MENU

CANADA'S FOODSERVICE MAGAZINE

STAYING AFLOAT:
SUSTAINABILITY + CANADIAN SEAFOOD



THE SCOOP

A SPECIAL REPORT ON CANADIAN DAIRY

SPIRIT FORWARD
Ready to Drink: Pretty Packaging and Luxurious Libations

CHEF LA-TOYA FAGON
TIFF Partner + Raptors' Chef puts her passion on a plate

$18.95
May / June 2018
menumag.ca

40000997



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.

LINCOLN A Welbilt Brand *Impinger Ovens*

REAL. DEPENDABLE. SOLUTIONS.

GARLAND® CANADA
A Welbilt Company

WELBILT®

CLEVELAND® CONVOTHERM® DELFIELD® FRYMASTER® GARLAND® MERCO® MERRYCHEF®

Restaurants Canada

The voice of foodservice | La voix des services alimentaires

Ice Cream, Insurance & Summertime Strategies for Your Best Business

As the summer months are approaching for Canadians, nothing is more enjoyable than biting into a couple of scoops of their favourite ice cream—the ultimate after-meal dessert and summertime treat. Think of ice cream as a way to enhance your product offerings and pairings. Ice cream can be the main attraction or a team player in your breakfast, snack, entrée, dessert, cocktail and beverage offerings.

In this issue, we take a deeper look into the dairy business in Canada, do some myth-busting and visit with three Canadian ice cream processors to get the real scoop on Canadian dairy. With dairy as one of the top two agricultural sectors in seven out of 10 Canadian provinces, dairy processors across the province welcome new partnership opportunities and are poised for growth.

On the services side, Restaurants Canada conducts quarterly research to gauge industry perspectives on several issues be it alcohol pricing, credit card fees, minimum wage.

The insurance game is climbing to the top of the list. This is not only from the perspective of operators but the supply side as well. It has taken us 18 months of interviewing many insurance companies both Canadian and international, including brokers of all sizes and combinations to help change the insurance game and we're doing that with the introduction of RC Protects. Restaurants Canada has partnered with the Canadian Broker Network (CBN) to provide a full slate of customized solutions for the operations side and JONES DesLauriers Blevins for exclusive, customizable, employee benefit program options.

RC Protects is your custom built foodservice insurance program for your business and your staff. You can choose from business insurance (liability), employee home and auto, emergency on-call healthcare and flexible benefit options; build the package that best suits your needs.

In partnering with CBN and JONES DesLauriers Blevins, Restaurants Canada is leading the foodservice industry to fair insurance premiums. Take the RC Protects Risk Journey and get in front of your risk areas. This proactive process takes a close look at your business model, policies and claims, then builds a custom value strategy that balances risk tolerance, pricing and terms. Using our collective voice for change, we are providing new, market-changing programs for our operator and associate members.

RC PROTECTS

MENU Magazine brings you real stories from real industry people—informing, educating, inspiring and empowering Canadian foodservice professionals with a passion for foodservice excellence. This begins by telling your story. We want to hear from you. Reach us toll-free at 1-800-387-5649 or members@restaurantscanada.org.

Thank you for all that you do in our industry.





Patrick Saurette
Chair of the Board

Shanna Munro
President & CEO

May/June 2018
Volume 3 Number 3

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

3.3

Join The Foodservice Energy Challenge

Restaurants Canada is taking the lead on sustainability with presenting partners ENERGY STAR and Save on Energy.

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. A select group of foodservice operators interested in upgrading their business to be more energy efficient will be invited to participate in the Challenge. To find out more go to page 36.

MENU is published six times per year by Restaurants Canada

Managing Editor
Stacey Newman

Contributors
Caeli Mazara
Andrea Yu
Beth Pollock
Will Dixon
Shawn Goldberg
Len Fragomeni
Stacey Newman
Lauren Van den Berg
Robert Beelman
Johanna Mendelson Forman

Creative Direction
Boomerang Art & Design Inc.
boomart.net

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

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

© Copyright 2018. All rights reserved. No part of this magazine may be reproduced without written permission of the publisher.

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

Twitter
@RestaurantsCA
@MENUmagCA

Instagram:
MENUmagCA

HST Registration No. #
106866460 RT0001

Subscription price:
CANADIAN PRICE: $75 per year: most single issues $18.95.

