ways, as duck's popularity has never been so high. You've got to try the duck!









VISIT US AT WWW.KINGCOLEDUCKS.COM TO SEE OUR 'FARM-TO-FORK' STORY

A note about labelling:

THERE ARE DOZENS OF RULES AROUND LABELLING, BOTH AT THE FEDERAL AND PROVINCIAL LEVELS.



Made in Canada is where things get confusing. The words "Made in Canada from domestic and imported ingredients" on a food label mean that a Canadian company was involved in some of the preparation of the food, it contains some food grown by Canadian farmers and some food that's been imported.



Product of Canada is the one that holds the most weight! Product of Canada means that it's grown and processed in Canada. According to the Canadian Food Inspection Agency, a "Product of Canada" label means that all—or nearly all—of the food, processing and labour used to make the food is Canadian. These foods were grown or raised by Canadian farmers prepared and packaged by Canadian food companies. Note that a food can still be labelled "Product of Canada" if it contains small amounts of imported food, such as spices, food additives, vitamins, and flavourings.

A Maple Leaf on the label is often a decoration more than an origin stamp.

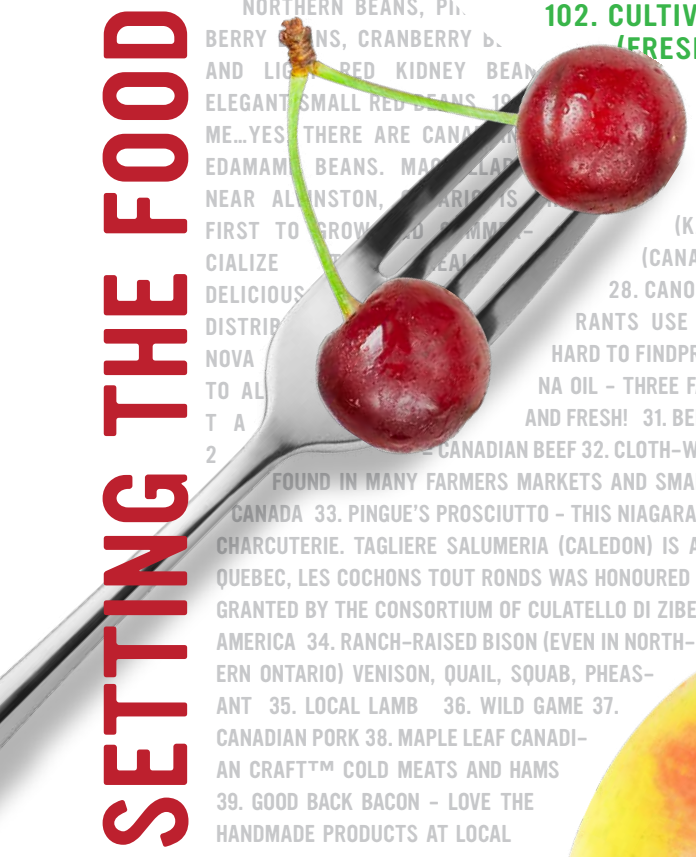


Local on a label. The CFIA has had to adopt an interim policy on local food claims. The policy defines **local** as food produced in the province or territory in which it is sold or food sold across provincial borders within 50 km of the originating province or territory.

SETTING THE FOOD DAY CANADA TABLE

WITH 150 CANADIAN INGREDIENTS

BY ANITA STEWART







1. TAP WATER 2. MILK AND KF
WATER / MAPLE WATER
CANADIAN TEA–VANCOUVE
FIRST OFFICIAL TEA PLA
COWICHAN VALLEY 5. CHE
DWARF SOUR CHERRIE
CHERRIES) FROM S
FROM CHERRY
APPLE CIDE
SPIRITS
VALLEY
WINES
WINES
LIQUE
CHA
BOTI
15.
PROT
SPLIT
INCLU
FRENCH
LENTILS
RED LENT
BEANS – NA
NORTHERN BEANS, PI
BERRY BEANS, CRANBERRY B
AND LIGHT RED KIDNEY BEAN
ELEGANT SMALL RED BEANS 19
ME...YES, THERE ARE CANA
EDAMAME BEANS. MA
NEAR AL NSTON,
FIRST TO GROW
CIALIZE
DELICIOUS
DISTRIB
NOVA
TO AL
T A
2
– CANADIAN BEEF 32. CLOTH–WRAPPED, MENNONITE–STYLE SUMMER SAUSAGE FOUND IN MANY FARMERS MARKETS AND SMALLER GROCERY STORES, ESPECIALLY IN RURAL CANADA 33. PINGUE'S PROSCIUTTO – THIS NIAGARA–BASED COMPANY WAS A PIONEER IN ARTISAN CHARCUTERIE. TAGLIERE SALUMERIA (CALEDON) IS A RUNNER UP FOR ITS CURED MEATS AND IN QUEBEC, LES COCHONS TOUT RONDS WAS HONOURED IN 2007 WITH THE CULATELLO D'ORO AWARD, GRANTED BY THE CONSORTIUM OF CULATELLO DI ZIBELLO IN ITALY FOR THE FIRST TIME IN NORTH AMERICA 34. RANCH–RAISED BISON (EVEN IN NORTH–ERN ONTARIO) VENISON, QUAIL, SQUAB, PHEAS–ANT 35. LOCAL LAMB 36. WILD GAME 37. CANADIAN PORK 38. MAPLE LEAF CANADI–AN CRAFT™ COLD MEATS AND HAMS 39. GOOD BACK BACON – LOVE THE HANDMADE PRODUCTS AT LOCAL

12
GREEN, YELL
BEANS AND
127. ZUCCHINI – GREEN AND YELL
THEIR FLOWERS AND BEETS OF EVER
AND DESIGN FROM RED TO CANDY-

113. NIAGARA DRIED CHERRIES

117. EARLY APPLES FOR APPLESAUCE

129. SEAWEED! DARK HARBOUR DULSE, NOVA SCOTIA SEA VEGETABLES, PEI IRISH MOSS AND WEST COAST SEAWEED LIKE KELP, WAKAME, AND BLADDER WRACK

101. CUCUMBERS

105. VENOSTA DRIED CRANBERRIES,

104. FROZEN CRANBERRIES AND CRANBERRY JUICE

108. HASKAP BERRIES

124. KALE

107. SWEET, SWEET EVER–BEARING STRAWBERRIES

106. WILD AND DOMESTICATED BLUEBERRIES

116. NIAGARA PEACHES AND NECTARINES AND BC. APRICOTS

130. GARLIC! SCAPES AND BULBS

121. SWEET RED, YELLOW, ORANGE HOTHOUSE PEPPERS

111. BAKEAPPLES = CLOUD BERRIES

103. WILD MUSHROOMS

112. PRAIRIE CHERRIES

125. ALL THE AWESOME BRASSICAS... EARLY CAULIFLOWER, CABBAGE, GREEN AND PURPLE KOHLRABI

119. BUCKETS FULL OF FROZEN NIAGARA SOUR CHERRIES

118. PLUMS

100. SWEET CORN

109. SASKATOON BERRIES

110. PARTRIDGEBERRIES = LINGONBERRIES

126. FRESH GREEN, YELLOW, PURPLE BEANS AND FAVA BEANS

114. BLACK CHERRIES (BC AND ONTARIO)

123. ROMAINE, BUTTER AND LEAF LETTUCES

115. RHUBARB

128. BOUQUETS OF NEW CARROTS

120. TOMATOES

127. ZUCCHINI–GREEN AND YELLOW

122. SWEET AND HOT FIELD GROWN PEPPERS – SHEPHERD PEPPERS TO CHERRY BOMBS AND GREEN THAI CHILIES

102. CULTIVATED MUSHROOMS (FRESH AND DRIED)

15. BEANS AND ALTERNATE PROTEINS, YELLOW AND GREEN SPLIT PEAS 16. GREEN LENTILS INCLUDING SMALL–SEEDED GREEN, FRENCH GREEN AND BELUGA LENTILS 17. WHOLE AND SPLIT RED LENTILS 18. WHITE PEA BEANS – NAVY BEAN, GREAT NORTHERN BEANS, PINTO AND CRANBERRY BEANS, CRANBERRY BEANS, DARK AND LIGHT RED KIDNEY BEANS AND ELEGANT SMALL RED BEANS 19. EDAMAME...YES, THERE ARE CANADIAN GROWN EDAMAME BEANS. MACKELLAR FARMS NEAR ALVINSTON, ONTARIO IS THE FIRST TO GROW AND COMMERCIALIZE THIS REALLY DELICIOUS CROP DISTRIBUT–ING FROM NOVA SCOTIA TO ALBERTA! 20. CHICKPEAS OR "GARBANZO BEANS" AND CHICKPEA (BESAN) FLOUR 21. HEMP HEARTS AND HEMP OIL – CHECK OUT MANITOBA HARVEST AND METTRUM ORIGINALS IN ONTARIO 22. FLAX – MILLED OR WHOLE AND FLAX OIL – 99% OF THE FLAX SOLD IN CANADA IS FROM OUR FARMS 23. PEARL AND POT BARLEY – BARLEY'S NOT JUST FOR BEER...IT MAKES A KILLER RISOTTO 24. FARRO (A.K.A. EMMER WHEAT), AN ANCIENT GRAIN ALONG WITH OTHER WHOLE GRAINS LIKE KHORASAN 25. PRAIRIE–GROWN SUNFLOW–ER AND PUMPKIN SEEDS 26. WILD RICE AND WILD RICE FLOUR 27. QUINOA BOTH GOLDEN AND BLACK – ONTARIO (KATAN KITCHENS/QUINTA QUINOA), SASKATCHEWAN (CANADIAN QUINOA) AND BC (FIELDSTONE ORGANICS) 28. CANOLA OIL BOTH TRADITIONAL (THAT MOST RESTAU–RANTS USE FOR DEEP FRYING) AND COLD–PRESSED 29. HARD TO FINDPRESSED–TO–ORDER SUNFLOWER OIL 30. CAMELI–NA OIL – THREE FARMERS – LOVE THIS OIL'S FLAVOUR... GRASSY AND FRESH! 31. BEEF IS VERY REGIONAL! SUMMER AND BARBECUES

