MENU

CANADA'S FOODSERVICE MAGAZINE

RESULTS FROM THE 2018 CANADIAN CHEF SURVEY!

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The Kilted Chef + New Glasgow Lobster Suppers



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Patrick Saurette
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Shanna Munro
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Each year Restaurants Canada appoints a new Chair of the Board who will bring fresh, innovative and exciting ideas to the table. This year is no exception.

We want to take this opportunity to welcome our new Chair, Patrick Saurette, and on behalf of our organization and our members, we want to thank outgoing Chair Bill Allen for his fantastic work and tireless resolve throughout the past two years.

Patrick is the owner of the Edmonton-based Marc Restaurant Group and brings more than 25 years of experience and industry acumen to the table. With his strong leadership, we are confident that this year will be our best one yet. Patrick is taking the helm during a pivotal time for Canada's foodservice industry. Cannabis is at the threshold of being legalized, and restaurant owners and operators will need details, an open dialogue and a voice in government. In 2018, we will continue to be an active intermediary between the federal government and Canada's foodservice industry so that we can provide our members with timely, accurate and vital information that will affect their business and operations.

There are numerous issues that we will be engaging in this year. One of them is the rapidly-expanding practice of destination dining; this coincides perfectly with the federal government's decision to make 2018 the year of Canada-China tourism. Attracting tourists from the world's most populous country presents an immense opportunity for Canada's food culture to break into several Asian foodservice markets.

Restaurants Canada will be an active participant in these initiatives. In fact, they were front and centre during RC Show 2018. Industry experts, panellists, chefs, owners and operators all came together to discuss and examine the endless possibilities of bringing the world to us so we can showcase the abundance of talent that Canadian foodservice professionals add to the global culinary market.

We are always involved in a wide range of current events, industry news and issues that our readers will find page turning. This industry is dynamic, changing and adapting to new trends and ideas at a non-stop pace. Twenty-four-seven, foodservice never takes a break, a day off, vacation or retirement. It grows, pushes forward, breaks barriers, sets trends and then does it again. We are so proud to bring you our industry each month in these pages.

Don't forget to check out and follow Restaurants Canada's print and digital platforms so you can keep up with the latest news and insights in foodservice. We encourage you to keep sharing your stories, ideas and successes! Do not hesitate to contact us at 1-800-387-5649 or members@restaurantscanada.org.

March/April 2018
Volume 3 Number 2

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

3.2

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To learn more please go to page 33.

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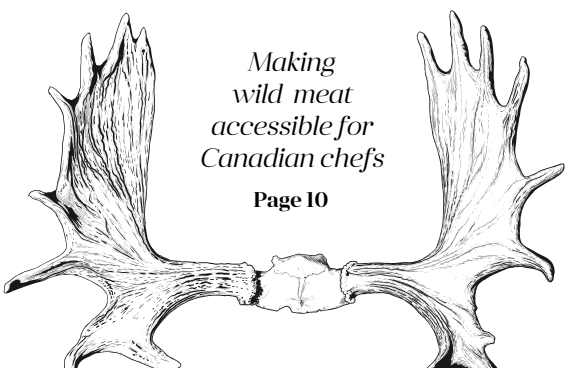


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GATHERINGS

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



FAEMA at RC Show 2018.



Louise Roberge of Tea and Herbal Association of Canada at RC Show 2018



The Leading Ladies of the Bar at RC Show 2018.

EVENTS

MAR 31-APR 2	Toronto Food & Drink Market 2018 Toronto, ON
APR 4-5	Canadian Dairy Showcase Stratford, ON
APR 6-8	A Taste of Niagara on the Lake Niagara on the Lake, ON
APR 11	GFS Show Calgary, AB
APR 11	Flanagan Food Show Kitchener, ON
APR 17-18	North American Summit on Food Safety Toronto, ON
APR 18	GFS Show Montreal, QC
APR 23	Terroir Symposium Toronto, ON
APR 24-26	Canadian Produce Marketing Association (CPMA) Convention Vancouver, BC
APR 25	Flanagan Food Show Sudbury Garson, ON
APR 25	GFS Show Quebec, QC
APR 29-30	Bakery Showcase 2018 Mississauga, ON
APR 29-MAY 5	Winnipeg Wine Festival Winnipeg, MB
MAY 2-4	North American Food Innovation Exhibition SIAL Montreal, QC
MAY 5	We Care Dinner & Awards Gala Mississauga, ON

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

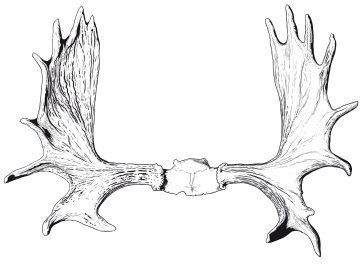
Meet THE Chefs



ON THE HUNT FOR SOME CANADIAN TERROIR

BY SOPHIE MENDES

PHOTOGRAPHY BY FRÉDÉRIC LAROCHE



The Oxford Dictionary defines the word "terroir" as "the complete natural environment in which a particular wine is produced, including factors such as the soil, topography and climate."

Stéphane Modat, chef at Restaurant Chaplain at Quebec's Fairmont Le Chateau, is often asked to create cuisine from the Canadian terroir. Growing up in a family of hunters in southern France, his background gives him an interesting point of view on terroir. While the Oxford definition of the word refers solely to wine, the French language, and Modat, associate those characteristics not only to drinks but also to any product that comes from the land.

When it comes to culinary tourism, Modat believes that what truly matters is the terroir. He explains that when somebody comes to Canada and asks to experience the unique flavours of the country, conventional meats (meats we're used to eating) just won't cut it—and that's fair. "Think about it," he says. "When the first immigrants landed in Canada, they were not surrounded by pigs and cows, certainly not farmed ones. Instead, they ate what was available, and the odds are what was available was wild meat."

Canada has diverse and copious wildlife—we are very different from the rest of the world. And according to Modat, this is where the richness of Canadian flavours and terroir lies. However, as long as these "forest meats," as Modat calls them, are considered illegal, tourists and locals won't be able to experience "the purest expression of Canadian terroir."

And the legislation is murky at best. For example, when asked about seal meat, available for sale in Canada, the chef argues, "seal to me is a big issue. The government finally allows us to serve some real Canadian meat, but does

it in a convoluted way by calling it a 'fish!'" Laughing, he adds, "I can't wait until moose is considered a fish too."

This pursuit of access to authentic terroir is the reason why Modat and his colleague Frédéric Laroche started Bravejack, a documentary that follows their Canadian hunts and the ensuing meals. The pair describes Bravejack as their way of getting back the know-how and the traditions that make us Canadian while sharing this know-how with the culinary community. Together, they go across the country, hunting with local chefs and cooking what they kill on the spot, right on the forest floor under Laroche's artistic eye who documents the encounters and the feasts.

"Canadians need to know what hunting means and which flavours are available in their home and native land," says Modat. These two friends and colleagues are driving this conversation. "Eventually, we would love to take [Prime Minister] Trudeau and even his ministers with us on our adventures," says Modat. "There is a lot that needs to be done when it comes to serving wild meat in restaurants, and the people in power need to come here and see to understand."

Modat explains that from the time when wild bison became extinct in the 1940's, laws have been very prohibitive when it comes to hunting, and the conversation has simply stopped. What he would like is to work with the government and adjust the laws to what makes the most sense for the industry, from a sustainability standpoint and to make wild meats accessible to Canadian operators. The chef shares an anecdote of two American friends coming to Canada for three days of hunting. They can each kill up to 20 geese a day. So by the end of their trip, they could have shot a total of 120 animals!

The problem is that they can't take the meat back home and they can only eat so much in three days. So they just leave it behind. "This waste has to stop," declare both Modat and Laroche in unison, "and to make it stop we need the help of a government that is more flexible and willing to work with outfitters to up-cycle these abandoned carcasses."

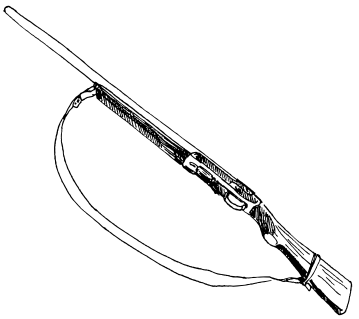
Restaurants are the solution to this intolerable waste. They want to use the meat and give their customers a taste of authentic Canadian terroir.

Culling is part of forest management. It needs to happen to preserve the constant renewal of the forest and to avoid some species overtaking others. Snow geese are actually overpopulating some parts of the country, and the government relies on the help of hunters to control the population. But now, hunters also need the government's help to reduce the waste caused by foreign hunters who hunt and don't take the meat with them when they leave. Chefs can help both the government and hunters in reducing wastage while showcasing unique Canadian gastronomy with local flavours. Herein lies a wonderful opportunity to develop culinary tourism in Canada.

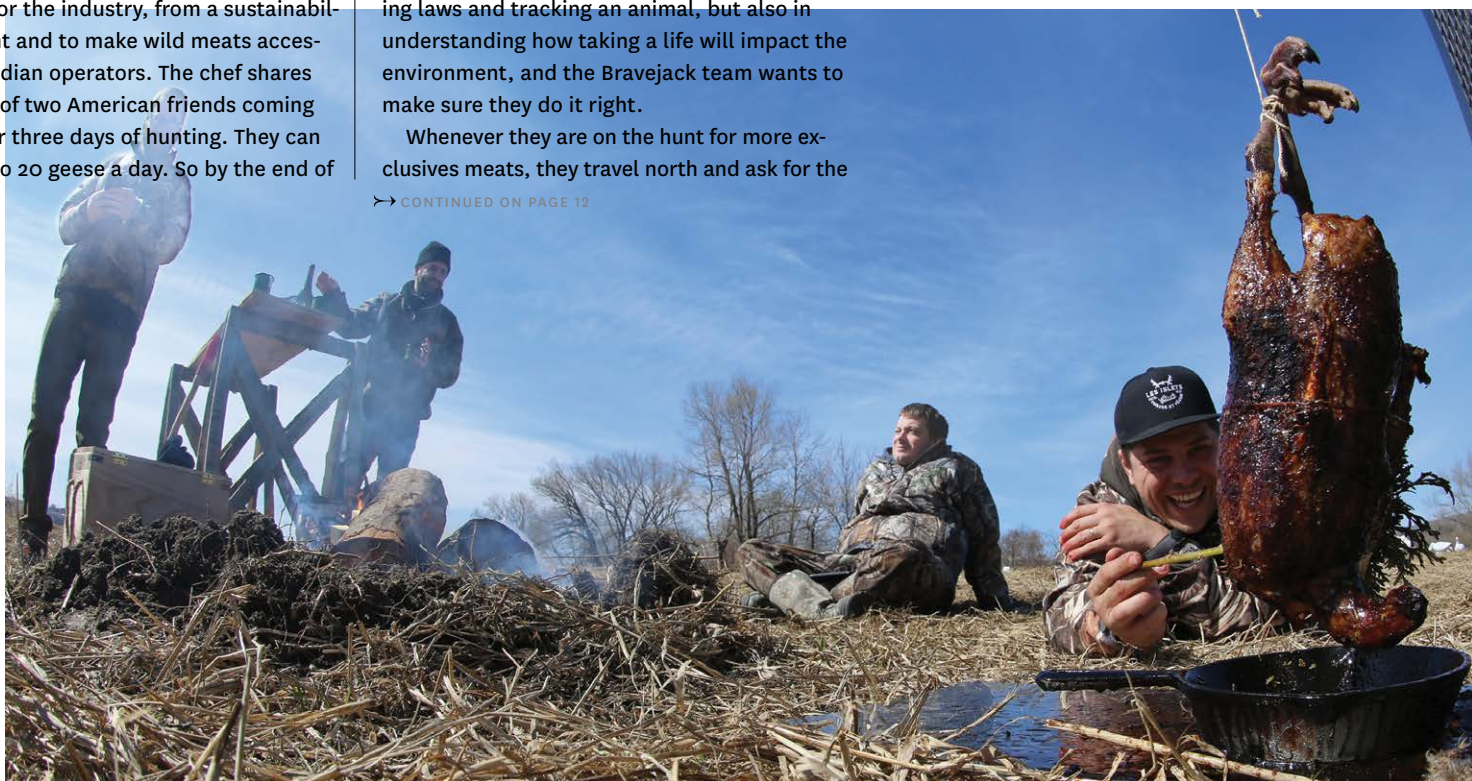
When Modat and his passionate friends go hunting, they don't go on their own. They usually get the help of locals and professionals from diverse backgrounds—from butchers to biologists. There is a lot to know regarding laws and tracking an animal, but also in understanding how taking a life will impact the environment, and the Bravejack team wants to make sure they do it right.

Whenever they are on the hunt for more exclusives meats, they travel north and ask for the

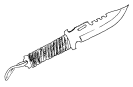
↣ CONTINUED ON PAGE 12



Restaurants are the solution to this intolerable waste. They want to use the meat and give their customers a taste of authentic Canadian terroir.



Meet THE Chefs



"People...need to understand where the meat comes from. How it is raised. It is not about better meat. Meat that is raised in Canada is very high-quality and well-raised... This is about the authenticity. Diversity of the country, otherwise we'll never be different in the world food scenery."

STÉPHANE MODAT

help of First Nations communities. "In these regions, the ones who know the impact of our hunt are the locals." And to make sure their relationship is not biased, money is never involved in this affair. They simply bond over a common love for the quest, the tradition and the Canadian terroir.

Regarding changing legislation around the accessibility of wild meats, Modat recommends that the Canadian government considers a new overseeing authority that will specialize in this area (something the government does not presently employ). The Canadian industry relies on the help and vision of the government. "My grandfather used to say 'you already have the no, all that's left to get now is the yes,' and I am working on this." Modat suggests that we absolutely can and should coordinate things like inspection and distribution channels for wild meats; this is totally possible and safe.

"To work with the terroir, that is what chefs should be doing," says Modat. The people he works with need to be people interested in what they are doing, they also need to be friends. He suggests that cooking is nothing if not social. M



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EAST COAST STARS SHINING BRIGHTLY

BY WILL DIXON

New Glasgow Lobster Suppers
Winners of the 2017 Restaurants Canada Shellfish Excellence Award

Tucked away on the southern end of the Hunter River about twenty-five minutes outside of Charlottetown, New Glasgow Lobster Suppers (NGLS) is a historical Prince Edward Island dining experience. The original PEI Lobster Suppers family restaurant has been serving lobster in New Glasgow since June 24, 1958, and they're celebrating 60 years in 2018. It all started with a young farmers' organization of about 35 members, and it was more about a community gathering than a business venture at the time. As the years went by, founding members left for other prospects. Today, just two of the original families are running the show—the Nicholsons and the MacRaes.