Publication Mail Agreement
No. 400009977
ISSN 2371-4883

Stronger Together
Thank you to our corporate sponsors

PLATINUM

GOLD

SILVER



Start your personalized funding solution today. Visit silverchef.ca or call 1 844 542 6911

silverchef
hospitality equipment funding *personalised*





contents



ON THE COVER:

Ice cream processors give us the real scoop on collaborating with Canadian owner/operators. Photo by Jonathan Bielaski.

GATHERINGS

9 June/July Event Calendar

MEET THE CHEFS

10 A force to be reckoned with: Chef La-toya Fagon on staying in the game

12 Club House Taste Dinner for Chefs with Ted Corrado

YOUR STORIES

15 Siboire Microbrasserie, Sherbrooke, Quebec

16 The sustainability movement in Canadian seafood

21 Segovia Tapas Bar & Restaurant, Winnipeg, Manitoba

MAIN COURSE

25 Dairy & Canadian Ice Cream Brands: *We get the scoop on beloved ice cream brands and why Canadian dairy is arguably the best in the world*

MENU









35





BEHIND THE BAR

35 RTD & Summertime Citrus

40 Hops on high:
the rise of cannabis beer

BACK OF HOUSE

45 Five food trends that are changing Latin America

FRONT OF HOUSE

48 Insurance & RC Protects

50 Rising labour costs:
Impact and influence on industry confidence

FRESH

52 Ingredient Spotlight:
How the lowly mushroom is becoming a nutritional star

54 Marketplace

57 Industry partners:
Victorinox: Cuts like a Knife
McCain: Diving into Delivery





Ingredient Spotlight

Page 52

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.



HIGH LINER FOODS ANNOUNCES NEW CEO

High Liner Foods Incorporated is pleased to announce the appointment of Rod Hepponstall as the Company's President and Chief Executive Officer, effective May 1, 2018. Mr. Hepponstall will assume this position from Henry Demone, Chairman and CEO of High Liner Foods, who will continue as Chairman of the Board of Directors of High Liner Foods. Mr. Hepponstall will also serve on the Company's Board of Directors. Mr. Hepponstall has 25 years of experience working in the food industry in the United States and Canada, in both retail and foodservice.

"I am extremely pleased to be joining High Liner Foods, a company known for being a long-standing leader in the North American frozen seafood industry. I look forward to working with the High Liner team to improve the business, create innovative products that help drive seafood consumption and deliver on a strategy that will create long-term value for our shareholders," shared Rod Hepponstall.



Our sincerest condolences to the friends and family of Chul Min (Eddie) Kang. According to a Toronto Star article Chul Min "Eddie" Kang was an up-and-coming chef and a 'teacher for us,' say friends and colleagues. Kang worked for Copacabana restaurant, a Brazilian steak house on Adelaide St. W. in Toronto. Kang was one of the 10 victims who lost their lives in the April 23, 2018 van attack in Toronto.

DIG-IN

MENU Magazine will be bringing you future features on the innovations and influencers we met at Terroir 2018. Please watch menumag.ca for our roundup of the symposium and events at this year's TERROIR!

Photos: Josh Tenn-Yuk courtesy of Scottish Development International



Charline-Ève Pilon and guest at Montreal's Maison Publique Scotch Surf & Turf menu preview dinner.



JF Laing at Montreal's Maison Publique Scotch Surf & Turf menu preview dinner.



Chef Derek Dammann of Montreal's Maison Publique.

EVENTS

JUN 1-2	Edmonton Craft Beer Festival Edmonton, AB
JUN 6-7	Canadian Cheese Awards Toronto, ON
JUN 8-17	BC Seafood Festival Comox, BC
JUN 10-14	Culinary Federation National Conference Charlottetown, PEI
JUN 21	United Natural Foods (NFI) Canada West Table Top Show Vancouver, BC
JUN 22-23	Wine and Spirit Festival Toronto, ON
JUN 25	Women in Tourism Hospitality Conference Toronto, ON
JUL 26-29	Toronto's Festival of Beer Toronto, ON

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





A FORCE TO BE RECKONED WITH

Chef La-toya Fagon on staying in the game

BY SHAWN GOLDBERG

Chef La-toya Fagon has multiple claims to fame. A Toronto International Film Festival (TIFF) Hospitality Partner, she is also Toronto Raptors' personal chef to Serge Ibaka and the owner/operator of Twist Catering.