1. TAP WATER

5. CHERRY JUICE FROM DWARF SOUR CHERRIES

13. BITTERS

14. KOMBUCHA CHECK OUT LIVEAND RISE, BOTH EXCELLENT CANADIAN BRANDS

3. BIRCH WATER/ MAPLE WATER

6. APPLE CIDER

2. MILK AND KEFIR

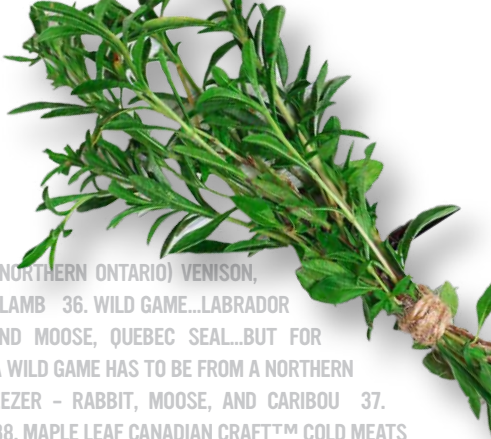
8. SPIRITS

4. WESTHOLME CANADIAN TEA–VANCOUVER ISLAND–OUR FIRST OFFICIAL TEA PLANTATION IN THE COWICHAN VALLEY

13. 7. CRAFT BEERS BITTERS

12. MAPLE LIQUEURS





4. WESTHOLME CANADIAN 34. RANCH-RAISED BISON (EVEN IN NORTHERN ONTARIO) VENISON, THE COWICHAN VALLEY 5. QUAIL, SQUAB, PHEASANT 35. LOCAL LAMB 36. WILD GAME...LABRADOR RIES) FROM SK, AND HARE, NEWFOUNDLAND MOOSE, QUEBEC SEAL...BUT FOR BEERS 8. SPI MUCH OF CANADA WILD GAME HAS TO BE FROM A NORTHERN NOVA SCOTIA NEIGHBOUR'S FREEZER – RABBIT, MOOSE, AND CARIBOU 37. CIDE BUCHA ...CH CANADIAN PORK 38. MAPLE LEAF CANADIAN CRAFT™ COLD MEATS BOTH EXCELL NS AND ALTERN AND HAMS 39. GOOD BACK BACON – LOVE THE HANDMADE PRODUCTS GREEN SPLIT PEAS 16. GREEN LENTILS INCLUDING S AT LOCAL BUTCHER SHOPS 40. POULTRY –CHICKEN AND TURKEY...THE GREEN AND BELUGA LENTILS 17. WHOLE AND SP CHANCES ARE THAT MOST OF IT IS CANADIAN. IT MUST BE LABELLED 41. BEANS – NAVY BEAN, GREAT NORTHERN BEA QUAIL, SQUAB, PHEASANT...EVEN WILD TURKEY IF YOU'RE LUCKY 42. EGGS CRANBERRY BEANS, DARK AND LIGHT RED – LOTS OF THEM – VIRTUALLY ALL EGGS SOLD IN CANADA ARE FROM RED BEANS 19. EDAMAME YES, THEY BEANS. MA CANADIAN FARMERS. THE ARRAY OF CHOICES IS AMAZING 43. GROW AND FOIE GRAS 69. GOOD CREAM 70. BUTTER – SWEET, SALTED AND FROM NOVA WHEY. 71. ICE CREAM MADE WITH CANADIAN DAIRY 72. YOGURT BEANS" AND AND SOUR CREAM 73. CARNATION MILK 74. EAGLE BRAND CONDENSED OIL – CHECK MILK 75. AVONLEA CLOTHBOUND CHEDDAR CHEESE FROM PEI 76. GOUDAS ONTARIO 22. 77. DRAGON'S BREATH BLUE FROM UPPER ECONOMY, NOVA SCOTIA 78. THE FLAX SO LALIBERTÉ – FROMAGERIE DU PRESBYTÈRE MAY BE ONE OF QUEBEC'S DELICIOUS POT BARLEY OFFERINGS BUT THERE ARE OTHER CHEESEMAKERS SEARCHING OUT INCLUDING KILLER RIS LAITERIE CHARLEVOIX MAKING ONE NAMED 1608 FROM THE MILK OF CANADIENNE COWS, ANCIENT REPORTEDLY DESCENDANTS OF THE ANIMALS TRANSPORTED BY SAMUEL DE CHAMPLAIN LIKE KHO 79. GUNN'S HILL CHEESES 80. MAPLE DALE CHEESE 81. FARMHOUSE NATURAL CHEESES IN THE AND PUI FRASER VALLEY OF BC. QUARK, CRÈME FRAICHE AND SMALL BATCHES OF BUTTER AND SOME RICE FL EXCELLENT BLUE CHEESES PRODUCED WITH THE MILK OF GUERNSEY AND BROWN SWISS COWS! 82. BLACK HALLOUMI FRYING CHEESE, A NEW CHEESE ON THE CANADIAN MARKET AND IT'S TERRIFIC. LOOK FOR EITHER QUINOA CEDAR OR PC BRANDS 83. QUALITY CHEESES (ORANGEVILLE, WOODBRIDGE) THE BORGO FAMILY ARE QUINOA PIONEERS IN THE LOCAL CHEESE-MAKING INDUSTRY – CHECK OUT THEIR BUFFALO-MILK MOZZARELLA AND (FIEL CREAMY, RICH MASCARPONE 84. SHEEP AND GOAT'S MILK CHEESE 84. APPLE CIDER VINEGAR 85. VENTU- ORGANI RI-SCHULZE BALSAMIC, VANCOUVER ISLAND 86. BOATES APPLE-BALSAMIC VINEGAR FROM NOVA SCOTIA'S CANOLA APPLE COUNTRY 87. SPINNAKERS MALT VINEGAR 88. VERJUS 89. MUSTARD – DRY MUSTARD POWDER 133. "FLOUR" AND PREPARED KOZLIK'S, CAPLANSKY'S, GRAVELBOURG 90. MAPLE SYRUP, MAPLE BUTTER AND AGAINST MAPLE SUGAR 91. HONEY 92. ICE SYRUP – VIDAL AND CABERNET FRANC, MADE FROM ICE WINE JUICE THE GRAIN'S BEFORE FERMENTATION. 93. BIRCH TREE SYRUP FROM THE NORTH AND BIG LEAF MAPLE SYRUP FROM BC. PURPLE 94. GRANULATED SUGAR 95. HAZELNUTS – FRASER VALLEY AND OKANAGAN IN PARTICULAR 96. ONTARIO- CORN MEAL. GROWN PEANUTS 97. ONTARIO PEANUT BUTTER 98. BLACK WALNUTS, HEART NUTS AND PECANS! 99. COARSE NEW POTATOES 100. SWEET CORN 101. CUCUMBERS – FIELD AND GREENHOUSE 102. CULTIVATED AND FULL MUSHROOMS (FRESH AND DRIED) 130. GARLIC! 131. CANADIAN-MADE DRY PASTA – CATELLI (1867), FLAVOURED- SUPERB PRIMO (1956), ITALPASTA 132. OAK MANOR FARMS: RYE, FLOURS, BARLEY, SPELT, CORN, FOR CORNBREAD 134. CORNMEAL, MILLET, FLAX 133. AGAINST THE GRAIN'S BUCKWHEAT FLOUR – TRADITIONAL IN QUEBEC PURPLE CORN MEAL. 134. BUCKWHEAT FLOUR KNOWN AS 'SARRAZIN' 135. ROBIN HOOD AND FIVE TRADITIONAL IN QUEBEC KNOWN ROSES FLOURS 136. ROGERS ROTI FLOUR 137. MICRO-MILLED AS 'SARRAZIN' 135. ROBIN HOOD FLOUR 138. FLEISHMANN'S YEAST – BEEN MADE IN MONTREAL FOR DECADES 139. OATS 140. ZINDA COUSCOUS AND FIVE ROSES FLOURS 141. PHYLLO AND KATAIFI PASTRY 142. SALT – WINDSOR AND SIFTO ARE THE ORIGINALS BUT VANCOUVER ISLAND SEA SALT, SALT WEST SOLAR SEA SALT FROM SOOKE AND NEWFOUNDLAND SEA SALT ARE GREAT NEW ENTRIES FROM A NATION WITH THE LONGEST COASTLINE ON EARTH 143. SPICES – FRESH AND DRIED 144. FRESH HERBS 145. CANNED TOMATOES – AYLMER AND UNICO BRANDS – WHOLE TOMATOES – SOME CRUSHED AS WELL. READ THE LABELS! 146. LAKESIDE PACKERS PICKLES 147. SUNSHINE PICKLED ASPARAGUS 148. HALF-SOUR PICKLES – JEWISH DELI, ST. JOHN'S NFLD 149. KETCHUP, PRIMO OR FRENCH'S 150. THERE'S LOTS OF HOME-GROWN POPPING CORN AROUND THAT'S LOCAL AND IF YOU'RE BUYING POTATO CHIPS TRY LAY'S, OLD DUTCH, OLD YORK