Over the decades the original hall where the suppers were held has transitioned into a fully-equipped restaurant, serving families daily instead of weekly. The space is still widely used as a community space during the off-season. The dining room has since expanded. It now seats upwards of 500 people; there's also a lobster tank on-site that holds approximately 20,000 pounds of live lobster.

"We had a record year, last year," says general manager Carl Nicholson. Nicholson's career in the tourism business started in 1979 when he started cutting lobster at NGLS. He went out to work in Alberta for a time, returning to PEI to complete his bachelor of business administration. He became the bartender at NGLS in 1983, assistant manager in 1986 and took over as the general manager in 1989.

"The last four seasons have been incredible." Tourism seems to be picking up in Atlantic Canada, and Nicholson's crew is enjoying the boon. "During the summer, we're seeing seven to eight hundred people in the evening," said Nicholson. Since the lobster seasons in PEI take place from May to the end of June and from August to October, they need the live tank to serve fresh lobster throughout the summer. Besides, it offers diners a chance to see the lobsters as well as providing a delicious meal.

"What I think is special is we're focused on providing the traditional sit-down meal experience," says Nicholson. "You don't have to get up and get your own food; everything is served right to the table." It allows families to sit and eat together without disruption. "We're seeing multiple generations of families eating together; it's not uncommon to see three and four generations of families at a table." It's a feast that attracts many visitors from across the small island province and even from the mainland.

The food is all made with local ingredients; mussels, lobsters, potatoes and more are all produced and bought close by. "We know when they're available," says Nicholson, who has strong connections with local farmers and fishers. The restaurant has also been composting their mussel and lobster shells, using the resulting compost for their farm. "It's getting trendier to compost now, but we've been doing it for years," said Nicholson.

New Glasgow Lobster Suppers should be on any east coast culinary tourism list. It's such a quintessential stop, being so deeply rooted in the community for 60 years. "Many of our employees are third-generation staff," said Nicholson. They can see upwards of 100 people working with them throughout the year; it's like a community workplace more than anything. "We provide great opportunities for seasonal work for youths and locals." A lot of students can work at home over the summer before going back to classes in the fall. But a lot of people who have moved on with their careers can find themselves serving families and busing tables again. "One year we were short on staff, so we put the call



out," explained Nicholson. "Another night we had a few RN's and a few people with their master's degree working." All pitching in to help cover for a few nights like one big family.

The Nicholson clan is growing, and Carl hopes to see his kids starting to work alongside him soon. So, from their family to yours, be sure to visit the New Glasgow Lobster Suppers serving their traditional meals in early June.

THE KILTED CHEF

Alain Bosse is one of Atlantic Canada's cooking treasures. With over 30 years of experience in the culinary and hospitality business, he's been heralding the best of what the Maritimes have to offer for decades.

Bosse is a busy guy; always handling a full plate of clients and jobs, being the self-appointed Culinary Ambassador of Atlantic Canada is a full-time job. Bosse can handle a gauntlet of challenges that brand new and even established restaurants face, such as recipe development, restaurant makeovers and more.

"I have ten restaurants that I regularly work with, but I'm a consultant," explains Bosse. "My job is to train their staff, work with their staff and continue to educate as we move forward." Right now Bosse is helping a few restaurants gear up for the summer. While most restaurants in the Maritimes experience slower seasons, especially in the winter, Bosse is busy with a variety of work year round.

Destination dining is big business and growing every day, and it's good for Bosse and company. "Consumers need to eat three meals a day so eating will never be a fad," jokes Bosse. "We're noticing more and more now that culinary tourism is becoming a reason for people to travel." People get to experience new places and try foods they've never had before. It's enriching.

As the industry has expanded, Bosse has worked on making his niche by hosting cooking classes for the last six years now. But they aren't your average, run-of-the-mill classes; you spend the entire day learning about not just food, but where it comes from. Bosse takes you on tour to see fishers, butchers, abattoirs and farmers as you source local ingredients for dishes to be prepared later in the day.

"I wanted to do a culinary education program that was not your typical cooking class," said Bosse, not wanting to simply hand out and demonstrate a few recipes that will most likely be forgotten or unused. "I wanted people to have something different, so we developed this culinary class." Only a limited number of slots are available throughout the year, and each class only seats eight people. "It's basically spending an entire day with a chef."

The response has been incredible. Bosse sees people from as far away as South Korea and China to New Zealand and Australia as well as people from across Canada and the US. He's pretty much sold out in every class, which is why people need to book ahead, but Bosse says people often plan their trip around the class. "They'll get to make about 12 to 14 recipes, and in a [manner] that's like working in a restaurant," explains Bosse. They'll learn a variety of knife skills, plan the plating with the chef and then at the end, they get to sit down and eat, pairing their feast with amazing Nova Scotia wines. "It's an amazing day; it's 12 hours that go by very quick."



"Many of our employees are third generation staff," said Nicholson. They can see upwards of 100 people working with them throughout the year; it's almost like a community workplace more than anything.

If you haven't had enough of Atlantic Canada's Culinary Ambassador by the end of the day, you can find him on the bookshelf. With one published recipe book on mussels already available, Bosse is only waiting on his second book, *Acadian Recipes: Then and Now,* to be printed. It will feature over 120 Acadian recipes plus an assortment of historical timelines and glossaries.

Bosse is a beloved influencer in the industry, touting the very best of Atlantic Canada's bounty of ingredients. Showcasing shellfish, blueberries, and more, all around the world. Spreading the message that Canada has so much to offer to the world of food at large. And while he leads a culinary whirlwind of a career, you're just as likely to find him as happy as a clam working on his farm in Pictou County, Nova Scotia. M





RENT, TRY, BUY & PROSPER

BY STACEY NEWMAN

Silver Chef is the leading dedicated hospitality financier globally, providing funding for new and used restaurant equipment so owners can start up, grow and achieve the full potential of their operations. Based in Australia, New Zealand and Canada, the company's origins go back over 30 years. To date Silver Chef has assisted 30,000 businesses globally with over 2,100 of those businesses in Canada over the last four years.

Silver Chef's president, Robert Phelps, hosted the Innovation in the Restaurant Industry panel at RC Show 2018. We spoke to Phelps about Silver Chef's "Rent-Try-Buy" business model, changing laws, new technology and about giving back in the world.

FROM HUMBLE BEGINNINGS TO CROSSING THE GLOBE

It was at a US trade show in 1985 that the idea for Silver Chef was born. Seeing that the American home-delivery-pizza market was booming, and convinced of the market's potential for growth in Australia, Allan English (Silver Chef's founder and Non-Executive Chairman) and a business partner invested heavily in conveyor ovens. Unfortunately, it soon became clear that many pizza businesses could not afford to buy them. The solution? The ovens were rented at affordable rates which assisted young entrepreneurs to enter a booming marketplace.

"The first 12 months of any business is the highest risk," says Phelps. The Rent-Try-Buy model is designed to allow restaurateurs to meet unforeseen expenses and keep their heads well above water.

Later, Allan bought out his partner and devised a funding option that enabled small businesses to procure the equipment they needed, without committing large amounts of capital up front. The new option, called Rent-Try-Buy, is a simple 12-month agreement where the customer rents the equipment, and if they wish to purchase the asset, there is a 75 per cent rental rebate off the purchase price. This has been at the centre of the Silver Chef success story ever since.

Phelps says Silver Chef is there to support startup businesses and established operators who find themselves in a growth phase. Across all segments, across the industry, from independent cafés to restaurants, chains and breweries, Silver Chef is scalable for all operators that have commercial equipment needs. By sharing the investment, operators have the flexibility to optimize equipment needs from the get-go. "The first 12 months of any business is the highest risk," says Phelps. The Rent-Try-Buy model is designed to allow restaurateurs to meet unforeseen expenses and keep their heads well above water.

RESPONSIBLE BUSINESS PRACTICES

Silver Chef became a Certified B Corporation in 2015. B Corps are a new type of company that uses the power of business to solve social and environmental problems. According to Phelps, the B Corp certification is a validation of Silver Chef's commitment to social and environmental responsibility. Silver Chef has committed to funding 1.5 million people out of poverty by 2020, through its partnership with Opportunity International. This reinforces values and a culture, which encompass helping others and are as much of a focus as bottom line profitability. Phelps wants to see Silver Chef's social impact shared and expanded.

Silver Chef was certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. The certification process evaluates how a company's practices impact its employees, the community, the environment and its customers.

Today, there are over 2,400 Certified B Corps around the globe. Phelps says Silver Chef is proud to join other B Corps in redefining success in business so that one day everyone uses business as a force for good.

"B Corp is a validation of our operations as a force for good. It is validation about how we invest in our people, our communities and our customers," says Phelps.

THE CANADIAN OUTLOOK

According to Phelps, the 2018 outlook for Canadian operators is an exciting one. The Canadian restaurant industry is an $83 billion industry and the fourth largest employer in Canada. Phelps says that Canadian operators need to think big: "How do we expand on this across the Canadian market?" Phelps says the answer is investing directly in the operators. Silver Chef has announced an investment of 500 million dollars to help Canadian owners grow and achieve their potential over the next five years. The $500 million investment is open to all Canadian hospitality businesses, including restaurants, coffee shops, pubs, clubs and franchises. Along with this financing, Silver Chef will provide educational resources to businesses to support their growth.

"Forecasts from Restaurants Canada indicate how higher operating costs and a slowdown in consumer spending will impact the hospitality industry this year. At a time when many Canadian hospitality businesses are facing significant challenges, Silver Chef is here to offer support to small and medium-sized businesses every step of the way."

DIG IN

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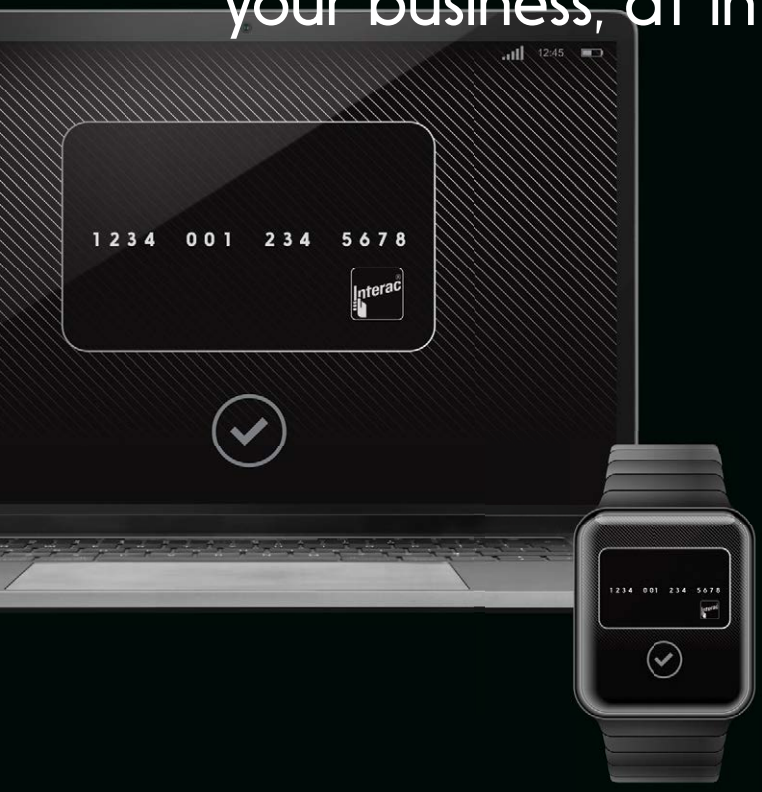






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Canada sets the table for Chinese tourists

They're arriving in record numbers, and they're hungry for unique culinary experiences

BY JILL HOLROYD

A new generation of Chinese travellers is changing the game when it comes to international travel. They're young, tech-savvy and independent-minded. They're searching out unique and share-worthy travel experiences—including local cuisine. And their numbers are growing.

The trend started in 2010 when China granted Approved Destination Status to Canada. Since then, China has zoomed up the charts to become Canada's third-largest source of international visitors (behind the US and the UK) and the second-largest source of international visitor spending.

In 2016 alone, the number of visitors from China grew by 24 per cent to 610,000, injecting $1.5 billion into the Canadian economy according to Destination Canada, the federal tourism marketing body.

Millennials aged 20 – 34 years are a key group driving this trend. They're now the largest cohort of Chinese visitors to Canada, accounting for 32 per cent of travellers. This connected, informed and affluent generation is shattering the stereotype of large groups of Chinese tourists following a flag-waving tour guide.

Many Chinese tourists still prefer the worry-free convenience and comfort of package tours, but a growing number of Chinese visitors to Canada are going their own way. The Beijing-based China Tourism Academy states that 60 per cent of outbound Chinese tourists travel independently and 40 per cent choose package tours.

While major attractions like Niagara Falls and the Rockies are still high on the agenda, a new generation of travellers is also looking for experiences off the beaten track.

Carat, a media agency based in Shanghai, divides China's millennial travellers into three categories: Adventurous Influencers, Followers of Fashion and Culturally Curious. Each group is quite distinct, but a common thread is their interest in local food and drink—good news for Canada's restaurant and foodservice operators.

The potential is enormous: China is a country of 1.4 billion people. Its sheer size, combined with a growing middle class and positive economic climate, have created a growing appetite for overseas travel—and Canada is on the menu. Destination Canada reports that "more than 10 million Chinese long-haul pleasure travellers intend on visiting Canada in the next two years."

Of course, converting intention to action is another story. But Canada has a recipe to attract this lucrative and growing market. More direct flights (with airlines accepting Chinese payment cards), new visa processing centres in several Chinese cities, plus some savvy tourism marketing on Chinese social media sites like Weibo have all contributed to putting Canada on the map as a travel destination.

Favourable exchange rates, and the fact that UnionPay, China's most popular payment card, is now accepted at 90 per cent of ATMs across Canada, add to the appeal.

Canada's other tourism advantage is the 1.7 million Canadians with Chinese ancestry. Mandarin and Cantonese are the most spoken languages in Canada after English and French, and nearly 50 per cent of visits by Chinese travellers to Canada are to see friends and relatives.

Whether they're here for business, pleasure or

CONTINUED ON PAGE 20

family reasons, travellers need to eat. And increasingly, they want to experience authentic Canadian cuisine.

Nearly two-thirds (60 per cent) of Chinese travellers say they are interested in "trying local food and drink" while visiting Canada, according to Destination Canada. In fact, "local food and drink" is tied for top spot with "natural attractions like mountains or waterfalls."