Fagon graduated from George Brown College before entering an apprenticeship in the kitchen of the King Edward Hotel. Of the experience, she says they were a "great set of people, but [it] wasn't where I felt I was thriving." She began staging at different restaurants—volunteering for a couple of shifts here and there to determine if she was the right fit. It's this process, she says, that "earns you the chef title," one she feels these days is thrown around too easily. In a city such as Toronto with such great talent, Fagon finds it disheartening to see people with the title unearned. "Everybody wakes up these days calling themselves a chef because they do some cooking at home, yet you have no idea what we've gone through to earn that title." Fagon's journey to becoming a personal chef for the Toronto Raptors started with a friend who asked if she was interested in working with athletes. Fagon didn't hesitate, and she was soon



"Everybody wakes up these days calling themselves a chef because they do some cooking at home, yet you have no idea what we've gone through to earn that title."

meeting with the team's nutritionist, and the director of sports science for Maple Leaf Sports and Entertainment.

"It didn't kick in who I was meeting until I arrived at the Air Canada Centre, I thought I was meeting someone at a condo." Fagon says that she "played it cool" and was assigned to a couple of different players for the first couple of years until being hired as Serge Ibaka's personal chef. The job, she explains, is extremely demanding. "The foundation of the work must be passion and love, or else you will crumble under the weight of responsibility." Working with high-profile celebrities and athletes requires that Fagon is adaptable—be it with last-minute menu changes or additional people to feed on short notice.

Through advice from other athletes, chefs and much self-teaching, today Fagon has it down pat. "Whatever you decide to do in this field, you have to, HAVE TO, love this job. You need to have a passion for it. Stay on your toes, be on point and have a backup chef that understands the importance of the client and the work as they may not be your only client."

Her athlete clients are, as she puts it, "machines." Whereas an average person eats 4-6 ounces of protein per meal, they require 8-10. Whereas an average person will choose either rice, potato or pasta, a Raptor player will eat all three in a single serving. Fagon starts the meal planning at the beginning of each week, deciding which food will represent the protein, starch, etc. One of her main challenges is to mix it up and keep it fresh so that her clients don't grow tired of the dishes.

Another title Fagon wears proudly is TIFF Hospitality Partner. It took over a year to set up a meeting with TIFF, but eventually she got her break. To have her company, Twist Catering (one of the only female and black-owned catering companies in the country) as one of only five hospitality partners at TIFF is a significant achievement.

Fagon's main piece of advice to aspiring personal chefs? "Always understand and know your worth." And never be afraid to ask for help from others with more experience. Over time, she's also come to realize the power of her choices, especially in regards to her athletic clients. "You decide their food; you decide what goes into their body, you decide their health." It's not something to be taken lightly but she also says it's liberating. "Once you embrace your position and value, you will have the emotional space to be creative, innovative and fresh."

Finally, says Fagon, "One should always know their own lane. Meaning know your strength, what you like, what you love and what you can't do."

Starting out, Fagon thought her brand would be "the black woman cooking Italian food," but, as she soon discovered, this would be at the expense of her cultural history and food. Then one day, around five years ago, she had an epiphany. The food she was raised on was amazing, and it was worth exploring its range of tastes. "Caribbean food is every single country in the world moulded into one. We have every single flavour you could think of." She revisited her heritage and set out to elevate it.

Her flavours—thyme, onion, garlic, pimento, peppers, to name a few. Reinvention is the name of the game.

Her philosophies—stop worrying about other people. Opinions do not pay bills. Believe in your own self-worth and value what your lane is, and work.