57. LAKE DIEFENBAKER TROUT
66. OSYTERS- FANNY BAY, RASPBERRY POINT, COLVILLEBAY, BRAS D'OR, KUSHI, QUALIUM
44. WILD PACIFIC SALMON
55. WHITEFISH AND LAKE TROUT- WE LOVE IT FROM THE DEEP COLD WATERS OF LAKE HURON'S GEORGIAN BAY
45. PACIFIC HALIBUT IS SUSTAINABLE WITH SNOWY WHITE FLESH
65. ATLANTIC LOBSTER
46. SABLEFISH (AKA BLACK COD) THE MOST DELICIOUS FISH IN THE PACIFIC
58. LAKE ERIE PERCH
50.NEWFOUNDLAND FRESH COD, COD CHEEKS AND TONGUES
47. KOKANEE SALMON
49. ST JEAN'S CANNED WILD PACIFIC SALMON FROM NANAIMO, B.C.
48. HARDY BOYS CANDIED SALMON NUGGETS
51. SMOKED AND CORNED CAPLIN
52. FRESH WEIR-CAUGHT HERRING IN NEW BRUNSWICK AND FABULOUS SMOKED HERRING
54. CAVIAR AND SMOKED/FRESH FARM-RAISED STURGEON FROM TWO EXCEPTIONAL CANADIAN PRODUCERS- FROM B.C. THERE'S NORTHERN DIVINE AND NEW BRUNSWICK'S SPECTACULAR ACADIAN STURGEON
56. ARCTIC CHAR
53. SMOKED MACKEREL AND AMERICAN EEL
61. ANYTHING RECOMMENDED BY OCEANWISE
59. PICKEREL (WALLEYE/DORE) FROM OUR NORTHERN LAKES
68. CULTURED SCALLOPS
63. SNOW CRAB FROM ONE COAST...DUNGENESS CRAB FROM THE OTHER
60. FRESH OR SMOKED ALBACORE TUNA
68. CULTURED SCALLOPS
64. NORTH ATLANTIC SHRIMP AND WEST-COAST SIDE-STRIPED AND SPOT PRAWNS
50.NEWFOUNDLAND FRESH COD, COD CHEEKS AND TONGUES
57.LAKE DIEFENBAKER TROUT
56.ARCTIC CHAR
46. SABLE FISH (AKA BLACK COD)
44. WILD PACIFIC SALMON
55. WHITEFISH AND LAKETROUT- WE LOVE IT FROM THE DEEP COLD WATER'S OF LAKE HURON'S GEORGIAN BAY
48. HARDY BOYS CANDIED SALMON NUGGETS
61. ANYTHING RECOMMENDED BY OCEANWISE



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HELL OR HIGH WATER

When natural disaster strikes, are you ready?

BY WILL DIXON

Photo courtesy of Chris Schwarz/Government of Alberta

HELL

ONE year ago, the working area of Fort McMurray—tucked away in the Regional Municipality of Wood Buffalo, Alberta—was hit by one of the country's largest wildfires and stands as Canada's costliest natural disaster to date. The damage done to the Albertan landscape, its people and its businesses has been measured in the billions.

The "beast," as firefighters referred to the wildfire, was sparked on May 1, 2016. Two days later, the inferno had ripped through the community of Fort McMurray, necessitating a mass evacuation. Almost 1,800 homes were destroyed and 88,000 people evacuated. The community was all but devastated.

Colleen Stewart is food and beverage, and tournament director at the Fort McMurray Golf Course. "I think this is a very safety-conscious town," she says. "There's always fire drills." It was a full course day when the fire hit, players at all 18 holes and people in the restaurant. Around one o'clock the call from the fire department came in, ordering an evacuation. "Everyone was incredible, how orderly they made it," details Stewart. When the fire jumped the Athabasca River, it was pretty quick.

Satellite images show the scars left by the fire, but the golf course greens remained mostly intact thanks to irrigation during the blaze. "There are some changes on our old back nine that you would notice," says Stewart. "But for the most part, the most damage it did was to our buildings." The clubhouse and maintenance shed were lost in the blaze, but for now, they're making do with tents and trailers as they begin to

↣ CONTINUED ON PAGE 30

HELL OR HIGH WATER

rebuild. “The thing with the rebuild of Fort McMurray is...bigger and better,” says Stewart. So, the new clubhouse is aiming to be four seasons.

Several services have been crucial to the course’s rebuild, such as the Red Cross and the Government of Alberta offering a variety of grants. But another firm, Fuse Social, has also been instrumental in the rebuild according to Stewart. Fuse Social has helped other non-profit companies get back on their feet by educating people on how to apply for grants and showing them what is available and how to access them. The rebuild of Fort McMurray is gearing up, says Stewart. “When you’re driving through a lot of the subdivisions you can actually see movement.” Things stalled sometime during last fall and with such a long winter, Stewart says that it’s great to see everyone working together. “People are really willing to help each other and share in that kind of pride.”

When citizens managed to re-locate across the province, some went south to Edmonton and Strathcona, others to Calgary and beyond. And while many residents have returned to Fort McMurray, rebuilding their lives and taking back what they lost, many have cut their losses and moved on.

Owner of OJ’s Steak and Pizza, Sam Abouannann, was prepared to sell his business and home at a loss to leave. “But nobody was interested to buy so I took them out of market,” says Abouannann. “Then I said, ‘Okay, let me stand back on my feet and get them going.’” It’s been hard for him, working in his business for almost 15 years, having saved so much money, operating two locations and now in order to save his business, he has had to close the doors on one of his stores.

Insurance, he says, has been horrible, with so many things that have had to come out of Abouannann’s pocket. “I've been paying $1,000 insurance a month all my life,” he says. “If anything happened, they'd be there to support us.” In the case of the wildfire, “they said we didn't have evacuation insurance. Nobody thinks of getting evacuation insurance,” says Abouannann. Insurance is only one of his problems. He says his landlords haven’t been very helpful either, from charging him for two months rent during the time the town was unoccupied and raising it after his return. “We were surviving and then we just couldn't do it anymore because he wanted to raise the rent on us,” says Abouannann.



The Super 8 Motel, Fort McMurray, AB.



“ME AND THE REST OF THE PEOPLE IN THIS TOWN, WE'RE ALL FIGHTING. WE'RE ALL TRYING TO MAKE A LIVING AND WE'RE ALL DOING WHAT'S RIGHT.”

Sam Abouannann - Owner of OJ’s Steak and Pizza

With one thing after another, OJ’s Steak and Pizza is finding it difficult to make it from one week to the next, but the community has been a blessing. “This is why we love this town,” said Abouannann. “This is why we like to stay in this town. This is why we're struggling, but we're still trying to fight and stand up and try to get it done.” Abouannann and his fellow community members are strong. “Me and the rest of the people in this town, we're all fighting. We're all trying to make a living and we're all doing what's right.”

As the town continues its efforts to rebuild, the work camps that dot the surrounding area outside of town at one time held restoration workers from outside the province. But now, Jason Reimer, managing director and caterer at Surmount Lodge, says business is slow. It is a substantial problem “when you have a capacity of 700 beds and you’re used to feeding 700 people three meals a day,” says Reimer, and “now you’ve only got 70 people...It’s difficult keeping staffing levels. It means that the few people we still employ have to be very flexible. When things are busy, you can really only focus on one task, but with little to do, one person has to be expected to fill multiple roles.”