When asked specifically about city visits, Chinese travellers overwhelmingly favour activities involving food or drink. Of the top six city activities, four are relevant to restaurant and foodservice operators: Trying local food and drink (60 per cent); fine dining (37 per cent); food and drink festivals or events (34 per cent); culinary tours or cooking classes (34 per cent).

The federal government recognizes the power of Canada's culinary reputation. "Now more than ever, access to top-quality meals and food experiences is a strong consideration for international travellers. And we know that our amazing food and diverse culinary offerings from around the world make Canada a top destination for foodies," said federal Minister of Small Business and Tourism Bardish Chagger.

To that end, the government selected tourism consulting firm Twenty31 to work with tourism, food and beverage sectors on a national culinary tourism strategy.

Add to this the fact that Prime Minister Justin Trudeau and Chinese Premier Li Keqiang have designated 2018 as the Canada-China Year of Tourism, and there's no better time to think about how your business can welcome more Chinese visitors looking for Canada's authentic flavours.

One thing you can do right away is to download the China-Canada Year of Tourism logo for use in your business. It's free of charge. Visit the Government of Canada website at www.ic.gc.ca/eic/site/100.nsf/eng/home for artwork and logo guidelines.

Here are some other ideas for welcoming Chinese visitors to your restaurant:

1. **PROVIDE INFORMATION IN MANDARIN** – A Chinese-language website, sign or welcome letter can go a long way to making Chinese visitors feel welcome.

2. **MARKET YOUR BUSINESS ON CHINESE SOCIAL MEDIA AND ONLINE PLATFORMS** – Consider establishing an online presence through Chinese-based platforms such as Weibo, WeChat or Baidu.

3. **MAKE WIFI READILY AVAILABLE FOR YOUR GUESTS** – The Chinese population is very active on social media.

4. **HIGHLIGHT SAFETY AND SECURITY** – These are highly valued by Chinese tourists, and this extends to food safety as well.

You can also connect with your local or provincial tourism marketing body to find out how they plan to attract this growing market, and how your business can provide the unique taste of Canada that today's Chinese visitor is seeking.

The trend started in 2010 when China granted Approved Destination Status to Canada. Since then, China has zoomed up the charts to become Canada's third-largest source of international visitors (behind the US and the UK) and the second-largest source of international visitor spending.



Millennial Mindset

Sen Lin, strategy and insights lead at Carat China offers these tips for appealing to Chinese millennials:

#1

MILLENNIAL TRAVELLERS VALUE AUTHENTICITY IN THEIR TRAVEL EXPERIENCE.

#2

LOOKS MATTER.

Consider what will make the food and the setting Instagrammable; this can sometimes even be more important than the food. Millennials will consider how every dollar spent can also create social value for them.

#3

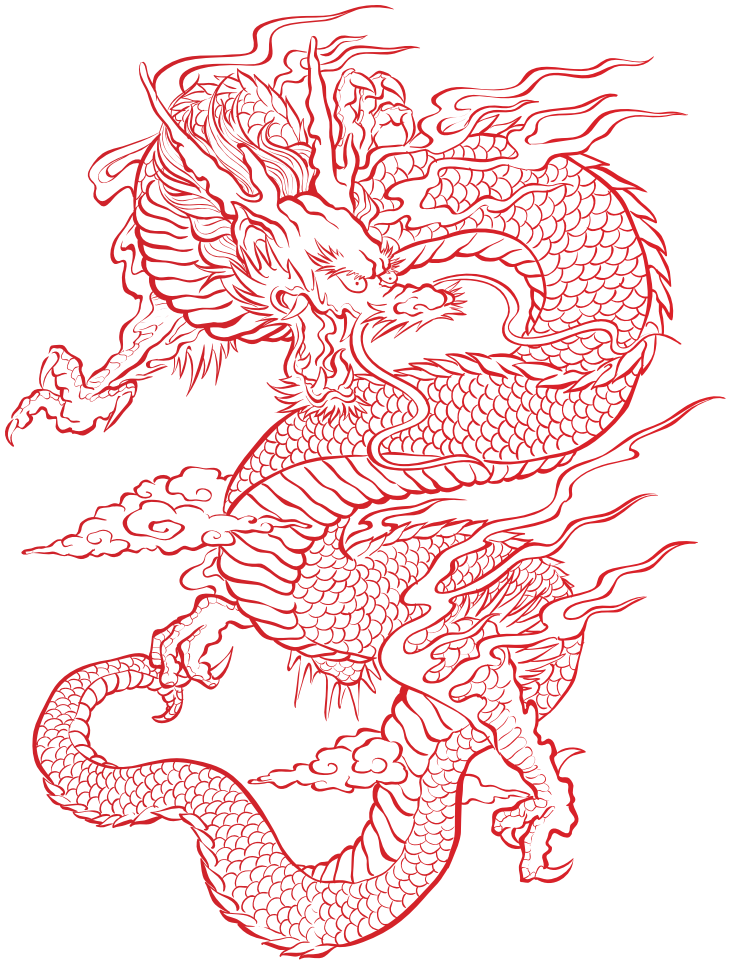
BUILD YOUR REPUTATION AND STORY IN SOCIAL–

not just Chinese media but on Facebook and Instagram. How are you talking about your food? Why is that interesting? What can you contribute? Make sure that you can be found when guests are researching online.

#4

WELLNESS AND INDULGENCE ARE KEY

trends in this generation of travellers with cosmopolitan appetites seeking new experiences. At home, they're all about avocado, following the New York hipster influence. What's Canada's superfood? Are you sharing enough information on what's "hot?"



Dream Destinations

Chinese travellers who are "definitely" or "very likely" to visit Canada in the next two years would most like to visit:

VANCOUVER 55%
NIAGARA FALLS 51%
TORONTO 48%
VICTORIA 46%
THE ROCKY MOUNTAINS, BC 44%
OTTAWA 44%
QUEBEC CITY 31%
MONTREAL 31%
SASKATOON 27%
CHURCHILL 25%
WINNIPEG 25%
THE ROCKY MOUNTAINS, AB 25%

Source: Destination Canada, 2016 China Summary Report

Cannabis is Coming

Is Canadian foodservice ready? Labour, drug plans and staying competitive: preparing and planning for the new normal.

By Stacey Newman

Glossary

Cannabis
(genus Cannabis), plant belonging to the family Cannabaceae of the nettle order (Urticales). By some classifications, the genus Cannabis comprises a single species, hemp (Cannabis sativa), a stout, aromatic, erect annual herb that originated in Central Asia and is now cultivated worldwide.

Cannabinoids
any of more than 100 known chemical compounds found in all parts of the cannabis plant (namely the species Cannabis indica and Cannabis sativa) and especially concentrated in the female flower heads.

Tetrahydrocannabinol (THC)
an active constituent of marijuana and hashish that was first isolated from the Indian hemp plant (Cannabis sativa) and synthesized in 1965.

Cannabidiol
CBD—can actually counteract the psychoactivity of THC. The fact that CBD-rich cannabis is non-psychoactive or less psychoactive than THC-dominant strains makes it an appealing option for patients looking for relief from inflammation, pain, anxiety, psychosis, seizures, spasms, and other conditions without disconcerting feelings of lethargy or dysphoria.

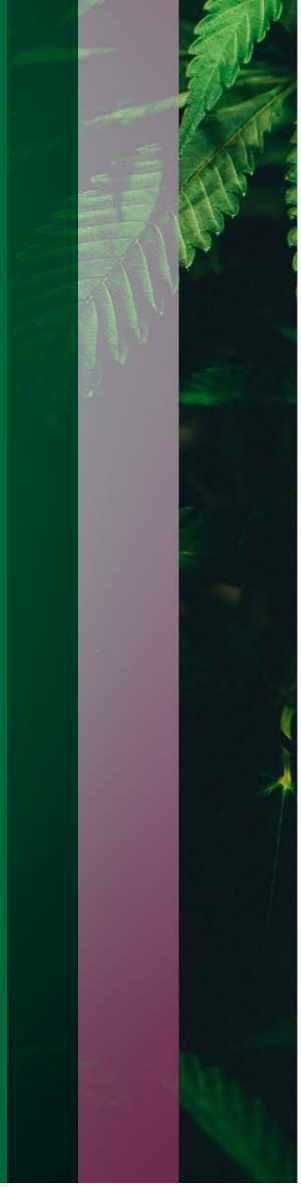
(Sources: O'Brien, Michael. 'Cannabinoids', (2017), online: https://www.britannica.com/science/cannabinoid, http://www.projectcbd.org)

We've heard the national conversation around the legalization of cannabis for years now. The federal government announced its plans to aim for legalization of recreational cannabis in the summer of 2018. These plans remain on track (the official date of legalization looks now to be late summer).

There are important debates still happening. But outside these more common discussions are the implications of legalization in the foodservice industry, as well as economic ramifications.

We've spent time with the experts—a Canadian company on the frontlines of cannabis legalization called Starseed Medicinal. In that time, we have visited one of Canada's cannabis production facilities and met one of Canada's leaders in the medical cannabis community, Dr. Peter Blecher. And finally, let's take a speculative look ahead to the world of edibles legalization, which is not set to happen until 2019. We've looked at those in the culinary community south of the border, in communities in Colorado to California, and back up to BC where you'll meet a Canadian veteran-turned-chef who has championed the work of incorporating medical cannabis into real food.

Cannabis is coming. There are implications for foodservice that you haven't even thought of. We spell it out in the pages that follow, and we'll continue to look at this new normal from the perspective of what legalization means to Canadian restaurateurs.



Dig in

Please visit the website for your province or territory for specific information about the rollout of cannabis legalization in your region. Also, visit restaurantscanada.org for more information on legalization and the impacts on foodservice in Canada.



Legalization

The production, testing, manufacturing and sales of cannabis are directed by The Access to Cannabis for Medical Purposes Regulations (ACMPR).

Bill C-45 is the Cannabis Act: an Act respecting cannabis and to amend the Controlled Drugs and Substances Act, the Criminal Code and other Acts.

"This enactment enacts the Cannabis Act to provide legal access to cannabis and to control and regulate its production, distribution and sale.

The objectives of the Act are to prevent young persons from accessing cannabis, to protect public health and public safety by establishing strict product-safety and product-quality requirements, and to deter criminal activity by imposing serious criminal penalties for those operating outside the legal framework. The Act is also intended to reduce the burden on the criminal justice system in relation to cannabis."

(Source: openparliament.ca)

What do you need to know about legalization as a foodservice professional?

1. Legalization of medical cannabis took place in 2001. Legalization of cannabis for recreational use is set to happen in the summer of 2018.

2. The legalization of edibles may happen in 2019 according to proposed recommendations from the federal government.

3. Legalization is a federal government-led initiative. However, the provinces and territories—and indirectly municipalities regarding enforcement—will be responsible for regulating the distribution and sale of cannabis and cannabis products.

The Pioneers

On going where no nation has gone before



Angelo Tsebelis is the president of Starseed Medicinal



Norman Wright is the head of national retail markets for Starseed Medicinal.



Dr. Peter Blecher is the chief medical officer for Starseed Medicinal.

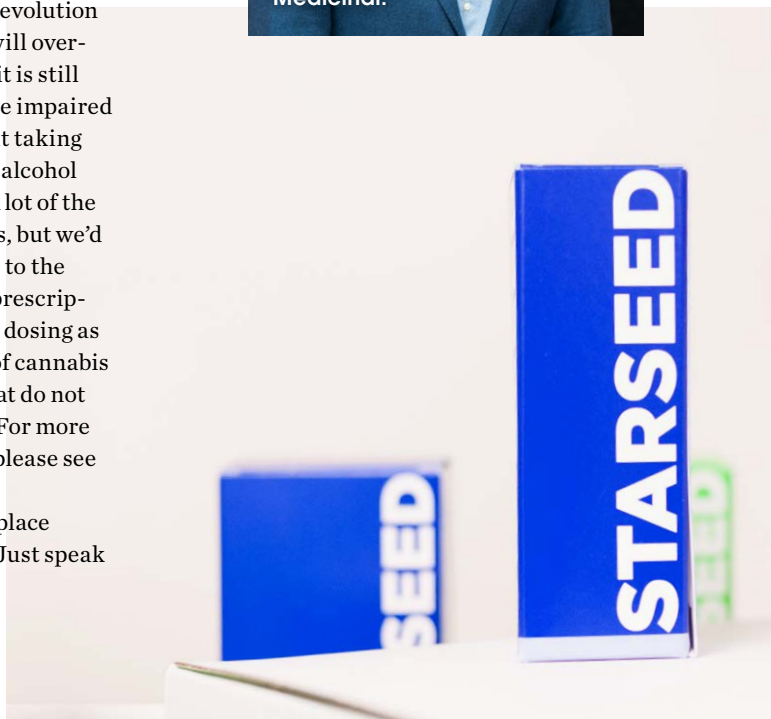
Thanks to pioneers like Starseed Medicinal (Licensed Producer), Canada is leading the way by bringing medical cannabis to employee benefits plans. Canada is one of only two countries that has legalized both medical and recreational cannabis growth (the other country is Uruguay). Also of note, there are only four states left in the US with full prohibition.

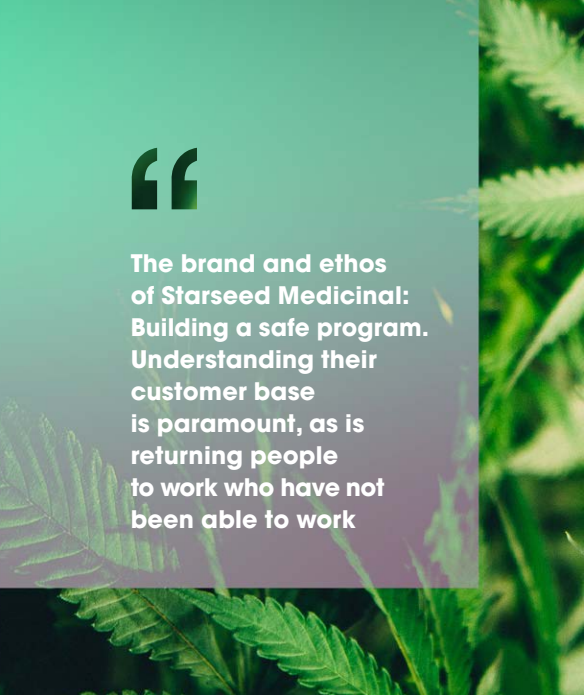
Angelo Tsebelis, former executive of both GlaxoSmithKline and Shoppers Drug Mart, is the president of Starseed Medicinal, and he was a panellist at RC Show 2018 on the future of cannabis in Canada. Starseed backs and develops cannabis as a medicine and a covered benefit. The implications of cannabis in the workplace are expected to be a turning point in the history of Canadian labour. Starseed's introduction of cannabis as a paid benefit as part of an employee health benefit plan has a specific customer in mind—LiUNA, Canada's largest construction union. Starseed has partnered with LiUNA to add medicinal cannabis to their members' paid benefit plans, according to Tsebelis by "seeing the opportunity to work with a progressive partner like LiUNA will ensure that members with access to medicinal cannabis do so in a safe an effective way...Starseed has developed products and plans centred on servicing these employees. We believe that cannabis has a rightful place as a medicine and in the workplace, as an alternative therapy for managing pain and other conditions," says Tsebelis.