CLUB HOUSE TASTE DINNER FOR CHEFS



CHEF TED CORRADO ON BUILDING SUCCESSFUL CONNECTIONS WITH COLLEAGUES, PALATES AND PRODUCERS

BY SHAWN GOLDBERG



"Born and raised in Toronto. First generation Italian. Lucky enough to be raised in a slow food mentality or household without even realizing what that was. Growing up we didn't have strawberries in January. We preserved, made charcuterie and pickles. If you wanted that thing in that season, it didn't come fresh." TED CORRADO

"I really saw there was a void in North America in terms of food culture. We don't value it. I came from a household that really did." TED CORRADO







"Ingredients that I'm into right now...tonight you're getting pork jowls. Super succulent, using offcuts, nose-to-tail philosophy... taking something that's not considered easy to work with and making it delicious is a challenge I'm always up for." TED CORRADO



TED CORRADO









"Club House is about flavour. This Taste Dinner is an awesome opportunity for our Club House team to talk to chefs about the next food trends, spices and seasonings and how they're being used. It allows us to get into their world; and learn chefs' view on the latest flavours so we can continue developing products they want and will need."
MCCORMICK CANADA, MAKERS OF CLUB HOUSE



Since 1944, Restaurants Canada has represented Canada's diverse and dynamic restaurant and food service industry.

For over 30 years, Chase® Merchant Services has been committed to providing businesses with safe, reliable and secure payment solutions.

Chase Merchant Services is the preferred payment processor for Restaurants Canada now offering lower rates* to accept† credit cards with no hidden fees.

Maximize the value of your membership

chasepaymentech.ca/restaurantscanada

Restaurants Canada Preferred Pricing Highlights[1]

Interac®

Transaction Fee	$0.055 per transaction[6]

Credit Card Discount Rate on Qualified Transactions (MDR)[2]

Visa	1.39%[3]
Mastercard	1.38%[4]

Non-Qualified Transaction Processing Fee	0.27%[5]

CHASE

Restaurants Canada

1: Members who wish to obtain payment processing services from Chase® Merchant Services must submit an application. All applications are subject to Chase Merchant Services standard approval policies and procedures, including without limitation credit approval and entering into a Merchant Agreement with Chase Merchant Services. * Certain conditions apply. Proof of membership status with Restaurants Canada (RC) will be required. The fees set out above have been specifically negotiated by RC for RC Members' benefit. Other fees apply, all of which will be set out in the Merchant Agreement. † All such applications are subject to credit approval and entering into a Merchant Agreement with Chase Merchant Services. 2: This Merchant Discount Rate ("MDR") applies to Canadian transactions that qualify at the Consumer Electronic Interchange Level ("Qualified Transactions") as set by Visa and Mastercard. Your eligibility for a particular MDR rate is dependent on the nature of your business as determined by Visa and Mastercard. Contact Chase Merchant Services at: 1.800.265.5158 for additional details. 3: This rate is applicable only to merchants categorized by Visa as "Everyday Needs", such as merchants categorized as "Eating Places, Restaurants, except Express" and "Fast Food Restaurants". 4: This rate is applicable only to merchants categorized by Mastercard as "Everyday Spend", such as merchants categorized as "Eating Places, Restaurants, except Express" and "Fast Food Restaurants. 5: For all other Visa and Mastercard transactions ("Non-Qualified Transactions"), you will be charged the MDR, the difference in interchange (if interchange is higher) for processing the Non-Qualified Transaction and the Non-qualified Transaction Processing Fee.higher) for processing the Non-Qualified Transaction and the Non-qualified Transaction Processing Fee. 6: Switch fee included. All fees and rates are subject to change as set out in the Merchant Agreement. Chase, the Octagon logo, are registered trademarks of JPMorgan Chase Bank, N.A.© 2018 JPMorgan Chase & Co. All rights reserved



PROFILE

Siboire Microbrewery

BY CAELI MAZARA

Siboire is a microbrewery based out of Sherbrooke, Quebec. Founded by friends Pierre-Olivier Boily and Jonathan Gaudreault, it now boasts two full locations and a storefront in Sherbrooke, and the newest location in Montreal. The company's name is a play on a Quebecois curse word and the French words "si boire," meaning "if drink." The company uses its own name to create free verse poetry they feature on their website.

MENU sat down with Siboire's head of marketing to learn more about the company's beginnings and where it is heading now.



HOW DID SIBOIRE GET STARTED?

Before they met, Pierre-Olivier was a high-level athlete in a sports studies program. Jonathan, for his part, was studying medicine at the University of Sherbrooke. In 2006, Pierre-Olivier arrived with an injured ankle at the hospital where Jonathan was doing his internship. He was Jonathan's first patient. After his injury, Pierre-Olivier was convalescing, and at this time he sat down and wrote the Siboire business plan. And a year later, Siboire was born. The two bought a 100-year-old rooming house together in Sherbrooke where they started brewing beer in the basement for fun. Several beers that are found on our menu today were first brewed in that basement.