Reimer has also had to face losing his kitchen stock too. “We had to discard all the product that was in the kitchen, whether it was good

or not," said Reimer. "We weren't allowed to keep anything because of potential contamination from smoke, even if it was in a freezer or refrigerator." Canned goods were the only exception. The inspections went smoothly for the lodge, thanks to almost 150 health inspectors staying there at the time. "It's easy to know that you're on track with health and safety when they're all looking over your shoulder all day long," says Reimer.

Things were busy after the fire, for only a few months. From June to part-way through September, in 2016, beds were filled with restoration workers and during the winter they saw some people for the oil fields but now things have settled down again. About two and a half years ago, Reimer saw the lodge running at about 80% occupancy all year round. After oil prices started to slip, around two years ago, they only filled about 30% of their space. The Fort McMurray fire has brought those numbers down further but summer months are usually slow for Surmount Lodge.



NATURAL DISASTER DAMAGE TO BUSINESSES: INSURANCE COVERAGE

- Business interruption or business income insurance is an additional policy to your existing business property insurance policy that covers your earnings during an unexpected shutdown.
- A business interruption policy can cover either named perils or all risks. A named perils policy covers losses caused by perils that are listed in your policy. An all risk policy provides protection against loss caused by any risk that is not specifically excluded from your policy.
- Another important factor to consider is the indemnity period. This is the time period covered for loss of business. There are two basic types: limited and extended. A limited form pays only until the damage is repaired or the property is replaced. As soon as your business resumes, the policy stops paying even if the business has not regained its previous level of earnings. An extended form continues to pay until your business resumes its normal, preinterruption financial level, subject to the maximum period of indemnity listed in your policy.

(Source: Insurance Bureau of Canada)

Photo by: Daniel Williams

"IT WAS MORE THE PR SURROUNDING THE FLOODING THAT IMPACTED THE BUSINESS... THAN THE FLOODING ITSELF."

Sarah Schoepfer - for The Rectory Café

HIGH WATER

2017 has been recorded as the year the Toronto Islands were drowned in rain. The Toronto Islands are a popular tourism destination, and the historic flooding has left island residents and business operators devastated. The Islands operate as a car free zone and the majority is designated parkland. The 750 residents of Toronto Islands are a hardy tribe who pride themselves on their resilience, independence and sense of community.

The Rectory Café is a seasonal, destination restaurant situated on Ward's Island, Toronto. The only access is by ferry or water taxi. The café has been proudly serving its loyal customers since 2003. Owners Sarah Willinsky, Ken McAuliffe and Mark Samuel have been together since its inception. Both Sarah and Ken are Toronto Island residents and very active in the community. The Rectory Café is positioned between an expansive pedestrian boardwalk and one of the islands' many marinas. A short five-minute walk from the Ward's Island Ferry brings visitors to the café's cozy interior with seating for 52 and a magnificent patio with soaring shade trees and an incomparable view of Lake Ontario. The capacity of the patio ranges from 100 to 300 depending on the configuration and it has been voted one of Toronto's top ten patios numerous times.

The Rectory Café's first allegiance is to serving the needs of the community by hosting events, an Island Art Gallery and even operating as a polling station during elections. According to the Rectory Café, the flooding affected the community and the parks much more directly than the café. The islands are low-lying. The combination of Lake Ontario

CONTINUED ON PAGE 32



HELL OR HIGH WATER

water levels with strong on-shore winds/waves drove water far inland, turning picnic areas and ball diamonds into lakes and breeding grounds for fish. The residents banded together and worked tirelessly to barricade the homes and sensitive areas with thousands of sand bags, but much damage has occurred.

The Toronto Island Parks Department of the City of Toronto, which runs the park and controls the ferry system, was forced to issue a press release "closing the park" for safety reasons. The announcement was carried widely, is still in effect, and led people to believe that the Rectory Café was closed. That was not and is not the case. The residential islands are still very much open to Island residents, their guests, emergency services and the guests of the Rectory Café.

Says Schoepfer, "It was more the PR surrounding the flooding that impacted the business...than the flooding itself."

Water levels are receding. Media reports have caught onto the café's story of plucky survival and are helping us to get the word out that "we are still here!"

Ongoing challenges for the Rectory Café are staffing and logistics. They normally employ as many as 60-70 staff in the summer. The flooding and closures have caused customer and revenue flow to fall off precipitously, and as such the café has "not been able to offer the same levels of employment this year. We hope to return to more normal levels by mid-summer, but by then seasonal hiring will be a challenge."

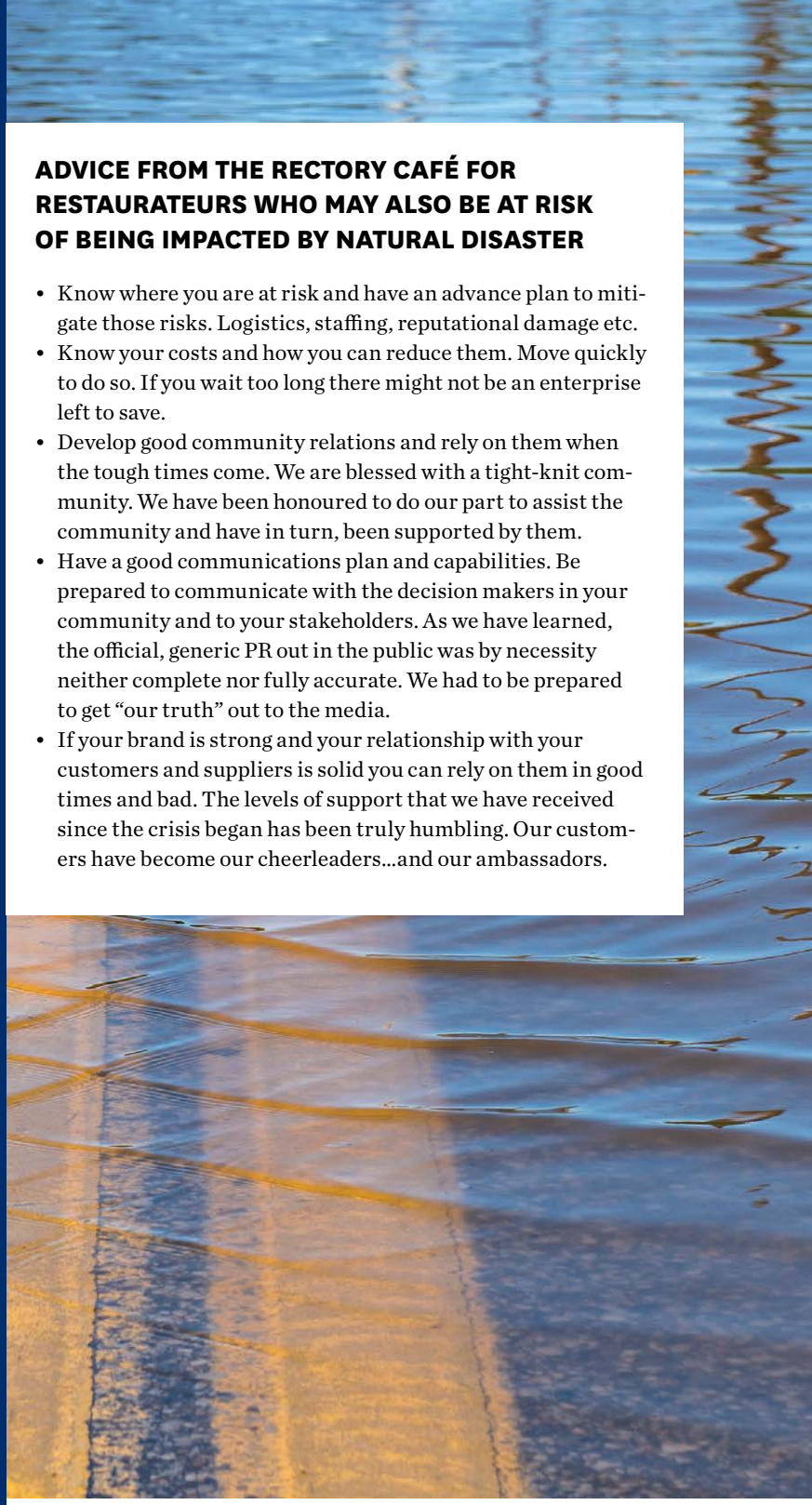
Logistics for an island-based restaurant are challenging at the best of times. Bringing supplies over on the ferry is unpredictable and at times, expensive. The flooding and closures have led to a reduced ferry schedule and restrictions on access. This has made it increasingly difficult to keep the café fully stocked.

In a "normal year" the Rectory Café would expect 90% of their annual revenue to come between mid-May and mid-October. The flooding and closure announcements had reduced normal revenues by 50-75% as of the end of June 2017. Since the news began reaching people that the café is still open for business and accessible, they've seen a considerable uptick in business. Their loyal following has been spreading the news through word of mouth and social media and they've been humbled by the hundreds of expressions of support. The Rectory Café has also been coping by organizing a number of special events to increase their visibility.