Tsebelis states confidently that evolution will happen and that our society will overcome the stigma of cannabis. But it is still early days. "Is everyone going to be impaired on the job? It's a valid concern. But taking the same responsible approach as alcohol or any other prescription drugs. A lot of the dialogue is focused on restrictions, but we'd like to see medical cannabis come to the forefront and be treated like any prescription drug." Tsebelis is referring to dosing as well as the prescribing of strains of cannabis that are primarily CBD strains that do not contain psychoactive properties. For more information on strains and CBD, please see our section Medical Cannabis.

Why does cannabis in the workplace matter to Canadian foodservice? Just speak

> **"There's not enough education in the market yet, to differentiate between the two main components, the THC and the CBD. CBD has therapeutic properties but without the same psychoactive effects**





> The brand and ethos of Starseed Medicinal: Building a safe program. Understanding their customer base is paramount, as is returning people to work who have not been able to work

to foodservice professionals across the country. Many Canadian foodservice professionals, anecdotally, are users of cannabis products. Foodservice operators work long hours, standing and engaged in physical activity for much of their shifts, and foodservice professionals may index higher for pain much like those employed in construction and other physically-demanding jobs. According to former CNN food reporter Kat Kinsman, who is the founder of the Chefs with Issues website, 80 per cent of respondents to the site's foodservice mental health survey reported anxiety, panic disorders and depression.[1] The legalization of cannabis has huge medical implications for foodservice.

Says Tsebelis, "there's not enough education in the market yet, to differentiate between the two main components, the THC and the CBD. CBD has therapeutic properties but without the same psychoactive effects. Starseed has created a user-friendly product system—a continuum of products, some with high CBD and almost no THC. Cannabis has a place in therapy, but more studies will be needed—clinical trials and patient studies—before cannabis will be treated like other more traditional prescription drugs."

The perception of cannabis as an insured benefit is changing. Tsebelis says that insurance providers a year ago were unsure. That has changed. Today insurers are looking at how they will cover and reimburse medical cannabis and they are creating products and plans to adjudicate.

It was a "meeting of the minds" between Starseed and LiUNA. The "brainchild of our founder," says Tsebelis. He credits LiUNA as one of the most progressive if not the most progressive union in Canada. He says the union has taken unprecedented steps in understanding the challenges with other prescription drugs and making sure they know how to deal with the families and the members of their union.

The brand and ethos of Starseed Medicinal: Building a safe program. Understanding their customer base is paramount. Returning people to work by building benefits plans that support medicinal cannabis prescriptions is one of Starseed's guiding principles. The total number of workers paying dues to a union in Canada was 4.83 million at the end of 2015, up from 4.75 million at the end of 2014.[2]

Taco Bell, McDonald's, as well as every independent operator, they're as relevant to the conversation; all businesses will have to look at these implications. "I grew up working in the restaurant industry; it helped put me through school. Everybody forgets how hard the work is. For the most part it can be demanding. Employers in the foodservice industry should be thinking about this now, and looking at how and why providing employee benefits plans ensures a healthier, more present and productive workforce and ultimately a better bottom line."

starseed.com





1 Source: cbc.ca
2 Source: Government of Canada

Medical Cannabis





Dr. Peter Blecher is a medical doctor who specializes in chronic pain management. He is the chief medical officer for Starseed Medicinal. Blecher has spent much of his career specializing in pain management. He was an early adopter of cannabinoids for pain management. "Years ago when I started [prescribing] cannabinoids...the anecdotal observations [showed] that patients responded very well to it." Blecher then talks about the importance of cannabis in its opioid-sparing capacity. Synergistically, patients seemed to require much less opioid to manage pain at the same level. He says he was not the first to make this observation, though he was perhaps one of the earliest physicians in Canada to see this. Blecher was inspired by other medical leaders in the global community.

Eventually, this morphed into his involvement with Starseed. Blecher says that he was fascinated that Starseed had LiUNA as their backer. As a pain-management specialist, Blecher understands that workers such as construction workers are over-indexing for pain, for what he believes to be literally and figuratively back-breaking work. The choice between living with chronic, debilitating pain and becoming addicted to dangerous medications isn't much of a choice. Blecher embraced the opportunity to make a real difference.

"The upper leadership at LiUNA was extremely brave to stand up," says Blecher. He says the relationship Starseed and LiUNA was forged several years ago, long before the growing popularity of the role of cannabis as a medicine. Blecher sees the role of cannabis in curbing the use of opioids as life-saving. He says that cannabis has the potential to improve the quality of lives, by getting sufferers off pain management meds. Safely, in ways that minimize risk, by "replacing medications we know are addictive, with types of cannabinoids safe for day use, non-sedating, anxiety, inflammation and for pain."

Blecher explains the difference between CBD and THC strains (and everything in between). He says there are over 100 different cannabinoids in a typical cannabis plant. But two main components are Tetrahydrocannabinol (THC), and Cannabidiol (CBD) which is far more exciting regarding its medical po-

> **"Because of our partnership with a working union, we'll be emphasizing the elements of job safety, responsibility... using this medication while at work...on a significant scale as a benefit**

tential. CBD is non-sedating, has anti-inflammatory effects; it effectively dampens the nervous system, and this has many possible neurological implications. Blecher says there is so much that remains undiscovered, and he looks forward to better and more robust clinical trials now that legalization in Canada is upon us.

"Because of our partnership with a working union, we'll be emphasizing the elements of job safety, responsibility...using this medication while at work...on a significant scale as a benefit," says Blecher.

Five or six years ago, Blecher says cannabis doctors were a minority, but there is a sea change happening. In the beginning, he says, it was cannabis advocates that happened to be doctors. In the last five years, due in large part to the educational seminars by global leaders such as The Canadian Consortium for the Investigation of Cannabinoids (CCIC), today there is grassroots interest and more buy-in amongst newer-generation doctors.

Blecher finishes by saying that there will be a clear divergence happening over the next couple of years when cannabinoids as medicine will be separating. "Bubbly drinks, candies, chocolate bars...You won't see physicians prescribing these. In medicine, we don't want to conflate medicine with candy." Blecher has a guarded view of recreational cannabis that is added to food products intended to look like candy.

He asserts that every effort should be made to have cannabis products labelled safely and that recreational products should be inaccessible to minors, including via marketing, much like tobacco and alcohol.

"At our clinic, the amount of opioids we prescribe now is a minuscule fraction of what we prescribed even five years ago." Blecher says, in the beginning, he too regularly prescribed opioids, but he saw the damage that was occurring all too often. Blecher says that today, the opioids house of cards is tumbling down.

While he finishes by saying that cannabis is "not a panacea for everyone," he eagerly awaits more studies done with medical users. Studies are just starting to emerge following medical users, and according to Blecher, these users are taking as little as possible to relieve their symptoms. "Misuse and addiction has not emerged as a problem yet," says Blecher with guarded optimism.



While not yet legal in restaurants, private chefs are already experimenting with flavours to test and produce recipes with cannabis. Veteran and top Canadian cannabis chef Cody Lindsay began cooking while in the army. He has taken these skills and used them to teach others how to cook with medicinal cannabis in nutritious ways. Chef Cody is also known as the Wellness Soldier. A cannabis activist, he provides live seminars and cooking demos across the country.

"As an advocate for cannabis in Canada I feel amazing that legalization is on its way. It's going to take many years, and possible court battles to get it right, but legalization is coming. I fought with the medical system and VAC for years telling them that cannabis is working for me and I was met with ridicule and disrespect. Although you will still find same ridicule and disrespect from some, the stigma around cannabis use is being lifted more and more each day" – *Chef Cody Lindsay.*

To read more about Chef Cody, please visit thewellnesssoldier.com.

Edibles



The growing, production and retailing of two products are permitted today: dried cannabis for vaping and cannabis oil (mixed and diluted). In the future it is possible we'll see more categories and classifications to be able to sell edibles in the market.

Norman Wright, former senior executive of British American Tobacco, heads up national retail sales for Starseed. Sometime in 2019 (according to the federal government's timeline on the legalization of cannabis edibles), it will be his job to get Starseed products to market on edibles. This will involve partnership building with the provinces and getting supply agreements in place for when the operations become legal in Canada. "The way in which the markets are looking, each province has a slightly different...route to market," says Wright. While all provinces will control distribution (wholesaling), some will also control the retail locations, like in Ontario similar to the liquor board, while in others there will also be private retailers involved.

Western Canada is shaping up to be more of a private market, allowing the sales of medicinal cannabis into the retail space. The west is more retail private-friendly. In Eastern Canada, cannabis will be more government controlled.

How might recreational cannabis be sold in foodservice establishments? The use of recreational cannabis will take place in establishments similarly to alcohol and tobacco. Today, Wright can only speak about the markets he has seen in the US, and we can only broadly speculate about the Canadian market. Edibles regulations are still being built, so we have to look to established markets like Colorado, where edibles are in full bloom. From what Wright has seen in Colorado, edibles is a big piece of the marketplace. In established markets, restaurateurs are very much involved. They are licensed and creating cannabis-infused menu items.

The laws in Canada are still being drafted and over a year away. Nevertheless, Wright says that foodservice operators should have this on their radar. There are opportunities for diversifying, for creating products and spaces where the product can be enjoyed. If restaurateurs aren't thinking ahead, they run the great risk of missing out on a watershed moment in Canadian foodservice.

The market in Colorado is booming. As far as how they use the products, "everything is driven by the consumer," says Wright. He has visited Los Angeles also and witnessed the onset of edibles. "To see the lineups to get into these retail places to buy the product...It's going to be a beast!"

Restaurateurs need to look ahead and be proactive. A year is not a long time in business. "The sky's the limit," says Wright about the potential impact on the Canadian economy. "I think it will be a fantastic shot in the arm for each of the provinces," which Wright says comes at the right time. "I'm happy to be part of this industry." He gives the government and Canadians credit for the foresight and the speed at which legalizing is happening.

Wrights best advice to foodservice operators: "Go visit some of these other markets. Don't wait for it to come. It's out there already, go ahead and have a look."



The Parliamentary Budget Officer issued a report that estimated annual demand for recreational pot to be between 650 and 690 tons in Canada. This represents a total retail market of $5.5 to $5.8 billion. Put into context, this is nearly two and a half times the annual spending at all pubs, bars and nightclubs in Canada. There is clearly strong interest in trying cannabis edibles. Having them on the menu could provide enough of a novelty to attract new customers.

The restaurant industry is always evolving to look for the next trend. The Restaurants Canada Canadian Chef Survey found on page 45 highlights some of the hot trends and up-and-coming trends on menus in 2018.

One area that may provide future additional sales growth for restaurants is cannabis edibles. A study by Dalhousie University of nearly 1,100 Canadians found that 39 per cent of respondents would try cannabis edibles if available in restaurants. The legalization date for edibles remains unclear. As it stands now, it is 2019. Still, this opens doors to a new, exciting trend in the restaurant industry. M

MARKETING FOR CHANGE



HOW FOODSERVICE OPERATORS ARE CONNECTING COMMUNITIES, COMBATING FOOD SCARCITY AND RAISING FUNDS

BY CAELI MAZARA

Initiatives within the foodservice industry create social and economic opportunities for Canadians. Finding a way to give back can be a huge undertaking or a small shift in the way your company does business. It can come in the form of a shipping container, or a pop-up, or an auction paddle. Whatever such movements look like, they help stir others into action and bring communities together.

BUILDING ROOTS

A brightly-painted storage container on Toronto's Queen Street East announces the Moss Park Market, the heart of the Building Roots program. Building Roots was founded by Lisa Kates and Darcy Higgins in 2013 around the perceived scarcity of fresh food in a city where green space is disappearing. Higgins has a background with food advocacy group Food Forward, and Kates got her start in catering—making soup out of Toronto's Depanneur kitchen space—and working with at-risk youth. When the Moss Park neighbourhood saw its main supermarket close, Kates and Higgins recognized an opportunity.

"The residents had concerns about how they were going to access fresh, affordable food," says Kates. "Moss Park is overlooked. There is nothing happening there, and we thought we could help. It was our idea to have a shipping container as a grocery store right in Moss Park. It is the first ever shipping-container grocery store in Canada."

Funding was the first challenge. Building Roots received a generous donation from The Daniels Corporation; an insulated, heated and powered storage container from Storstac;

↣ CONTINUED ON PAGE 30

and land from Toronto Community Housing. The market is open three days a week in the winter and four days a week in warmer weather. Off season, distributors deliver the fresh produce and dry goods. In season, fresh fruits, vegetables and herbs come from much nearer by.

"We have a farm in Ashbridge Estate," says Kates. "Just two kilometres away. Ontario Heritage approached us a couple of years ago and said they wanted this wonderful green space to be animated."

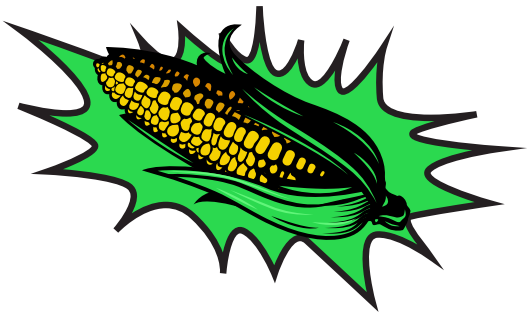
The gardens were planned and planted by the Toronto Black Farmers and Growers Collective, holistic nutritionist Heather Allen and Johl Whiteduck Ringuette of Nish Dish.

"The footprint is very small," says Kates. "A lot of the time, someone will go harvest the food, and bike it along Queen Street."

The reaction in Moss Park has been tremendous. "They love the market," says Kates. "And it's growing. We now also have a cooking program. Chef Teneile Warren comes once a month to make lunch or dinner for the residents using food from the market. It takes a lot to get something like this off the ground. We've done it, and it's ongoing, and hopefully everlasting. We have confidence that we could go into another community and be consultants. I feel very privileged actually that we're allowed to do what we do."