HOW DID SIBOIRE GROW FROM THERE?

In 2014, to meet demand for their product, they decided to open a second Siboire branch in Sherbrooke. This one had three times the capacity of the main depot. They installed a more developed kitchen, with a terrace overlooking one of the most touristy places in Sherbrooke, and finally they also made a convenience store, the Siboire Dépanneur, where people can go buy our beer. In mid-2017, we opened the third branch, in Montreal. Jonathan and Pierre-Olivier stayed in Sherbrooke, but opened it with a partner, Antoine Desharnais Ducharme, who started with the company years ago as a busboy.

WHAT CHARACTERIZES THE SIBOIRE COMPANY?

It's the intention to make an exceptional product, a product that is natural. Quality is a big priority. If we brew a beer that is not to our taste, we start again. It's a matter of pride. I guess it's also about being authentic. In ten years, the team has gotten bigger. We're a lot of people working in marketing and also in operations. But even if we're a lot of people, we are working together, we are staying real with the product, with the customer service and with the experience.

WHAT HAS THE RESPONSE BEEN LIKE?

People love our beer. They come back again and again. We are extremely lucky to have customers who come every week—they like our beer, they like the service. I think people identify wth Siboire, the pride we take in our product, our values.

Siboire won a gold medal Canadian Brewing Award last year for their Impérial McMaple scotch ale, and a bronze the year before. The trend is indicative of their general growth. Their product is matched by their passion for brewing great beer. So, si boire vous voulez, peut-être un Siboire? M



Staying Afloat

The Sustainability Movement in Canadian Seafood

BY CAELI MAZARA

Between April and November 2017, 12 of the world's 450 right whales died in Canadian waters. A further five were found entangled in fishing gear, still alive. In response to these events, and following third-party audits of fishing areas across the east coast, the Marine Stewardship Council (MSC) announced in March 2018 that snow crab fisheries in the southern Gulf of the St. Lawrence (designated as area 12 by the Fisheries and Oceans Canada) would have their sustainability label suspended until practices are updated and no longer pose a danger to the whales.



Snow crab is one of the most valuable Canadian seafood exports, valued at between $400 million and $600 million annually, exported mostly to the United States and Japan. Area 12 accounts for about a quarter of crab yields. In terms of having the sustainability label returned, Canada's MSC program director Jay Lugar says that's in the hands of the fisheries now.

"The timelines are up to them," says Lugar. "We need to see that they are not hindering the recovery of the right whale population. Once those new measures are in place, the independent certifier will be able to consider if the performance of that fishery is good enough again to meet the industry standard."

Sustainability is more than a buzz word in the fishing business—it describes an industry-wide shift in perspective that seems to be taking root. The MSC works as an intermediary body between fisheries, governments and scientists to develop the standards by which the industry is measured. Lugar explains the MSC's role in driving sustainability and the complex process involved in certification:

"Our global standard has three main components and 28 subcomponents," he says. "One of those components deals with the impact of the fishery on the ecosystem in which it operates, and one of the subcomponents of that standard deals with its interaction with endangered, threatened and protected species. That's where the right whale analysis would fall."

Having the MSC's sustainability seal, or eco-label, is often in the best interest of the fishery, as Lugar explains. "Fisheries enter the MSC program and seek the sustainability label for a variety of reasons," he says. "One of them is that they want to make sure their practices on the water are meeting a high international standard. They may also want to present their products to the supply chain and consumers as being sustainable. It's important for not only the consuming public to know their seafood is sustainable, but also for people whose livelihood is dedicated to that fishing industry. The MSC program is a way of demonstrating that they are doing the right things."

Sustainability, however, goes beyond the fishery. The responsibility falls on retailers, restaurants and individual consumers. For this reason, the MSC undertakes a process of traceability.

"Traceability is a key element of ensuring that sustainable seafood that is being sold by the operator is actually the sustainable product they are offering," says Lugar. "In the certified sustainable program, that product has been through a chain of custody system. It adds that level of assurance. When the restaurateurs and chefs say, 'Trust me, I purchase good, sustainable products,' customers can have that level of trust."