After 14 years of investing their time, talents and energy into the Rectory Café, "this year's crisis has been devastating" to the café's owners. Every year they have used the off-season to improve operations. The flooding occurred at the most inopportune time for the café and its community, leaving them in the midst of a peak season when they are fighting not only Mother Nature's fury, but man-made hurdles too. The Rectory Café is nothing if not creative. This is part of the pioneer spirit of being an island community member.

ADVICE FROM THE RECTORY CAFÉ FOR RESTAURATEURS WHO MAY ALSO BE AT RISK OF BEING IMPACTED BY NATURAL DISASTER

- Know where you are at risk and have an advance plan to mitigate those risks. Logistics, staffing, reputational damage etc.
- Know your costs and how you can reduce them. Move quickly to do so. If you wait too long there might not be an enterprise left to save.
- Develop good community relations and rely on them when the tough times come. We are blessed with a tight-knit community. We have been honoured to do our part to assist the community and have in turn, been supported by them.
- Have a good communications plan and capabilities. Be prepared to communicate with the decision makers in your community and to your stakeholders. As we have learned, the official, generic PR out in the public was by necessity neither complete nor fully accurate. We had to be prepared to get "our truth" out to the media.
- If your brand is strong and your relationship with your customers and suppliers is solid you can rely on them in good times and bad. The levels of support that we have received since the crisis began has been truly humbling. Our customers have become our cheerleaders...and our ambassadors.



DIG IN

Obtain enhanced property and liability insurance, and ask about "business interruption" insurance, at competitive rates designed to meet the specific needs of Canada's restaurants, pubs, and bars. Please call our member services team at 1-800-387-5649 or send us an email.

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*Certain terms and conditions apply. Applicants must be an approved Restaurants Canada member in good standing. Merchants who wish to obtain payment processing services from Chase Paymentech must submit an application. All such applications are subject to credit approval and entering into a Merchant Agreement with Chase Paymentec. Chase, the Chase Octagon, and Paymentech are registered trademarks of JPMorgan Chase Bank, N.A. ©2017 JPMorgan Chase & Co. All rights reserved.

Member Benefits



Success Starts with the Facts

BY PAUL MCKAY

In today's information-driven economy, marketing research intelligence is indispensable. Even if you've been in the business for decades, today's consumer behaviours and food trends are evolving at such a rapid rate, that not paying attention will cost you, if not this quarter, then next. There's no substitute for quality information and research specific to your chosen area of business.

At Restaurants Canada, we give people who in foodservice as a vocation the tools and resources they need to be successful business owners and operators, today and into the future. Here are four ways we can help. And it's free with your Restaurants Canada membership:

RESEARCH YOUR MARKET We offer objective and trusted information to support your business plan.

ASSESS THE HEALTH OF THE MARKET What is the current business environment like, and where is the industry going and growing?

KNOW YOUR CUSTOMER Understand what they are looking for in the way of product, service, and experience.

KNOW YOUR COMPETITION Who else is in the market space you want?

DIG IN

Looking for insights to launch or grow your foodservice business?
Contact me at 1-800-387-5649, ext. 4225 or pmckay@restaurantscanada.org.
You can also log into the Restaurants Canada Member Portal and explore the Research section.

———

MEMBER PORTAL members.restaurantscanada.org

Paul McKay is a membership consultant at Restaurants Canada.

Groupex announces a new online ordering portal for staff apparel

Groupex Systems Canada and Canadian Linen are teaming up to launch a new online portal to help speed the ordering process for staff uniforms. As of July 1, operators can click on the E-Store tag on the Groupex website www.Groupex.com to place orders. "We have seen a 35% year-over-year growth through online ordering," says Canadian Linen's Sean Anderson. "We have made available a selection of our top brands for both the front and back of the house at extremely competitive prices in an easy to order fashion."

"Our mission at Groupex is to help operators save on operational costs," says Rick Davey of Groupex. "We leveraged our national purchasing power and worked with Canadian Linen to provide operators a cost effective way to order apparel." For those operators not looking to be on a standard rental program, this is the way to go. The ordering process will allow operators to personalize names, logos and images to customize uniforms for their particular location. It will also allow operators to better manage their uniform spend per employee by using the employee allowance management system. Canadian Linen and Groupex have combined to offer a 25% off introductory 90-day offer in addition to the competitive list pricing, to encourage operators to give the process a try!

Visit groupex.com to get started.

Visit restaurantscanada.org for details on these programs.

Ready to Get Started?

We're here to help! Please contact Member Services at 1.800.387.5649 or email members@restaurantscanada.org.

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RESTAURANTS CANADA PUSHES BACK

Advocating for you against the rate of increase in minimum wage

BY BETH POLLOCK

Alberta was the first province to announce a $15 minimum wage. Ontario has just followed suit, and other provinces may be quick to follow. What does it mean for you? And how can you protect your business? It's more important than ever that we have a strong voice to government, together.

The Ontario government announced the increase in minimum wage as just one part of massive changes to employment standards and the Labour Relations Act, including:

- An increase in the general minimum wage rate to $15 by January 1, 2019
- Equal pay provisions so part-time, temporary and seasonal employees will be paid equally to full-time employees performing the same job
- Minimum payments for less than three hours of work
- Entitlement to three weeks' vacation after five years of service
- Entitlement to 10 personal emergency leave days per year, including two that are paid
- Union access to employee lists and contact information with the support of only 20% of employees
- And much more

These will be painful for restaurants, but the biggest issue is the drastic and sudden increase in minimum wage—more than a 22% increase to $14 in six months, and a 32% increase in just 18 months is impossible for restaurants to absorb.

Restaurants Canada isn't opposed to an increase in minimum wage. But three years ago, the province agreed to increase minimum wage in lockstep with the rate of inflation. The Wynne government has broken the agreement with this unprecedented announcement. And the increase has implications across the country. Last spring, we fought against the dramatic minimum wage increase in Alberta. With the new minority government in BC, that province may be next.

Rarely has a government announcement generated so much feedback and anger. Here's what some of our Ontario members are saying:

"We will have to get rid of some positions and hours (will be) shortened....it will be disastrous."

"For us to change our business model to adapt and afford this change, it would only mean degradation in the quality and the service we provide."

"I believe we can expect a significant pullback in restaurant spending that will create job losses and restaurant closures."

"Every small business owner will be gone."

"Our members have told us loud and clear about how devastating it will be for their businesses," says Shanna Munro, President and CEO of Restaurants Canada. "Pushing back against this arbitrary increase is our #1 priority."

Restaurants Canada is reaching out to elected officials to reiterate the value you bring to your community in terms of jobs, local investment and giving back, and to make sure they are aware of the negative impact of a minimum wage that rises too high, too fast. We are also mobilizing operators to appear at committee hearings across the province in July, and to participate in meetings with elected officials right until the bill is voted on in the fall.

Ontario members
HERE'S HOW TO GET INVOLVED!

1. Call or write to Premier Wynne and your MPP. They need to hear how this will impact your business and your ability to create jobs. Find all their contact information here: ontla.on.ca/lao/en/members or call us at the number below.
2. Invite your MPP for a meeting at your foodservice establishment. Educate them about your business and the impact of a dramatic wage increase.
3. Contact Restaurants Canada and tell us how the increase will impact you, so we have the information we need to fight for you.
4. Join our campaign team! Contact Paul as shown below.

DIG IN

Call Paul McKay at Restaurants Canada with your questions at 1-800-387-5649, ext. 4225. Email us your comments and concerns.

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PEPSICO FOODSERVICE

OUR NATION'S STORIED WHISKY HISTORY

BY ANDREA YU

whisky business



On the southern shores of the Detroit River sits a 150-year-old red-brick building with a chimney adjacent emitting occasional billows of smoke. But the production happening here isn't typical of what you'd expect in Windsor, Ontario—a city otherwise known for its automotive industry. Inside, master blender Don Livermore is making Canadian whisky—specifically J.P. Wiser's—Canada's oldest continually-produced whisky. He's tending to tall column stills and squat pot stills, both made of copper, distilling then blending the spirits according to whisky-making traditions that date back centuries.

While our status in whisky exports is fourth in the world behind Scotland, Ireland and the United States, Canadian

↣ CONTINUED ON PAGE 38





Blast from the past: The warehouse rack of the Hiram Walker Distillery.

Canadian whisky is the most innovative, most creative, most adaptable style of whisky today



whisky is still the bestselling whisky in North America according to Davin de Kergommeaux, one of Canada's leading authorities on the subject of Canadian whisky. And thanks to the broader production, distillation and aging practices, our whisky makers have the flexibility to adapt to ever-changing palates and needs.

Canada's Food and Drug Act only requires that whisky be a minimum 40% alcohol and aged in wood for at least three years. Compared to bourbon, Scottish and Irish whiskeys which stipulate a certain breakdown of specific grains, distillation and aging techniques, our whisky makers have many more options in production to develop diverse flavours.