Kates encourages everyone to shop at the Moss Park Market—including Toronto restaurants. "We have to be connected, so we know what's going on in the city," she says. "We want everyone to shop there to support the vision. If there are chefs in the neighbourhood, come, buy food from us. Let's work out an arrangement. You would be buying food that's truly local, and helping out a really wonderful initiative. We need people to believe in what we're doing. It's a big vision, but it's one we're really proud of, and one the residents are proud of."

BUILDINGROOTS.CA



THE AUCTION HOUSE

Proving that charitable initiatives can be woven into the everyday business of a restaurant is the Auction House in Halifax. The brewpub, which specializes in Nova Scotian craft beers, occupies an old auction house, as its name suggests, built in 1765. The pub opened three years ago, and since its beginnings has made giving back to the community a part of the way it operates.

General Manager Stephen MacDonald explains: "Every table has a paddle, so when somebody does an auction, you have that paddle at your table for bidding. We do some daily auctions and special events auctions. The proceeds all go to charities." Items for auction include meals, gift cards, sporting event tickets, hotel stays, art, company swag from local breweries and more.

The most popular lot? "People love the brunch for two item," says MacDonald. "Those are probably the most popular."

This year, the Auction House is focusing on local charities, including Chisholm Services for Children and the Halifax Cat Rescue Society. The whole Auction House staff is on board, with the team deciding what charities to feature. The pub also offers event space to charitable organizations for free, and such organizations are encouraged to use the auction model themselves for fundraising. For some events, the Auction House will donate a portion of profits from food and drink sales.

The pub encourages other businesses in Halifax and the surrounding area to get involved by donating items for auction.

AUCTIONHOUSEHALIFAX.COM



The Canadian Press/Fred Lum

"I HAD THIS IDEA THAT IF I CREATED A SMALL VENUE THAT HAD EVERYTHING YOU NEEDED TO HOST A POP-UP, YOU COULD INVITE A MUCH GREATER DIVERSITY OF PEOPLE TO COOK, AND THE EVENTS WOULD BE MORE AFFORDABLE, AND YOU COULD BRING A MUCH MORE DIVERSE GROUP OF PEOPLE TO EAT."

NEWCOMER KITCHEN

Launched in 2016, Newcomer Kitchen brings Syrian refugee women into the kitchen at the Depanneur, a small venue for culinary pop-ups in downtown Toronto. Each week, six to eight women cook traditional Middle Eastern fare for sale in "the Dep" and online. Len Senater is the force behind the program. He started the Dep seven years ago as a way to showcase culinary talent and do pop-up events.

"I was interested in the phenomenon of pop-up dining, but I thought that there was a lack of creativity because the financial barrier to entry was so high," says Senater. "I had this idea that if I created a small venue that had everything you needed to host a pop-up, you could invite a much greater diversity of people to cook, and the events would be more affordable, and you could bring a much more diverse group of people to eat."

Newcomer Kitchen evolved, quite simply, from an act of welcoming.

"When I first heard of the Syrian refugee families, many of them were stuck in hotels for weeks or months at a time, where they had no kitchens at all," says Senater. "It wasn't much of a stretch for me, as a small gesture of hospitality, to extend an invitation to come use our kitchen."

Senater says they pretty much sell out every week. The profits go directly to the cooks.

"When we started, the women were still in hotels being processed," says Senater. "We found a way to make them feel welcome and participate, to be part of a positive narrative about their country. We were able to give them a sense of optimism about what this new place might hold for them."

Now the Dep is receiving calls from around the world from venues that want to launch something similar. Says Senater: "I think the potential of the idea is bigger than just the tiny Depanneur, so we incorporated the Newcomer Kitchen as a nonprofit organization. Navigating the world of nonprofits has proved more difficult than running the program itself."

As to how others can get involved in this and similar ventures, Senater says the Dep is always looking for industry partners and collaborators. "We want to work closely with the people who do know how to make a go of this," he says. "There's so much kitchen space that's dark for some portion of the week. There's a capacity that this project can tap into to bring these spaces to life, not only bringing attention to the host, but also support to these communities. I wanted to help. I asked myself what I could do with what I have. Well, I have a kitchen..." M

THEDEPANNEUR.CA



SAVING ENERGY MEANS SAVING MONEY

As open kitchens become more popular, even in QSR, upgrading to new, modern, high-efficiency equipment can reap significant performance and energy benefits.

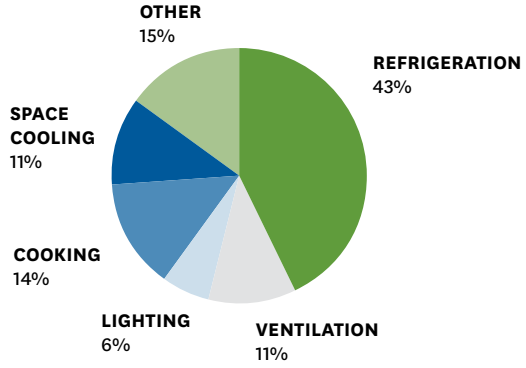
Restaurants are among the most energy intensive commercial spaces making utilities one of the highest costs facing restaurateurs. With low-profit margins, any monetary savings from energy efficiency improvements significantly benefit the bottom line.

EASY SOLUTIONS WITH THE FOLLOWING ENERGY STAR PRODUCTS:

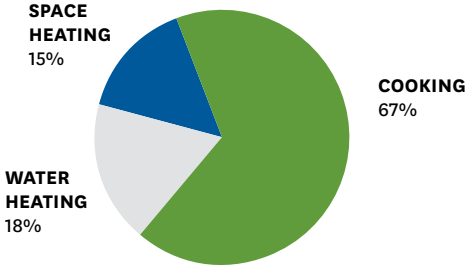
- Install LED lighting, they use at least 75-90% less energy than incandescent bulbs
- Fryers shorten cooking and recovery times and use 30-35% less energy
- Griddles save energy and have higher production rates with more uniformity of temperature
- Dishwashers use 40% less energy and 40% less water, which means savings of up to 40% on both water and sanitary charges
- Commercial fridges and freezers use 40% less than standard equipment
- Coffee brewers use 35% less energy
- Commercial steam cookers use 38-50% less energy and 90% less water
- Hot food holding cabinets use up to 70% less energy

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30-90% LESS ENERGY



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Together we will be rolling out the Foodservice Energy Challenge where foodservice operators can sign up to take advantage of money saving energy tips, incentives and rebates and win energy efficient prizes.

A select group of foodservice operators interested in upgrading their business to be more energy efficient will be invited to participate in the Challenge.

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- Opportunity to win $5,000 towards the purchase of new kitchen equipment from Russell Hendrix

Go to restaurantscanada.org/energychallenge to learn more and sign up.

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ENERGY STAR HIGH EFFICIENCY HAUTE EFFICACITÉ

SAVE ON ENERGY POWER WHAT'S NEXT

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ENBRIDGE

uniongas An Enbridge Company

Russell Hendrix First in Foodservice Equipment & Supplies

LEAF

newspring energy



Pietradolce Archineri is from the slopes of Sicily's Mt. Etna, one of Europe's highest volcanoes.

WHY MASTER SOMMELIER JOHN SZABO IS OBSESSED WITH VOLCANIC WINES

With intense flavours and an almost savoury quality, volcanic wines are unlike anything you've ever tried. Canada's first Master Sommelier, John Szabo, tells us why we should be paying more attention to these compelling wines in his latest book Volcanic Wines: Salt, Grit and Power.

BY ANDREA YU

WHEN DID YOU FIRST HEAR ABOUT VOLCANIC WINES?

I seized on the idea for the book about a half dozen years ago. I was writing an article about some new favourite wines and places to watch. I had recently been to Santorini and loved the extraordinary assyrtiko wines from the island, and also the stellar reds and whites from Mt. Etna in Sicily. I thought also about Hungary, where I travel often, and reflected on the rise of great dry Furmint from Tokaj as well as the legendary sweet versions, among a few other wines from lesser-travelled regions. It suddenly dawned on me that the one thing that all of these fascinating wines had in common was their origins on volcanic soils. And that was it; my new favourites were "volcanic wines." The idea grew from there. I hadn't heard of "volcanic wines" before.

TELL US MORE ABOUT THE MEANING OF THE TITLE BEHIND THE BOOK: SALT, GRIT AND POWER.

What began as a working title for the book ended up sticking. It's my short summation of the general character of volcanic wines, within the much broader context of obviously different wines born in diverse climates, from hundreds of different varieties, and on significant variations of soils classified as volcanic. I have found in general that volcanic wines are often palpably salty and saliva-inducing, more savoury than fruity. They're not always easy to love at first sip, being intensely-flavoured, powerful wines, and even gritty in the textural sense—call it a type of minerality. In short, they're salty, gritty and powerful.

WHICH WAS THE MOST MEMORABLE VOLCANIC WINE REGION YOU VISITED?

Honestly, each region was fascinating for different reasons. But among highlights, I'd point out the extraordinary vineyard landscape of Lanzarote in the Canary Islands, covered in a metres-deep layer of black ash, with straggly bush vines growing in what looks like carved-out bunkers on a golf course. Or, there are the mesmerizingly geometric, squared-off basalt stone walls called "currais" (literally "corrals") that surround the vineyards on Pico and Terceira Islands in the Azores. There's also the amazing vineyard "forests" of two and three-hundred-year-old Aglianico vines in Taurasi, Campania (Italy), where vines reach over two metres high and stretch up to six or seven metres horizontally, like giant Gaudiesque candelabras. These are scenes from another era, like frozen time.



John Szabo MS is the author of Volcanic Wines: Salt, Grit and Power.

WHAT ARE THE BIGGEST CHALLENGES THAT WINEMAKERS IN VOLCANIC WINE REGIONS FACE?

I find it extraordinary that winegrowers would toil away on the sides of an active volcano like Etna or the Campi Flegrei in Italy, or various parts of Southern Chile or the Azores, where a life's work could be (and has occasionally been) obliterated in a scorching flash. Winegrowers have enough to worry about under normal circumstances. That is too much! Another challenge, which is quickly turning into an advantage, is that for many reasons, volcanic regions have preserved a wealth of ancient, indigenous varieties, mostly unknown in the mainstream wine world. It's tough to sell totally unknown grapes, even if that's precisely what so many sommeliers are looking for today.

HOW LONG DID IT TAKE TO PUT THE BOOK TOGETHER?

From concept to publishing was about six years, but over half of that was trying to find a publisher willing to put out a book on what seems to be such a niche subject! Though in reality, the book covers a far greater swath of the wine world than the more commonplace approach of most books that focus on a single region or country or grape variety—mine's really not niche at all. But the hard research and writing, editing and mapmaking took about two and a half years in all.

WHY DO YOU THINK CANADIANS SHOULD BE PAYING MORE ATTENTION TO VOLCANIC WINES?

As I mention in the book, "volcanic wines represent a worthy collection of highly distinctive, individual expressions—stubborn holdouts in a world of merging flavours."

YOUR BIO READS THAT VOLCANOES ARE YOUR CURRENT FATAL ATTRACTION—WHAT DO YOU THINK MIGHT BE NEXT?

Well, since you asked. I am working up another book proposal. Suffice it to say that with this new project I hope, by shining a spotlight, to help protect worthy regions and grapes in danger of disappearing due to a combination of the difficulty of farming and the lack of consumer awareness (and thus low prices). It's my way of championing diversity and preserving vital world viticultural patrimony.

This article was originally published on Foodism Toronto's website: foodism.to.

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TEA

VERSATILE
HEALTHY
A MENU SUPERSTAR



TEA CONSUMPTION IS ON THE RISE, ARE YOU LEAVING MONEY ON THE TABLE?

BY STACEY NEWMAN

In a recent survey conducted by Nielsen for the Tea and Herbal Association of Canada, findings showed that positive attitudes towards tea remain strong, with "relaxing" leading the list for positive health associations for consumers (Nielsen 2017).

THERE IS A TEA FOR EVERYONE AND A TIME FOR EVERY TEA

We are living in a time driven by individuality and customization, and the tea world is no different. "Tea is a very versatile drink. Each variety—black, green, oolong, herbal—has a unique taste, so Canadians can try different flavours, finding the ones they like best," says Louise Roberge, President of the Tea and Herbal Association of Canada. There's a tea for every palate and a time for every tea, with research showing that Canadians predominantly drink black and green from early to mid-day and turning to herbal and decaffeinated in the evening.

WHY DOES TEA UNITE US AS CANADIANS?

Our multicultural society also plays a large part in the popularity of tea in Canada, as Canadians of all backgrounds are united in their love of tea. English, Chinese, Indian, Japanese and African tea traditions have all become part of our multicultural milieu. As we continue to welcome new Canadians in increasing numbers, the influence of tea culture and tea traditions in our society will only continue to grow and unite us.

A CUP A DAY HELPS KEEP THE DOCTOR AWAY

A single cup of tea is steeped in health benefits that can help refresh and revitalize all Canadians. Drinking a cup of hot tea every day can lower blood pressure, decrease cholesterol levels and aid in overall heart health. The secret to tea's health benefits is flavonoids—dietary compounds found naturally in plants that protect the body through antioxidant activity.

"While most Canadians have heard of the health benefits of green tea, it's important to know that all varieties of tea are good for your overall health," says Roberge. "Black, green, white and oolong tea are all equally beneficial since they come from the same plant. Just like

↣ CONTINUED ON PAGE 38

Canadians, all types of tea are created equal. It's a natural, healthy, calorie-free drink that everyone can enjoy."

TEA AND FOOD PAIRING

Tea flavours and fragrances pair beautifully with all kinds of foods and beverages, with sweets, savoury and bitter flavours. Think infusion in cocktails, reductions to add flavours and colours to dishes, teas are also phenomenal for adding flavour and colour to broths.

Matcha ice cream, bergamot baked goods, green tea hot pot, herbal tea cocktails and non-alcoholic mixes that are as beautiful as they are tasty. Successfully pairing tea with foods starts with building creative menu offerings instead of listing tea as an afterthought.

Boost the eater cheque with tea. Adding 100 or 200 cups of tea per day, adds real dollars to the end of the day revenue. Taking tea for granted means foodservice operators are leaving around $30,000 per year on the table.

PRESENTATION AND SALES AT THE TABLE

Tea and coffee are too often relegated to the back of the menu. An afterthought instead of an experience. Tea can be both a menu booster and an occasion. Tea is steeped in culture, history and mystery.

It's all about presentation and training. Be creative, tackle tea with hearts and minds. Get tea on the menu in exciting ways and brag about it! Talk about the benefits (no calories, full of antioxidants, it's relaxing and herbal teas are caffeine-free for nighttime consumption).