The MSC is not the only body interested in monitoring sustainability. Other groups that offer eco-labels include Ocean Wise, SeaChoice and the WWF. The criteria for certification varies, and many take the MSC's recommendation into account, but all are interested in the same goal.

Ned Bell, executive chef at the Vancouver Aquarium and longtime partner of Ocean Wise, echoes Lugar's sentiments about the importance of putting sustainable seafood on the plate. Bell is a passionate advocate of sustainability, working with Ocean Wise to bring the best seafood available to consumers. Ocean Wise began in 2005 through the Vancouver Aquarium with just 16 partners. It has since grown to include almost 1,000 across Canada.

"As a chef, I don't know that there's a more important topic of conversation than healthy oceans," says Bell. "I hope I

↣ CONTINUED ON PAGE 18



"As a chef, I don't know that there's a more important topic of conversation than healthy oceans," says Bell. "I hope I can gather as many of my peers to be on this journey with me as possible."

can gather as many of my peers to be on this journey with me as possible."

Bell stresses diversification as one way to reduce the stress on overfished species. North Americans consume shrimp, whitefish, tuna and salmon almost exclusively, placing an enormous demand on these stocks, to the detriment of their ecosystems. While fish farming is one solution—indeed, Bell feels that aquaculture is key in the sustainability conversation—diversifying the menu is another. His book, *Lure, Sustainable Seafood Recipes from the West Coast,* provides a sample of the possibilities that eating diverse and local food can offer.

"In my book, I challenge people to eat seafood once a week for the next year," says Bell, "and I challenge people once a month to eat something from the ocean they've never had before. Dive a little deeper into this conversation. Try new things."

Bell encourages his food industry peers to join him in asking questions about where their seafood is coming from.

"The full team has to be committed to sustainability," he says. "If the full team above and below the chef isn't committed, then it just ends up being hot air. We need to be asking questions: Is it traceable? Is it labelled properly? Is it sustainable? Is it responsibly farmed?"

The Whalesbone Group out of Ottawa, Ontario, is one company that has been asking these questions since first opening in 2005. Whalesbone began as a small oyster bar and has since grown to include three more restaurants and a fishmonger. For Whalesbone, there has never been any doubt that sustainability must be a focal point for the business.

> *"I challenge people once a month to eat something from the ocean they've never had before. Dive a little deeper into this conversation.*

"Our oceans are over-fished and abused," says wholesale and retail manager Jay Booth. "We are in the seafood business—so let's ensure that we stay in business. Sustainable, ethically-sourced seafood helps maintain the industry for years to come while giving the peace of mind that we are doing our part in conservation."

Whalesbone works with Ocean Wise recommendations to build a completely sustainable menu, and Booth says customers respond to this.

"We have a client base that comes to us exclusively, knowing of our commitment to sustainable seafood," says Booth. "That client base continues to grow both with public consumers and wholesale clients."



Curating an all-sustainable menu is not without its challenges, admits Booth. Sourcing only those products recommended by Ocean Wise means some species are not available.

"If you ask for Chilean sea bass, for example, we can't get it for you," says Booth. "Sustainable seafood products also typically come at a higher price point, as the methods for fishing or farming usually result in smaller yields. But the upside of this is that sustainable seafood tends to be a better quality product."

To balance the issue of price while still delivering a stellar dish, Ned Bell suggests a departure from the protein-centric dishes to ones that use smaller portions of high-quality seafood as a garnish.

For Whalesbone, there has never been a question of whether this is the right way of doing business.

"The more we chose sustainable, the longer and healthier our business will be," says Booth.

Exactly, says Ned Bell. "My life's work will be to raise awareness," he says. "To challenge my peers to make the best choices we can. We have to look 100, 200, 500 years ahead."