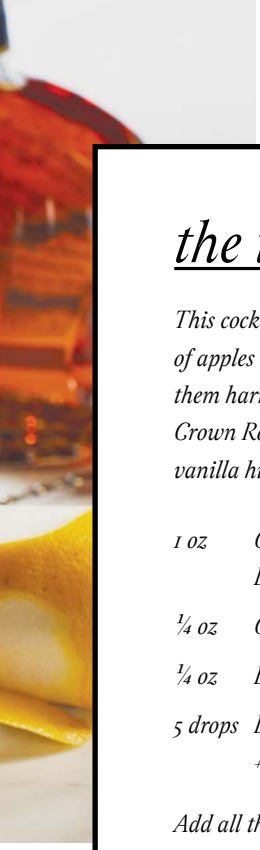
"Canadian whisky is the most innovative, most creative, most adaptable style of whisky today compared to Scottish whisky, Irish whiskey and bourbon," says Livermore. "It gives latitude to the blender."

While the grains used in bourbon must be fermented, distilled and aged together, Canadian whiskies are most often made by separating the essential grains—corn, rye, wheat and barley—then fermenting, distilling and aging each separately. Corn is typically used for the base spirit, although 100% rye whiskies like Canadian Club are also made within our borders. Double distillation in copper column stills—another common practice, removes unwanted sulphur notes and flavours resulting in a lighter and smoother profile compared to single-distilled whiskies.

Where master blenders like Don Livermore get to flex their creative muscle comes in the blending process, adding in spirits made with other grains to the base in order to achieve the desired end result. "If I want a nice spicy note, I'll up the rye. If I want a nutty character, I'll up the barley."

Blenders can impart vanilla notes when aging the spirit in brand-new virgin oak barrels while used barrels offer a more grain-forward flavour. And the longer the spirit is aged, the more that green apple flavours are brought out. Pot distillation, which uses round squat stills as opposed to the long and slender column stills, also produces a pronounced fruity and floral flavour.

Thanks to its versatility, it's easy to incorporate Canadian whiskies into beverage menus. Livermore recommends bartenders pay attention to the distillation technique, grains used and length of aging to select the right whisky for the cocktails they're making. "A brand like Lot No. 40 is both column and pot-distilled which concentrates up the flavour of rye," he says. "Bartenders love that brand. It's the spice



the treeline

This cocktail takes the green notes of apples and hops and blends them harmoniously with spicy Crown Royal Limited Edition and vanilla hints of vermouth.

1 oz	*Crown Royal Limited Edition*
¼ oz	*Calvados*
¼ oz	*Blanc Vermouth*
5 drops	*Bittered Sling Grapefruit + Hops Bitters*

Add all the ingredients to a mixing glass. Stir for 30 seconds to dilute and chill. Strain into a chilled coupe glass. Garnish with a lemon twist.

NEW TO TASTING WHISKY?

CROWN ROYAL BRAND AMBASSADOR STEPHEN WILSON HAS A FEW TIPS FOR GETTING STARTED:

1. IT'S BEST TO START NEAT. POUR A SMALL AMOUNT OF WHISKY IN A GLASS (PREFERABLY A TASTING OR NOSING GLASS IF AVAILABLE) AND START BY LOOKING AT THE COLOUR. REMEMBER, TASTING WHISKY IS A MULTI-SENSORY EXPERIENCE.

2. BRING THE WHISKY TO YOUR NOSE AND OPEN YOUR MOUTH SLIGHTLY AS YOU GENTLY BREATHE IN THROUGH YOUR NOSE. YOU WILL ALMOST START TO TASTE THE WHISKY!

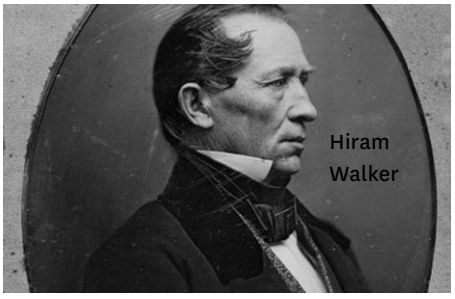
3. TAKE A SMALL SIP AND HOLD IT ON THE CENTRE OF YOUR TONGUE. MOVE THE WHISKY CHEEK TO CHEEK AND THEN BRING IT FORWARD IN YOUR MOUTH. PUSH IT TOWARD THE ROOF OF YOUR MOUTH AND THEN GENTLY SWALLOW.

4. OPEN YOUR MOUTH AND BREATHE IN ACROSS YOUR TONGUE. CLOSE YOUR MOUTH AND BREATHE OUT THROUGH YOUR NOSE. IF YOU TAKE YOUR TIME TO DO THIS, YOU WILL EXPERIENCE THE WHISKY IN ITS TRUEST FORM AND GAIN AN APPRECIATION OF THE SPIRIT.

5. ONCE YOU UNDERSTAND THE WHISKY NEAT, CONTINUE EXPLORING BY ADDING A BIT OF WATER. REMEMBER WATER IS TO WHISKY WHAT OXYGEN IS TO WINE. HOW DOES IT CHANGE THE NOSE? THE FLAVOUR?

6. NEXT, ADD A BIT OF ICE IF YOU DESIRE. AGAIN, DOES IT CHANGE? HOW? YOU MAY FIND THAT YOU PREFER SOME WHISKIES NEAT, OTHERS WITH WATER OR ICE, OR SOME A MULTITUDE OF WAYS. THAT'S PART OF THE MAGIC OF ENJOYING GREAT WHISKY.

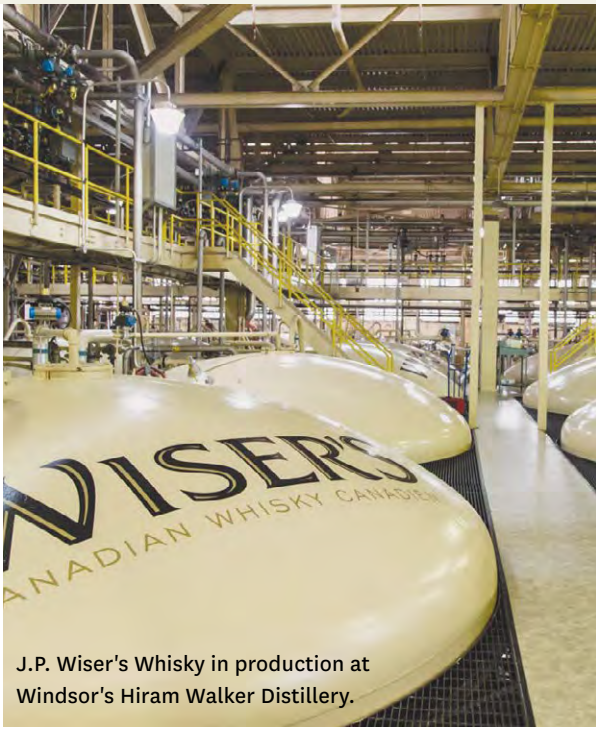
in the recipe. It's big and bold—great for old fashioneds, manhattans and whisky sours."



Highly-aged varieties like J.P. Wiser's 18 Year offer an elusive green apple flavour that's best experienced neat. "Age will affect the cost of the whisky because you're storing something for longer," says Livermore. "We will lose three percent of volume a year in a cask due to evaporation, which is called the 'angel's share.' Imagine, after 18 years, a cask of whisky is going to be half full."

Canadian distillers produce premium, high-quality whiskies that have garnered accolades around the globe. Of note is Crown Royal's Harvest Rye, made in Gimli, Manitoba, which was named World Whisky of the Year in 2016. And at this year's World Whisky Awards, J.P. Wiser's took home awards in the flavoured and limited release blended categories for its Hopped Whisky and Dissertation.

"We are a great whisky producing nation. We have a great history of it and we continue that practice today." M



J.P. Wiser's Whisky in production at Windsor's Hiram Walker Distillery.

in Milano

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Over 1,800 companies confirmed for HostMilano 2017!

1,824 PARTICIPATING COMPANIES REPRESENTING 55 DIFFERENT COUNTRIES

Canada, Germany, Spain, France, the USA and the United Kingdom top the list of the main foreign nations in attendance. Over 1,500 buyers will also be attending. From Europe (10%), the Mediterranean and South Africa (7%), the Middle East (15%) Northern America (23%), Central and Southern America (8%) Russia (18%), Asia and Oceania (19%). Presenting a major opportunity for Canadian sellers and exporters!

With hundreds of events including workshops, training opportunities, round tables and show-cooking spectacles, the countdown to the 40th edition of HostMilano has now begun. The trade show will be taking place at Fieramilano in Milan, Italy from October 20 to 24, 2017.

GROWING NUMBERS COMPARED TO THE SAME PERIOD IN 2015

With just under five months to go to the cutting of the ribbon, HostMilano—International Hospitality Exhibition is already boasting sensational numbers, promising to further build on the success of the last edition.