AS WE CONTINUE TO WELCOME NEW CANADIANS IN INCREASING NUMBERS, THE INFLUENCE OF TEA CULTURE AND TEA TRADITIONS IN OUR SOCIETY WILL ONLY CONTINUE TO GROW AND UNITE US.

Tea is perceived as exotic, cosmopolitan in its versatility. It pairs beautifully with foods and serves as an exciting ingredient added to food and beverage offerings.

Food operators, increase your tea opportunities by raising the profile of teas in your establishment. Serve curry with chai tea, or cheesecake with a green tea and highlight these pairings on the menu.

There is a tea that can be paired with almost everything. Chocolate and Earl Grey, for example, creates a food experience. Tea and mixology can be a "matcha made in heaven." Diners, young, old and in-between are embracing tea for all kinds of reasons today, tea consumption is on the rise, don't miss the boat.

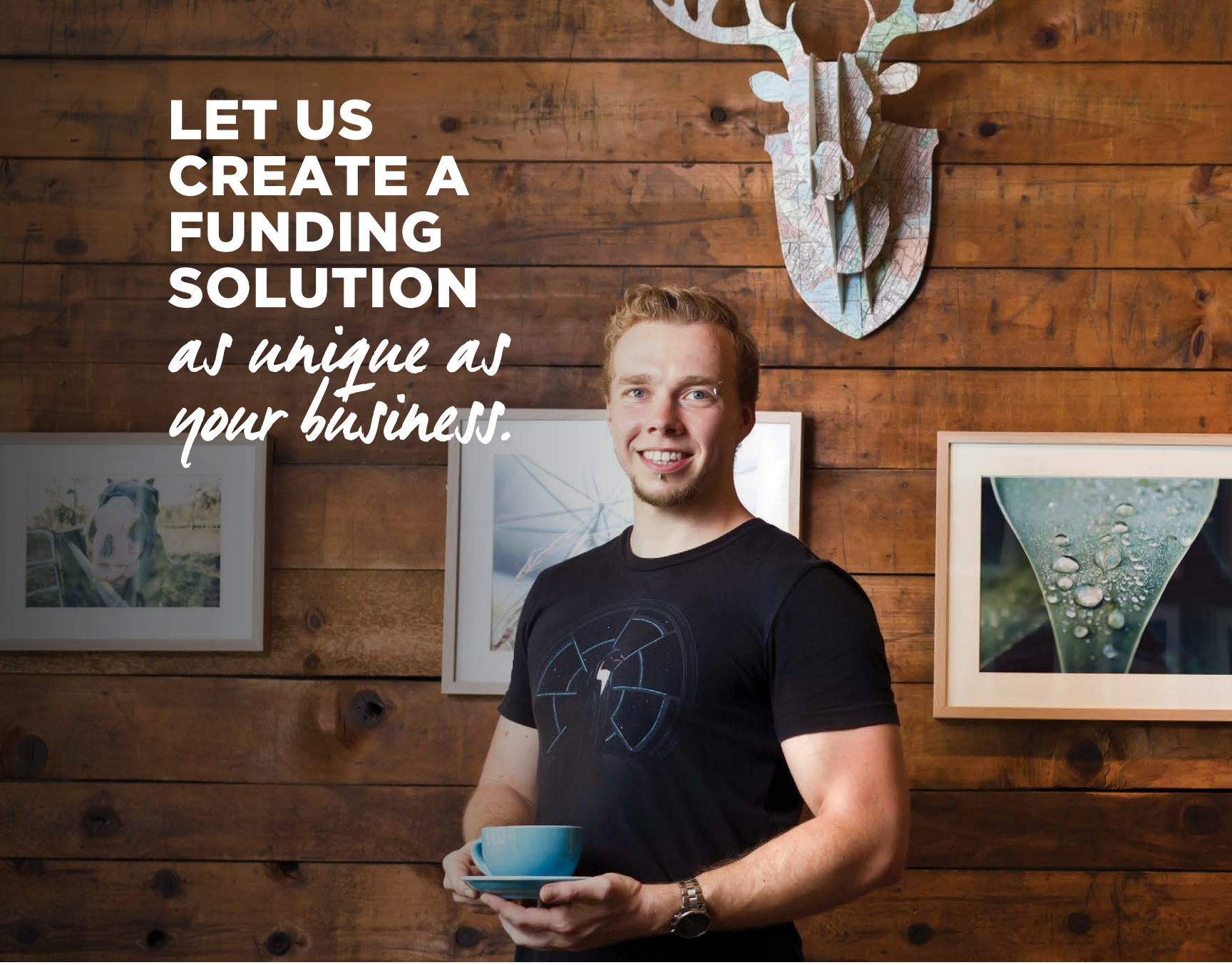


RTD

PREPARED TEAS READY-TO-DRINK

Five years ago we barely heard about green tea; now it's an everyday offering. RTD teas and teas paired with other health drinks like kombucha are leading the category. People are getting healthy, and today's consumers are more value-driven than ever before. Teas and infusions are refreshing, can be very healthy and fresh, and tea is the original fair-trade product the world over. Tea is trustworthy.





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Drumroll, please

THE INAUGURAL CANADIAN ARTISAN SPIRIT COMPETITION

Canada's only national spirit competition reserved exclusively for microdistilleries announced its results in February.

"It's gratifying to see the depth and breadth of spirits produced by small, artisan distilleries across Canada. These awards demonstrate that outstanding spirits are being made in every region of the country," said Alex Hamer, the competition's founder.

Davin de Kergommeaux, the author of the award-winning book, *Canadian Whisky: The New Portable Expert*, agrees: "The importance of a credible competition in raising the profile of Canada's microdistillers cannot be overstated. The Canadian Artisan Spirit Competition highlights the best of the best. This, in turn, tells consumers where to start exploring them."

CANADIAN ARTISAN SPIRIT OF THE YEAR

SHERINGHAM DISTILLERY AKVAVIT earned the inaugural Canadian Artisan Spirit of the Year award. The spirit is made in Shirley, British Columbia from BC organic white wheat and malted barley, as well as botanicals that include local hand-harvested winged kelp. The judges described this spirit as "deliciously herbal, intense but ringing like the peal of a bell. It has a mouth-coating texture with a flawless balance."



AGED GIN

Gin which has been aged in a wood barrel

Gold Medal

Merridale Cidery & Distillery
COWICHAN COPPER GIN ★

Odd Society Spirits
OAKEN GIN

Park Distillery
PARK DISTILLERY BARREL AGED GIN

The Liberty Distillery
ENDEAVOUR OLD TOM GIN

AGED SPIRITS

Otherwise unclassified spirits which have spent time in a wood barrel

Silver Medal

Yukon Spirits
YUKON BARREL AGED SCHNAPPS ★

King's Lock Craft Distillery
1000 ISLANDS MOONSHINE

AKVAVIT

Gold Medal

Sheringham Distillery
AKVAVIT ★

AMARO OR VERMOUTH

Gold Medal

Odd Society Spirits
MIA AMATA ★

Odd Society Spirits
BITTERSWEET VERMOUTH

The Woods Spirit Company
PACIFIC NORTHWEST AMARO

★ = *best in class*

BRANDY OR EAU DE VIE

Gold Medal

Cidrerie Michel Jodoin
BRANDY DE POMME CALIJO - MICHEL JODOIN

Domaine Lafrance
GEORGES ÉTIENNE

Ironworks Distillery
IRONWORKS AGED PEAR EAU DE VIE ★

Ironworks Distillery
IRONWORKS APPLE BRANDY

Merridale Cidery & Distillery
COWICHAN CIDER BRANDY

Merridale Cidery & Distillery
COWICHAN XXO BRANDY

Winegarden Estate
ANIS

Yukon Spirits
YUKON WILDBERRY BRANDY

GIN

Gold Medal

Ampersand Distilling Company
AMPERSAND GIN

Central City Brewers + Distillers
QUEENSBOROUGH GIN

CIRKA Distilleries
CIRKA SAUVAGE DRY GIN

Compass Distillers
GIN

Last Straw Distillery
GIN TWENTY-ONE

RAW Distillery
PEPPERCORN GIN

Sheringham Distillery
SEASIDE GIN

The Dubh Glas Distillery
NOTEWORTHY GIN

Victoria Distillers
EMPRESS 1908 GIN ★

INFUSED VODKA

Gold Medal

Wayward Distillation House
WAYWARD ORDER - DEPTH CHARGE ★



LIQUEUR

Gold Medal

Barrelling Tide Distillery
BLACK CURRANT LIQUEUR

Barrelling Tide Distillery
CHERRY LIQUEUR

Barrelling Tide Distillery
RASPBERRY LIQUEUR ★

Odd Society Spirits
CREME DE CASSIS

Rig Hand Craft Distillery
DOUBLE DOUBLE

Sons of Vancouver
COFFEE LIQUEUR SUCKS

Wayward Distillation House
WAYWARD ORDER - KRUPNIK

RUM

Gold Medal

De Vine Wines & Spirits
BLACK BEAR

De Vine Wines & Spirits
HONEY SHINE

Ironworks Distillery
BLUENOSE RUM ★

VODKA

Gold Medal

Capital K Distillery
TALL GRASS VODKA

Junction 56 Distillery
JUNCTION 56 VODKA ★

Merridale Cidery & Distillery
VODKA

Old Order Distilling Co.
HERITAGE VODKA

Stealth Distilleries
STEALTH VODKA NO.9

Wayward Distillation House
UNRULY VODKA

WHISKY

Gold Medal

Central City Brewers + Distillers
LOHIN MCKINNON SINGLE MALT WHISKY

Odd Society Spirits
SINGLE MALT WHISKY ★

The Liberty Distillery
TRUST WHISKEY (SINGLE GRAIN)

WHITE SPIRITS

Otherwise unclassified white spirits, e.g., white whisky

Gold Medal

Mad Laboratory Distilling
MAD DOG

RAW Distillery
UNAGED RYE - PORT FINISH ★

The Liberty Distillery
RAILSPUR NO. 2 WHITE (WILDFLOWER HONEY)



YOUNG WHISKY

Aged under three years

Gold Medal

De Vine Wines & Spirits
GLEN SAANICH ★

De Vine Wines & Spirits
ANCIENT GRAINS

King's Lock Craft Distillery
CANADA'S WHISKYJACK RYE



ABOUT THE CANADIAN ARTISAN SPIRIT COMPETITION

CASC was founded in 2017 to celebrate and promote the best of Canadian micro-distilling. Distilleries must meet the Artisan Distillery and Product Qualifications. An independent panel of judges from across Canada blind-tastes and evaluates the spirits and scores them based on set criteria. The competition was founded and is run by Alex Hamer, who for the past five years has run BC Distilled, the largest artisan distillery festival in the country.

For more information, visit artisanspirit.ca.





Why are Restaurant Operators Cautiously Optimistic about 2018?

BY CHRIS ELLIOTT

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."
WINSTON CHURCHILL

Foodservice operators are a resilient lot. It's something I've admired throughout my 19 years of tracking data and trends for the foodservice industry. Despite the many challenges over the past two decades, from 9/11 to SARS to the Great Recession, I'm in awe that restaurant operators have, in general, maintained a positive outlook; although government policies can strain that optimism from time to time.

2018 will be another year where the strength of the foodservice industry is tested. Bill 148 in Ontario and Bill 17 in Alberta have caused grief and sleepless nights for many in the industry. Add to that record high household debt and slower economic growth, which will lead to a pullback in consumer spending. The Conference Board of Canada is forecasting retail sales to slow from 6.4 per cent growth in 2017 to just 2.3 per cent growth in 2018. That's a significant slowdown in consumer spending at a time when operating costs are rising.

OPTIMISTS OUTNUMBER PESSIMISTS

Despite these challenges, restaurant operators are indicating optimism. Restaurants Canada's new Restaurant Outlook Survey found nearly half (48 per cent) of respondents felt optimistic about 2018, compared to 32 per cent who are feeling pessimistic. Another 20 per cent are unsure.

In fact, optimism improved slightly compared to Q3 (43 per cent) and is not drastically different from where it was in Q2 (53 per cent) before the major labour changes were announced in Ontario and Alberta.

While some operators told us that they are optimistic by nature and that being positive can bring positive results, there are other reasons to feel good about 2018.

THE ECONOMY IS FIRING ON ALL CYLINDERS

Canada led the G7 countries in 2017 with an estimated 3.0 per cent expansion in economic activity. This will provide a healthy first half of 2018 as we see continued gains in consumer spending (although this will moderate over the course of 2018). Government spending will provide solid stimulus and we will see a strong pick up in business investment. Exports are also forecast to improve. While Canada's real GDP won't be as strong as 2017, the economy will still expand at a respectable 2.4 per cent clip in 2018.

As a result of a strong economy, Canada's job market is expanding at a vibrant pace. This reduced the unemployment rate to 5.7 per cent—its lowest level since 1974.

Finally, consumer confidence jumped by 17 per cent in 2017 and is at its highest level since 2007.

While overall consumer spending is forecast to slow due to high household debt levels and rising interest rates, Canadians won't immediately adjust their dining habits. Statistical analysis of foodservice spending behaviour shows that guests will continue to eat out due to "habit persistence."

People are willing to give up big-ticket purchases and indulgences quickly due to changing economic circumstances, but won't abrupt-

People are willing to give up big-ticket purchases and indulgences quickly due to changing economic circumstances, but won't abruptly stop eating out. In fact, there is usually a two- to three-quarter lag between the economy and foodservice sale.

ly stop eating out. In fact, there is usually a two- to three-quarter lag between the economy and foodservice sales. Some sectors, such as full-service restaurants, however, will feel the effects before quick-service restaurants do.

Given the above, job creation and strong consumer confidence in 2017 will support healthy foodservice sales growth in 2018.

CULINARY TOURISM IS GROWING

In 2017, the Government of Canada announced it wants to make Canada a top destination for tourists seeking world-class culinary experiences. As part of Canada's New Tourism Vision, the government has committed to working with the tourism and food industries to develop a national culinary tourism strategy.

With its eclectic mix of international restaurants, Canada has become a popular destination for global foodies. Canada is also gaining international attention for its Indigenous cuisine.

Tourism is a vital contributor to foodservice sales growth. Between 2014 and 2017, the number of international visitors to Canada jumped by 22 per cent. At the same time, more Canadians are staying within Canada as travel has tumbled by 14 per cent.

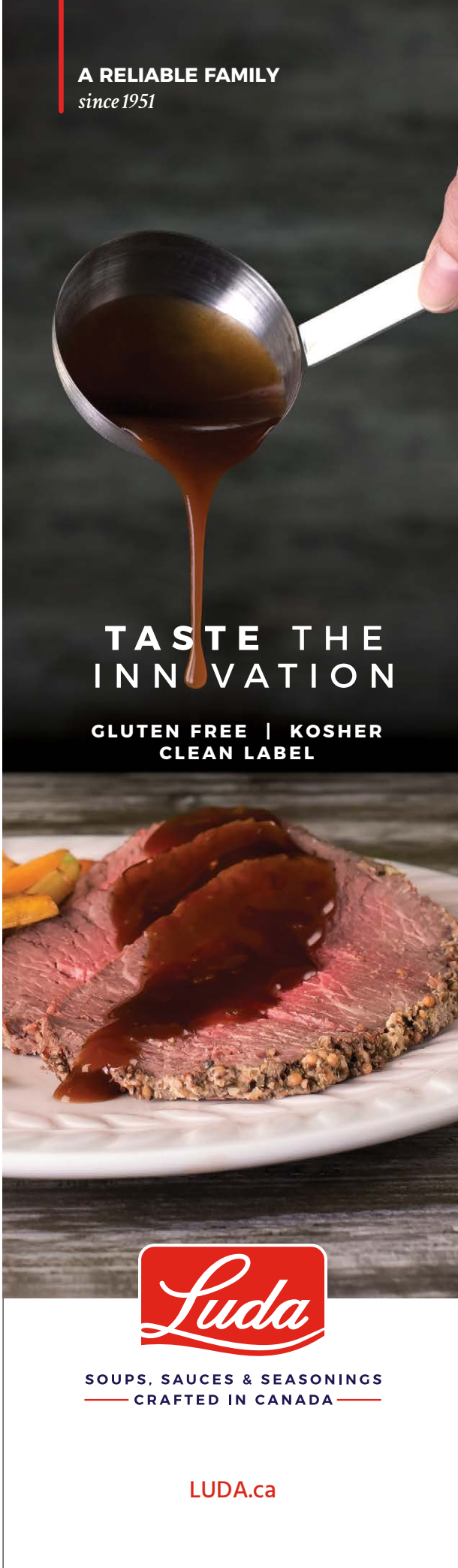
As a result, total domestic and international tourist spending on foodservice climbed to an estimated $16 billion.

The Conference Board of Canada expects international tourist visits to jump by an additional 6.2 per cent in 2018. Some of the greatest gains will be from Mexico, due in part to Canada's decision to lift its visa requirement, as well as an increase in direct air capacity between Canada and Mexico. We should also see a surge in visitors due to the "Canada-China Year of Tourism" initiative.

SEIZE THE OPPORTUNITY

Whether you are an optimist by nature or a pessimist, everyone is well aware of the challenges that lie ahead in 2018. The good news is there are opportunities for growth in the industry. In addition to a healthy economy and culinary tourism, operators are updating their menus, investing in technology to drive traffic and finding ways to improve the guest experience.

One of the fundamental keys to optimism is knowing that you aren't alone during the difficult times. Restaurants Canada members have access to webinars on how to adapt to rising labour costs, research reports on the latest foodservice trends and savings programs to help your bottom line. Restaurants Canada is here to help. M



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2018 CHEF SURVEY TOP TEN

HOT TRENDS UP & COMERS



CRAFT BEER MICROBREWS

FOOD SMOKING

PICKLING

HOUSE-MADE CONDIMENTS/SAUCES

SUSTAINABLE SEAFOOD



GLUTEN-FREE AND FOOD ALLERGY CONSCIOUS

FERMENTING

DARK LEAFY GREENS
(e.g., kale, Swiss chard, mustard greens, collard greens, beet greens)

SOUS VIDE

LOCALLY SOURCED FOODS
(locavore)

1 **ALGAE**
(e.g., seaweed)



2 **FILIPINO CUISINE**

3 **ARTISAN/HOUSE-MADE ICE CREAM**

4 **IMPERFECT/UGLY PRODUCE**

5 **ANCIENT GRAINS**
(e.g., kamut, spelt, amaranth, freekeh, lupin)

6 **DRINKABLE DESSERTS**



7 **ETHNIC CHEESES**
(e.g., queso fresco, paneer, lebneh, halloumi)

8 **NEW CUTS OF MEAT**
(e.g., shoulder tender, oyster steak, Vegas Strip steak, Merlot cut)

9 **GOURMET LEMONADE**
(e.g., made in-house, freshly muddled)

10 **SPECIALTY ICED TEA**
(e.g., Thai-style, Southern/sweet, flavoured)

WITH SUPPORT FROM:
Saputo Foodservice

More than 430 professional chefs participated in Restaurants Canada's ninth annual Canadian Chef Survey, conducted in January 2018. Members of the Canadian Culinary Federation, Terroir and Restaurants Canada participated in the survey. They rated a variety of menu items and cooking methods as either a "hot trend" or an "up and comer."

Up and comers are poised to be the next hot trends!

RESEARCH BY:
BrandSpark International



ALBERTA'S BILL 17

The Fair and Family-friendly Workplaces Act, Comes into (Costly) Effect

BY ANDREW SPELLER

On January 1, Alberta's government enacted major labour industry legislative changes to its Employment Standards and Labour Relations Codes, which left industry professionals confused and scrambling.

Bill 17: The Fair and Family-friendly Workplaces Act, which passed in the province's legislature last June, is worrisome to small-business owners, especially restaurateurs. Rules to overtime pay, job-protected leaves of absence, youth employment, maternity and parental leave, termination and holiday pay, all underwent changes which could cost small-business owners a lot of money, squeezing a cash-strapped group even further.

The province's Occupational Health and Safety Act, as well as its Workers' Compensation Act, may see some costly labour-related reforms this year as well.

Besides the implications of the financial increases, the Calgary Chamber of Commerce voiced that one of its top concerns is that Bill 17 has not been communicated coherently or effectively by the government. As a result, small-business owners may not realize until it is too late that they could be found in violation of one of the newly updated sections of the Employment Standards or Labour Relations Codes. The details of the changes were only released on December 6, 2017, giving restaurateurs less than four weeks to go over, understand and be in compliance with the new rules and regulations. All this during their busiest four weeks of the year.

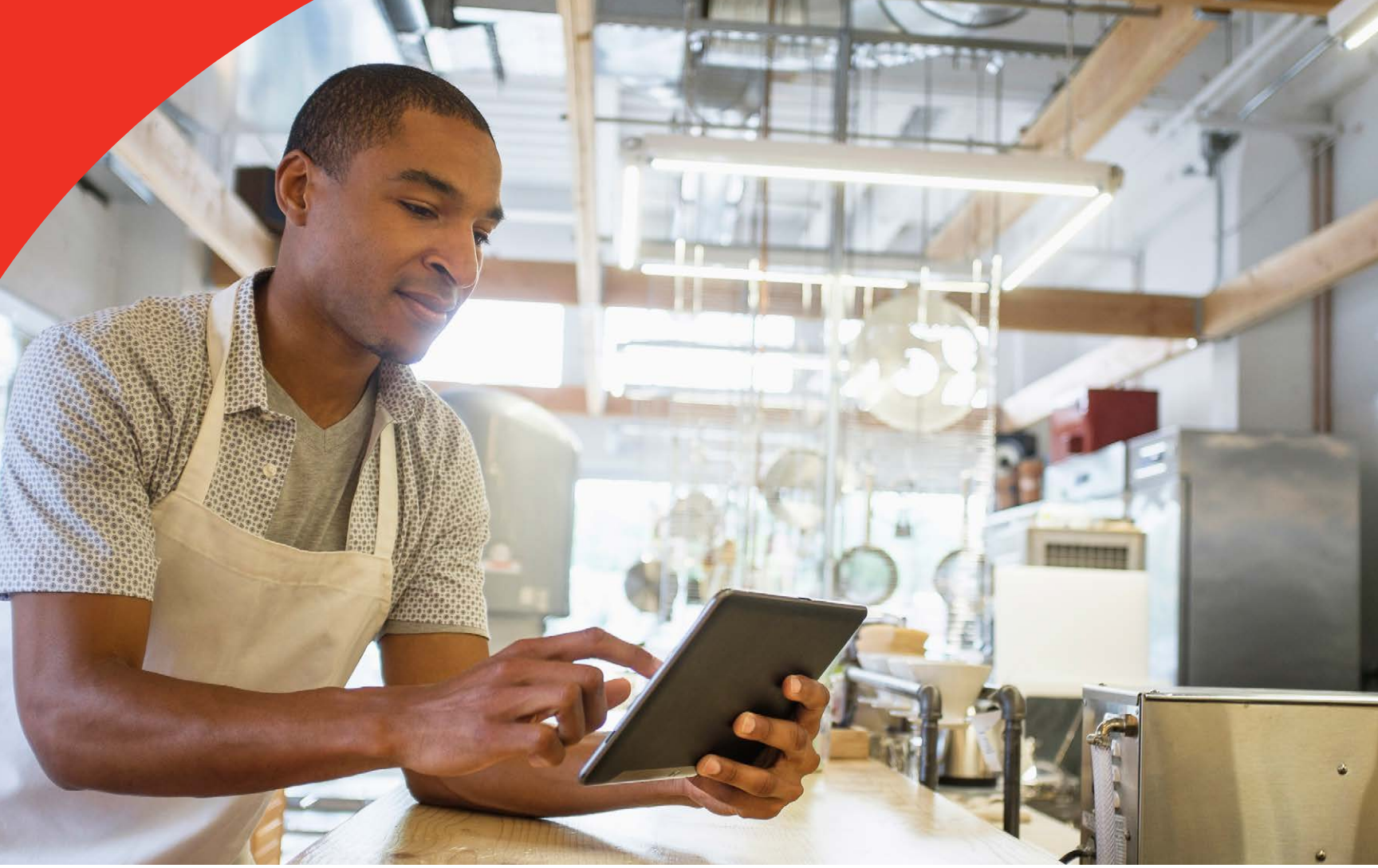
If small-business owners find themselves in violation of any rules or regulations in the Employment Standards Code, the employer can appeal to an "appeal body," but could also face minimum fines ranging from $500 - $6,000.

Let us also not forget that come October this year, Alberta small-business owners may also be forced to absorb an increased minimum wage of $15/hour, and that the provincial carbon tax is also coming into effect as well. It's an expensive time to do business in Alberta.

Because these changes and updates were communicated so quickly and poorly to Albertan small-business owners, Restaurants Canada organized and hosted a webinar on January 8, Understanding Alberta's 2018 Labour Law Changes, with Calgary-based labour specialist lawyer Tom Ross as the host.

The interest from our members surpassed expectations. With approximately 275 viewers, Tom led an in-depth policy discussion regarding Bill 17 and what employers should know and could expect. After his 45-minute presentation, Tom and Mark Von Schellwitz, Western VP, Restaurants Canada, did a real-time Q&A session with the attendees so they could receive clarification on specific industry related questions they had which could affect their business.

We hope that we were able to provide some clarity to an incredibly murky policy change. M



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Restaurants Canada
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RC Show

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2 conferences and over 100 presentations, sessions and seminars across the show floor

250,000 square feet of the latest products and services



PAVILION ROUND-UP



BAR & BEVERAGE

Curated by bartender, cocktail slinger, and professional whisk(e)y ambassador Matt Jones, attendees were able to experience the latest innovations in beverage products and techniques all under one roof. From cocktail menu development to zero proof mixology, attendees learned how to shake up a world-class beverage program through a series of interactive workshops, competitions, tastings and seminars.

Presented by Labatt, Perrier, Beam Suntory.

WINNERS CIRCLE! 3rd Place went to Matt Conway, 2nd Place to Mike Birdsey, 1st Place & crowned RC Show 2018 Canada's Most Innovative Bartender was Nick Incretolli!

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CANADA

Show attendees were able to taste the diversity of Canadian cuisine and shop regional products from across our great nation. They were able to shop and feel proud to support and contribute to Canada's network of producers, suppliers and artisans.

Presented by Canada Beef with participating provinces - Quebec, Manitoba, PEI



ONTARIO

Presented by the Ontario Ministry of Agriculture, Food and Rural Affairs, and Foodland Ontario, attendees were able to taste and discover the best that Ontario has to offer including how shopping locally provides the best access to the freshest products that can contribute to your local economy and offer a profitable, sustainable menu.

Feast ON Tasting Sessions brought together chefs and farmers in collaboration to highlight the best of local food and drink.

WORLD

This pavilion celebrates Canada's multicultural cuisine and showcased global products and brands. Attendees were able to soak in the flavours of Jamaica, Mexico and Italy, including the Bellavita Expo which brought the latest and very best Italian food and beverages to the Show.















COFFEE, TEA & SWEETS

As one of the fastest growing foodservice segments, café culture shows no signs of slowing down. Whether it's the morning ritual or an after-dinner accompaniment, attendees learned how to stand out from their competition with the latest brewing equipment, quality products and dessert pairing.

Presented by Agropur Solutions, Danamark Watercare, Coffee Association of Canada, Tea and Herbal Association of Canada and Elite Sweets

2018 National Latte Art & Coffee In Good Spirits Competition: Canada's hottest baristas took centre stage, showcasing their finest cuppas and latte art skills. This was a showdown not to be missed!

WINNERS CIRCLE! 2018 Coffee in Good Spirits Competition First Place went to Graham Hayes of De Mello Palheta Coffee Roasters & 2018 Latte Art First place went to David Kim of Phil & Sebastian.



ECO

The foodservice industry has the power to make a significant impact on energy conservation and environmental sustainability. RC Show shared ways to "green" your business' operations to reduce costs, receive incentives, build consumer loyalty and keep our planet healthy for the next generation. The Business of Sustainability took the main stage featuring Bruce McAdams and a panel of seasoned chefs and operators.

Presented by ENERGY STAR™, Save on Energy, LEAF, Newspring Energy

Restaurants Canada took the lead on sustainability with the launch of the Foodservice Energy Challenge presented by ENERGY STAR™, Save on Energy and Restaurants Canada. Companies can learn how to take advantage of incentives, rebates and qualify to participate in kitchen upgrade where they can receive more than $5,000.

TECH

From disruptive delivery services to revolutionary kitchen gadgets, technology has rapidly evolved the restaurant experience in front and behind the scenes. Attendees discovered new ways to enhance their guest's dining experience while improving their bottom-line with the latest tech innovations.

Presented by Rogers, OpenTable, Silverware POS and ChefHero



SPECIALTY

Show-goers were able to learn how to expand menu offerings with in-demand options such as gluten-free and halal, global flavours, and small-batch, artisanal products. The pavilion featured a curated marketplace of goods that are sure to spark the interest of today's discerning diners.



ATTRACTIONS

CULINARY STAGE

Garland Canada Culinary Competition 12 chefs went head to head to win $5,000. Presented by: Garland, Victorinox and Swiss Army, Wholesale Club, Dairy Farmers of Ontario, San Pelligrino and Chefworks.