HUNDREDS OF MEETINGS AND EVENTS IN ADDITION TO BUSINESS ACTIVITIES

The 40th edition of HostMilano - International Hospitality Exhibition has not however been designed solely for business opportunities in all the various Ho.Re.Ca sectors, but is also a place where training and learning opportunities abound. In addition to professional meetings, there will in fact also be an extensive number of events, including workshops, training opportunities,

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Would you like to attend HostMilano with Restaurants Canada courtesy of Host? Your flight and accommodations could be free!

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round tables and show-cooking demonstrations. The visitors will be able to freely attend the hundreds of events overseen by Host and will have the opportunity to get the lowdown on all of today's hot topics.

There will be a space dedicated to the finals of the Cake Designers World Championship and the World Trophy of Pastry, Ice Cream and Chocolate in collaboration with FIPGC (International Federation Pastry Ice Cream Chocolate).

Altoga (Lombard Association of Coffee Roasters and Importers and Food Wholesalers) will be joining forces with Fipe at Host 2017 for Caffè...the event is dedicated in its entirety to the coffee industry.

Last but not least, the schedule of training and entertainment events devised by Mixer with Planet One will be taking place. HostMilano will provide an opportunity for them to reveal the magic of mixology through professional workshops and Food Shows intended to discover natural herbs and medicinal plants.

AGREEMENTS WITH INTERNATIONAL ASSOCIATIONS GET THE GO AHEAD

As part of a strategy that has seen extensive promotion the world over so as to reach a wider audience, the event taking place next October has also been devised to focus on this edition's target areas—the USA, Canada and the Middle East—for which various activities to attract visitors have been organized through agreements with respected international associations including IDC (Interior Designers of Canada), ISHP (International Society of Hospitality Purchasers), NEWH (The Hospitality Industry Network), BAC (Baking Association of Canada), OCSA (Ontario Convenience Stores Association), WCSA (Western Convenience Stores Association) and, of course, Restaurants Canada!



THE pantry

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King Cole Ducks

Now into their fourth generation of family, King Cole Duck is the only vertically-integrated farm of its kind on the continent, allowing complete control over every aspect of the duck: R&D, breeding, hatching, growing and processing. King Cole Kitchens is a product development cook plant where their processed products are created, including their biggest seller—smoked boneless duck breast.

King Cole's special European strain of Pekin duck is a perfect menu addition for chefs. Hand-trimmed duck breasts are consistently sized and offer lean, rich meat and crisp flavourful skin for an ideal duck dish every time. King Cole is represented by all major distributors across Canada.

Try a Jerk-Breast Salad featuring King Cole's signature boneless duck breast, or duck spiedini—whole boneless duck breasts are hand-trimmed to create duck skewers that grill to perfection in three to four minutes. Produced with no added flavours or spicing to allow chefs to add your own finishing touches.

kingcoleducks.com



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A MENU shout out! to Robert Ignagni and Big Wave Marketing for winning a Retail Council of Canada Grand Prix award for Max & Marcus Dijon Mustard.



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Blend-in-Cup is an automated easy-to-use workstation that allows you to add turn-key blended beverages to your operation.

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- all ingredients on board
- drink preparation area
- rinse stations

Multiplex N2-Fusion Beverage System

Nitrogenated coffee delivers an effervescent consumer experience that incorporates a thick creamy foam head to enhance the taste profile and is a hot new trend for coffee enthusiasts.

- allows the user to add nitrogen to a beverage at the point of dispense
- infuses all types of beverage including coffees, teas, juices and cocktails
- pours both still and nitrogenated beverages from a common source with its patented inline nitrogenator
- creates a true theatre of the pour with a thick, frothy head and waterfall effect similar to a dark stout beer
- integrated beverage station that only requires a source of food-grade nitrogen and your beverage of choice

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PIZZA, AN ITALIAN-CANADIAN LOVE STORY

Celebrating the past and the present of one of our favourite dishes



PIZZA NOVA ON QUALITY, HERITAGE, NUTRITION AND COMMUNITY

BY DEBBIE DYCK

My first day at Pizza Nova was January 11, 2009. Domenic Primucci met me at the office to review my next steps as a Business Development Manager—the president of the company sat down with me, a brand-new employee. My first training shift was at the Wilson Street location, where I met Pat Colangelo. Colangelo is the epitome of Pizza Nova. He bought his first store when he was 18 years old, the youngest franchisee in Pizza Nova history. Today Colangelo takes care of all the renovations, new store builds, new franchisee training and everything in between. My years at Pizza Nova taught me the value of loyalty and commitment, not only to the company but to each and every franchisee. Pizza Nova makes the difference each and every day by adhering to the Primucci family traditions.

Pizza Nova is founded on the following ingredients: business, family, nutrition and community. This is the recipe used to stand out in one of Canada's most competitive markets. Pizza Nova has emphasized its humble, Italian-immigrant family roots and it boasts fresh, higher-quality, accessible ingredients as well as a by-design higher price point. The difference is summed up in the brand promise that Primucci bellows at the end of his radio commercials: "You can taste the difference!"

Asking customers to pay more for quality in a market evolving as fast as the food industry—in which consumers want local ingredients, gluten-free, no dairy, and other needs fulfilled—Pizza Nova has cooked up the right mix of product and marketing innovation for 52 years. Not only sourcing the freshest, locally-grown ingredients, but also using the best recipes and traditional preparation methods. Recent innovations include optional non-dairy mozzarella-style toppings, and Pizza Nova was the first Canadian pizza company to introduce bacon made from pork raised without antibiotics. "There is a definite shift occurring in the food industry," says Domenic Primucci. "Consumers are paying closer attention to what processes and ingredients go into their food, and people expect better, as they should." The economy might fluctuate, but Primucci says that business is good and the company is still striving to expand in other ways, firmly committed to taste, nutrition, and innovation. There is always room for another slice...

A TECHNOLOGICAL LEAP FORWARD WITH BOSTON PIZZA

Boston Pizza, Canada's largest casual dining restaurant chain, reopened one of its Toronto locations in March of this year, following an extensive renovation showcasing the brand's new design concept and market leading technology. The Front and John location's newly redesigned format will act as an urban flagship showing off the brand's new prototype targeting Canada's urban market.

"Front and John is our first truly urban flagship restaurant and we believe there is a big opportunity for Boston Pizza to expand within downtown markets," said Alan Howie, Executive Vice President, Operations & Development, Boston Pizza International. "Many families live in downtown centres, in condos,

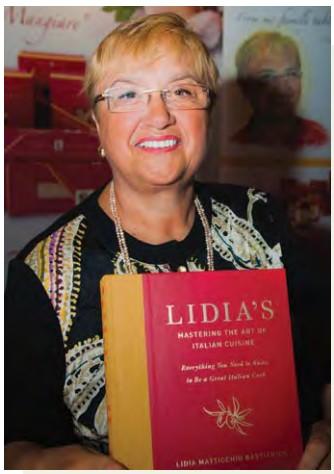
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and are looking for family-friendly restaurants that have something for everyone. In addition, urban areas are natural hubs for those interested in enjoying sporting events. Our dual concept of distinct and approachable sports bar and dining room under one roof is the perfect option."

Boston Pizza will pilot new technologies and projects at this location, some of the new features include:

- Pay-at-Table will allow guests to check in and pay their bill on their mobile device
- DineTime app will allow you to view wait times, get on waiting lists or book reservations
- Courtesy phone charging outlets with USB ports located at tables and bars throughout the restaurant
- Interior Design—seating design is very flexible with modular segments for easy scalability
- A specially designated Team Room can accommodate private parties and sports teams
- Separate takeout and delivery entrance
- A grab-and-go area for the thousands of fans attending sporting events at venues nearby
- Optimized kitchen, increased efficiency and reduction in energy consumption, especially in high-volume urban locations
- Kitchen Video System, kitchen efficiency and expedited guest orders and assistance in training
- Higher efficiency equipment and appliances

With more than 380 locations coast to coast in Canada, in addition to urban areas, Boston Pizza is also exploring additional non-traditional locations such as airports and hotels. The next urban project is slated to open this summer at Yonge St. and Gerrard in Toronto, as well as in the Edmonton Ice District and Ottawa's Glebe neighbourhood.

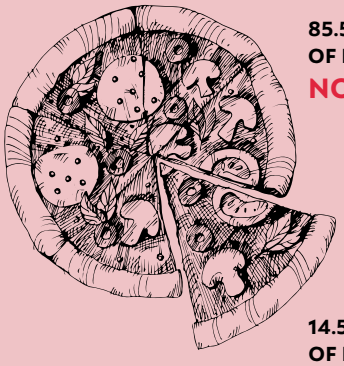


"Tutti a tavola a mangiare!"

Lidia Bastianich is one of the most beloved Italian chefs, cookbook authors and restaurateurs in North America. The world-famous chef was a celebrity favourite at RC Show 2017 where she provided leadership discussions and she held signings for her new book "Lidia's Mastering the Art of Italian Cuisine: Everything You Need To Know to Be a Great Italian Cook." Lidia Bastianich also hosted dinner and a movie featuring a screening of the 1996 film, Big Night, and a dinner inspired by the dishes featured in the film at Toronto's Terroni Adelaide. The entire evening celebrated Italian cuisine, but even more so it was a celebration of the merging of cultural influences in culinary creations. In Canada, our multicultural mosaic is part of what drives innovations in great Canadian cuisine. Bastianiach is also a pizza aficionado, with signature recipes for pizza dough, her pizza di patate or her famous pizza Margherita, which is arguably the most elegant, most classically-flavoured pizza.