SEAFOOD SIZZLES!

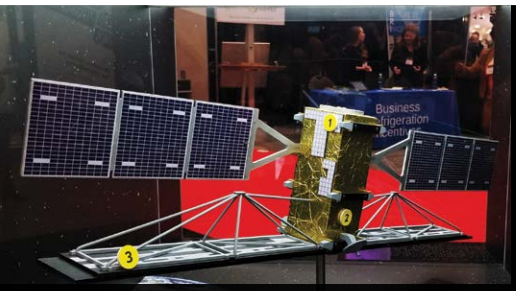
Presented by High Liner

Attendees watched seafood sizzle with live culinary demos designed to show how you can excite your menu with seafood.

MAKING SUNSPUN INTO SOMETHING SPECIAL

Chef Tom Filippou showed how to incorporate everyday value products to create special dishes that can be easily added to your menu.

Presented by Wholesale Club



Space to Spoon exhibit

Presented by: The Canadian Agriculture and Food Museum, the Canadian Space Agency

FLAVOURS OF JAMAICA

Chef La-Toya showed you how to incorporate unique and innovative twists using Jamaican spices and ingredients to your dishes.



LEARNING LOUNGE

Attendees discovered new ways to enhance their business, prepare your staff, and improve their bottom line.

Presented by Workplace Safety, Prevention Services, and Federated Insurance

EVENTS

OPENING NIGHT RECEPTION

The highest attended and the largest foodservice and hospitality networking event of the year. Live entertainment, delicious food and RC Awards of Excellence presented. Congratulations to Culinary Award winner Joshna Maharaj and Legacy Award winner John Bil.

Sponsored by RC Protect and the Canadian Broker Network with the support of Dairy Farmers of Ontario, SOCAN, Labatt, Saputo, Canada Beef, Chicken Farmers of Canada, King Cole Ducks, Cargill, Brandt Meats, Elite Sweets and Zirkova Vodka





TOP-TO-TOP RECEPTION AND AFTER-PARTY

An exclusive event, where industry leaders gathered to enjoy a culinary experience and network. Top chefs, beverage ambassadors and brands from across the country took industry leaders and media influencers on an adventure to remember throughout The Great Hall with live entertainment, inventive sips and bites, and special guest appearances.

Presented by Chase, Rogers, Silver Chef, Dairy Farmers of Ontario, GFS, Canada Beef, Chicken Farmers of Canada, King Cole Ducks, SOCAN, Labatt

THOUGHT LEADERSHIP

SPEAKER STAGE

Full line-up of presentations and expert speakers including a Restaurant CEO & President Panel, Future of Food, Cannabis in Foodservice as well as a Mentor Series.

Presented by Interac, GFS and Silver Chef





Doug Hall



Aaron Allen

RC LEADERSHIP CONFERENCE: PROFIT FROM THE PROPHETS

The RC Leadership Conference brought together industry experts who educated attendees on how to compete in a highly competitive marketplace. Featuring Erik Thoresen, Aaron Allen, Rick Caron, Tom Feltenstein, Alan Smithson, Ilham Kadri and the host of Bar Rescue, Jon Taffer.

Presented by PepsiCo, Rogers, Diversey, and GFS

BREAKFAST WITH CHAMPIONS

Game-changing power breakfast! Restaurants Canada hosted a delicious breakfast where attendees learned about the latest innovations and key trends that are transforming the world of hospitality from top industry leaders including Aaron Allen, an all-female Panel with Ilham Kadri, CEO & President, Diversey; Laura Pallotta, VP Sales & Marketing, Marriott International; Anat Davidzon, Managing Partner, Aroma Espresso Bar; and Lisa MacNeil, President, Gordon Food Service Ontario and closing keynote by Doug Hall. RC Leadership Award was presented to Mark Brand.

Presented by PepsiCo and supported by High Liner, Diversey, Canada Bread Foodservice, Dairy Farmers of Ontario, Saputo, Egg Farmers of Ontario, Burnbrae Farms and Tim Hortons



Mark Brand, winner of the 2018 RC Leadership Award

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MUSIC MATTERS:

Most Young Canadians Want to Live in Music Cities

SOCAN IDENTIFIES STEPS CITIES CAN TAKE FOR LIVE MUSIC TO THRIVE

As many small and medium-size live music venues across Canada are struggling due to lack of funding and revenue, new SOCAN research reveals that seven-in-ten city-dwelling Canadians younger than 35 feel it's important to live in a neighbourhood with a vibrant local arts scene that includes live music.

SOCAN believes that cities should play a critical role in maintaining local arts and music scenes and, in response to study findings, has identified several steps that cities can take to foster music in communities across the country.

Providing live artists with realistic housing options, bringing cultural groups together to encourage discussions around the arts and examining local development fee structures, so cities take live music venues into consideration.

SOCAN also notes that often in Canada, property developers are rightfully required to contribute to community infrastructure and amenities when they build in an area—providing funds that go to libraries, park development and transit projects, for example. SOCAN argues that live music venues should be considered for these types of funds and Canadians agree: 91 per cent of Canadians living in urban Canada who want to live in a neighbourhood with a vibrant local arts scene agree that a portion of development fees should support live music.

"The results of this study solidify what we at SOCAN have long known: that Canadians have a passion and desire for live music at a local level," commented Eric Baptiste, CEO of SOCAN. "Many cities already know that live music supports the municipal economy by bringing tourists and attracting young people to settle and contribute to the local economy. We hope these recent findings will further encourage municipalities and citizens to come together, foster our unique Canadian music culture and keep building vibrant Canadian neighbourhoods."

SOCAN also encourages citizens to support local artists better by frequenting venues that hold live music licences, so that music creators and publishers can be compensated fairly for their creative work, while also supporting local businesses and the economy. "The idea of saving music and arts scenes throughout Canada can seem like a daunting task, but it can be accomplished by simple gestures such as enjoying live music in venues that are already licence-compliant," continued Baptiste. "It is a small step, but it means that Canadian music creators and publishers are being compensated fairly, which allows them to support themselves and create more music for our collective enjoyment."

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 ten Canadians said music in a restaurant makes them more likely to enjoy their food and drink and seven in ten 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. M



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The recipes are based on non-alcoholic pot distilled herbal remedies that Seedlip's founder, Ben Branson, found in an old C17th text called the *Art of Distillation*.

Seedlip has created a new beverage category that aims to provide inclusive, sophisticated drinking experiences to those who might not be drinking for whatever reason—whether that's lifestyle and health, because they're pregnant or the DD or simply because they don't imbibe. I like to say that the brand is fundamentally about good hospitality.

Seedlip is available at select retailers, bars and restaurants across Canada. Please let me know if you require information about that.

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Guests visit Pajo's of Richmond, BC for the floating dock, fish and chips and great service.

The Rise of Unique Dining Experiences

Courtesy of Gordon Food Service

From pop-up restaurants to secret eateries, guests are driving an increase in unique dining experiences. Follow their lead and bring a taste intrigue to your operation.

There's a restaurant in Toronto accessible only through a hidden door in a comic book store. An eatery in Montréal that seats diners around an indoor wave pool. A country market in Coombs that serves food beneath a grass roof grazed by a herd of goats.

In an increasingly competitive landscape, these operators have devised creative ways to stand out. They've gone beyond food and service to offer a unique dining experience. And they're not alone.

"It's something of a trend," confirms Denis Bourbeau, a Quebec-based director of marketing and procurement for Gordon Food Service. "Much of it is being driven by younger generations, who have a sense of adventure about dining and seek experiences that they can share with friends and through social media."

"They're explorers," adds Ontario-based Gordon Food Service corporate chef David Evans. "For them, it's about discovering something different."

But the appeal isn't just restricted to millennials, says Murray Penner, a Gordon Food Service director of marketing and procurement in Delta, British Columbia. "Boomers have the time, money and appetite to indulge in what can be pretty elaborate experiences."

Indeed, when it comes to creating these out-of-the-ordinary concepts, the sky's the limit—just ask the company that goes around Canada serving dinners at a 22-person table hoisted by crane into the open air, 46 metres above the ground.

Here are a few tips for serving up a unique dining experience.

CHECK OUT 5 WAYS RESTAURANTS CAN OFFER A UNIQUE DINING EXPERIENCE

↣ CONTINUED ON PAGE 58

5 WAYS RESTAURANTS CAN OFFER A UNIQUE DINING EXPERIENCE



1. LEVERAGE YOUR LOCATION

An unusual or unexpected site can create a sense of excitement. It doesn't have to be as extreme as sky-high dining—Penner points to an Italian eatery located in a turn-of-the-century heritage home in downtown Vancouver, and Evans singles out a Toronto barbecue joint surrounded by factories and a car-wrecking yard. The fact that these spaces take some effort to find only adds to the allure.

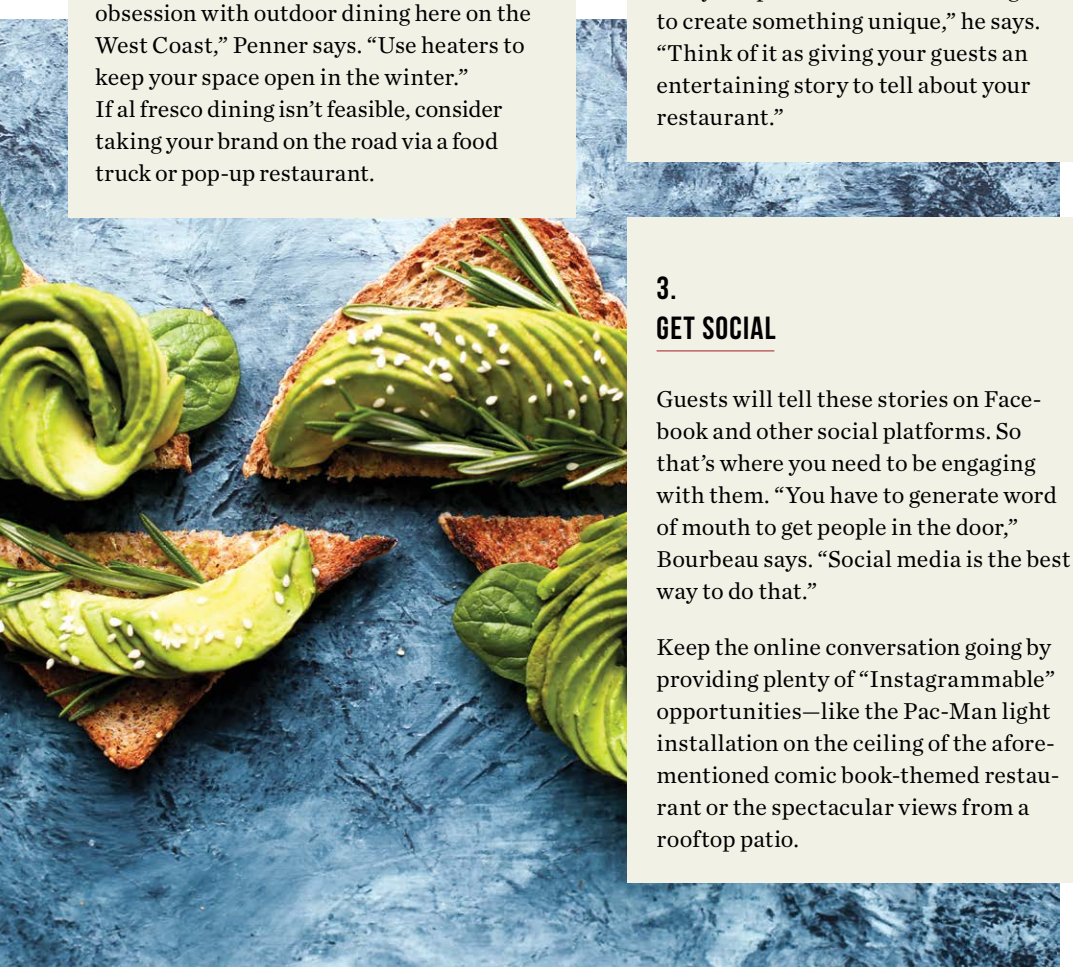
Don't have the luxury of a cool location? You can make any site more fashionable by adding an outdoor patio. "We have an obsession with outdoor dining here on the West Coast," Penner says. "Use heaters to keep your space open in the winter." If al fresco dining isn't feasible, consider taking your brand on the road via a food truck or pop-up restaurant.

2. FOCUS ON FUN

Exclusivity, secrecy, humour, nostalgia, even sensory deprivation—like serving meals in a pitch-black restaurant—are all worthy hooks to hang your concept on.

Evans speaks fondly of a Toronto pop-up concept that requires would-be patrons to write a letter requesting an invite to one of their dinners, all held in different locations. Bourbeau hails a chef and two friends who cooked and served meals in a small place that felt like their home. It's all about having fun with the serious business of foodservice.

Penner acknowledges that fun can be scary to operators. "It takes courage to create something unique," he says. "Think of it as giving your guests an entertaining story to tell about your restaurant."



3. GET SOCIAL

Guests will tell these stories on Facebook and other social platforms. So that's where you need to be engaging with them. "You have to generate word of mouth to get people in the door," Bourbeau says. "Social media is the best way to do that."

Keep the online conversation going by providing plenty of "Instagrammable" opportunities—like the Pac-Man light installation on the ceiling of the aforementioned comic book-themed restaurant or the spectacular views from a rooftop patio.

4. PUT FOOD FIRST

An effective social media program will get people into your restaurant—but it's the food that will bring them back again and again. "In the final analysis, it's all about the food," Evans says. You can go wild with location, décor, ambiance and menu, "But you still have to deliver on the basics. Otherwise, you risk being a gimmick."

"Unique" is a great asset for a restaurant to have—but quality, consistency and attention to detail will always separate an enduring success from a flash in the pan.

5. SECRET RESTAURANTS

From pop-up eateries to private dining clubs to underground supper spots, secrecy is all the rage in foodservice these days. These venues are often a means for chefs and restaurants to explore dishes outside their usual repertoire, or to test the waters for new concepts.

Evans says the cutting-edge fare typically served at secret restaurants appeals to hardcore foodies. "And discovering the secret makes them feel special."



INNOVATION IN THE KITCHEN

"This is my workhorse," **says Michael Gray, the culinary director and executive chef at Boston Pizza.**



Chef Michael and Chef Anthon Jensen demonstrate real-world kitchen logistics in the Boston Pizza corporate training centre kitchen. Garland Canada proudly develops multi-brand solutions in every segment of the foodservice industry, for hard-working chefs who need dependable and consistent results every time.

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