PIZZA BY THE NUMBERS

- **Pizza is the fifth most popular entrée ordered—close to 1 in 10 entrées ordered is a pizza type of item.**
- **Pizza ordered at foodservice accounted for just over $5 billion over the past year.**
- **Average party size and eater checks are higher for pizza occasions at foodservice.**
- **86% of pizza ordered will include some type of meat product.**
- **Delivery is a key channel for pizza occasions at foodservice. Half of pizza occasions are takeout.**
- **Online ordering is a clear strength for pizza occasions.**



85.5%
OF PIZZA ORDERED IS
NON-VEGETARIAN

14.5%
OF PIZZA ORDERED IS
VEGETARIAN

(Source: Ipsos FSM)

SAVOURY TIDBITS

Canada is famous (or infamous) for being the birthland of the "Hawaiian" pizza! Sam Panopoulos—the man credited with inventing Hawaiian pizza when he added chunks of pineapples and ham in 1962—passed away in June of this year. The Greek-Canadian restaurateur owned The Satellite Restaurant in Chatham, Ontario when he concocted what quickly became a global sensation! Diners and chefs across the globe have strong, often polarized views on pineapple on pizza—but at MENU, we think Canadians are just a little bit proud of this claim to international fame!





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THE PERFECT *Playlist*

BY ALYSSA SCHWARTZ

Just as a dash of salt or the right spice can make a dish come alive, so can music elevate a restaurant experience. But all too often, music is the overlooked ingredient that can go underutilized as a tool for creating a memorable and harmonious dining experience.

An overwhelming majority of diners say that music plays a major role in their enjoyment when eating in restaurants. In a survey by SOCAN, nearly eight in 10 Canadians said music in a restaurant makes them more likely to enjoy their food and drink and seven in 10 said music makes them want to stay longer, with some reporting that they are then more likely to invite friends to join them or order more food and drink.

"We only have five senses," says Noel Steen, creative director at Music Direction, a Vancouver-based company that curates playlists for restaurants and other businesses, including Cactus Club Café and Hy's Steakhouse. "By mathematical definition, that's twenty percent of our experience. In a competitive market where (restaurants) are trying to differentiate themselves and create unique, engaging experiences for guests, it's certainly just as important to be proactive with the audio experience as with the visual experience they create through lighting and interior design or other brand attributes such as colours and menu fonts."

The effects of music on restaurant-goers can be conscious—as seen in the SOCAN survey—but also subconscious: fast music can speed up the pace of chewing, studies have found, while loud music might discourage groups from lingering and chatting, increasing table turnover rates. On the flip side, a team of researchers out of Glasgow linked mellower music to longer dwell time and significantly more money spent on both food and drink.

The bottom line, says Steen: "You might as well use every tool in the kit, and music is a very effective tool to create memorable and evocative experiences."

BEFORE YOU CRANK UP THE VOLUME...

Before you turn the dial on your radio, there are a number of important considerations for planning your musical offering. Licensing is one: though in the US, federal copyright laws exempt small restaurants from paying licensing fees for using music, no such exclusion exists in Canada (and there are two different licensing bodies, SOCAN and Re:Sound, which may both require permits).

Dayparting is another thing to think about—some establishments may want to cultivate different moods at different times of day or on different days of the week (for example, on a Friday night vs. Sunday brunch), while others may strive to create a consistent experience for guests whenever they dine.

How the music is delivered can have an impact on the experience—and your bottom line. Here are some popular options.

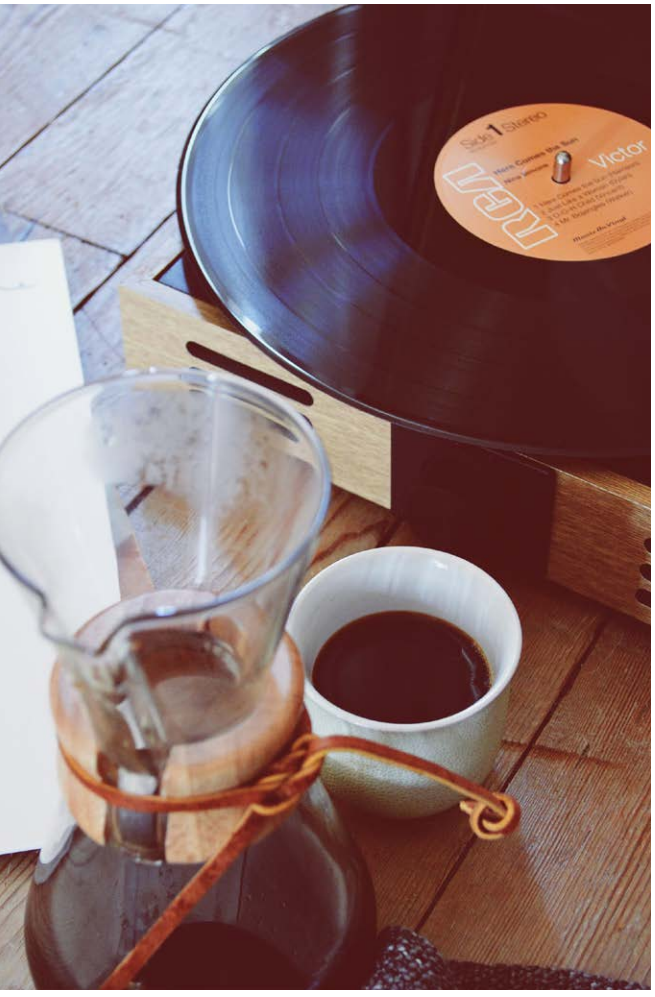
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STREAMING AND SATELLITE RADIO

Streaming and satellite radio services can be a cost-effective way to deploy a variety of music genres, without the hassle of dealing with rights clearances (services such as SiriusXM Music for Business and Spotify's Soundtrack Business both include licensing within their subscription fees). It's important to note that consumer offerings such as Spotify and Google are restricted to personal use and don't allow usage for business purposes.

Typically offered on a monthly subscription basis, streaming and satellite services are delivered over the internet, requiring Wifi and an audio system, as well as a connected device such as a computer, tablet or smartphone. Sirius also offers hardware, including a Wi-fi-based receiver and satellite-enabled antenna receiver, for businesses that don't have access to Wifi or a connected device. Though all businesses that use these services have access to the same music, these services typically offer a wide range of music genres from which to choose, and music is free of advertising and regularly updated.



CUSTOM CURATION SERVICES

For restaurants looking to truly differentiate their sound, a custom curation service may be the answer. Typically deployed using similar technology to out-of-the-box streaming offerings (i.e. Wifi and a proprietary player or an enabled device with an online player or app), custom music curation companies offer more personalized programming, working closely with restaurants to understand the type of experience they seek to create and then handpicking suitable music.

The actual offering and pricing will vary, but companies such as Steen's Music Direction, Montreal-based Couture Media Inc. and others typically start by consulting with a restaurant to understand their brand values and objectives in order to customize selections. Music Direction's plans, for example, start at $200 per month for a single restaurant location, including the player and all music licenses, and the consultation fee is rolled into the 12-month minimum subscription term.

DIY

Going it on your own—or hiring an in-house DJ—may seem like an easy, flexible solution, but it's not quite as simple as plugging in your iPod. For starters, restaurants are responsible for submitting royalties to SOCAN and Re:Sound, with fees calculated based on restaurant area in square feet or metres.

Then there's music selection; it's important to refresh selections from time to time, or your music can become annoyingly repetitive for staff and guests. An in-house DJ can counter this problem, but don't forget to include their rate in your budget.

LIVE MUSIC

Whether it's background piano or a star vocalist who is as much as a draw as the food and drink, live music is another versatile offering (and while business arrangements with performers can similarly vary, it's important to note that as with recorded music, cover tunes are subject to licensing fees). A jazz trio might help differentiate your offering during highly competitive periods such as Sunday brunch or holidays such as Valentine's Day or Mother's Day, while regular music programming could fill tables on what otherwise might be a slow night. Take Set Mondays at Toronto's Rasa Bar, which offers a rotating roster of musicians, combined with a prix fixe dinner menu and drink specials, as an example. "Mondays are notoriously not a great night for restaurants," says Adam Minster, Rasa's GM and owner. "So, we thought we'd try something that would not only make people want to come to Rasa but that would also be something we ourselves wanted to do on a Monday."

Minster says that while Set Mondays, as they're called, were slow to begin with, a mention on Toronto Life's Best New Restaurant list—and resulting blurb that focused largely on the Monday night offering—was a turning point. "We've been extremely busy and haven't looked back since." M


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