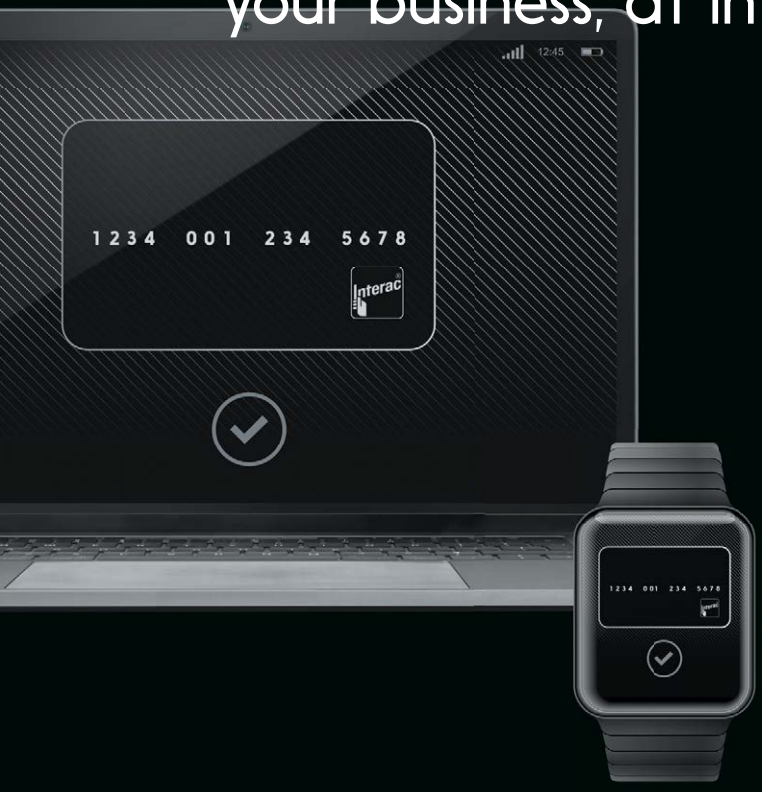
For the right whale, even a few years is a long time if the events of 2017 indicate a trend. Only three newborn right whales were documented last year. For these and other threatened populations and ecosystems, sustainability needs to be a conversation in the food industry right now. The responsibility for change goes beyond one snow crab fishing area in eastern Canada. It goes as far as the entire food industry in this country.





All the growth. None of the pains.

See how *Interac*® payment solutions can help your business, at interac.ca/digitalpayments.





Own your world™

Interac, the *Interac* logo and the *Interac Own your world* design are trademarks of Interac Corp.
The Contactless Indicator mark, consisting of four graduating arcs, is a trademark owned by and used with permission of EMVCo, LLC.

INSPIRING

ideas on the rise

Excite your customers with new menu items!





HARISSA

Premium Hamburger Bun

498219

Layers of North African spice offer a touch of heat sure to compliment your sandwich.

CRACKED PEPPERCORN

Premium Hamburger Bun

498220

Add zest to your steak, fish or beef sandwiches with a pungent cracked pepper infused bun.

Thaw and sell offering ease of use and reduction of waste

Multiple menu applications across dayparts

Trade up the taste to trade up profits

CANADA BREAD

WHOLESOME HARVEST BAKING

INSPIRED INNOVATION

Contact us at www.canadabreadfoodservice.ca to learn about these and other great products.

PROFILE

Segovia Tapas Bar and Restaurant

BY WILL DIXON

In the heart of Winnipeg, just minutes from the winding Red River, you'll find tiny plates but bold flavours in Segovia.

The tapas restaurant and bar has provided authentic Spanish-inspired dishes, crafted by Adam Donnelly, chef and co-owner for almost nine years.

"Being open for this long means we have to stay current and on trend," said Donnelly. When he opened Segovia, small plate restaurants weren't around, but Donnelly didn't just introduce Manitoba to a new niche eating experience, he infused it with a shot of Spanish influence.

"I travelled through Spain," explained Donnelly. "While eating, I got a sense of the way they eat." Taking those experiences back home to Winnipeg, Donnelly wanted to bring it all together. "The food is the centre of everything," he explained about Spain. "We want it to be accessible to all demographics."

In Spain, they cook simply and honestly, using the freshest ingredients and they cook it all right in front of you, Donnelly explained. And he uses those tenets in his restaurant. "They have really simple combinations but big bold flavours."

Those combinations also help to drive the casual atmosphere of Segovia. With so many small plates and so many different ways to pair them up, Donnelly's customers can chat about what they're eating with each other. The food inspires conversation, and it's made for people to explore new flavours and ideas.

It took Donnelly a minute to take a step back and describe what tapas is as a whole, being so entrenched in that market and that lifestyle for so long. To him, small plates are so much more interesting than any other kind of food. "For me, if you have a big steak, the first three or four bites are amazing, but after that, you're just eating for sustenance," Donnelly explained. But when he can experiment with five or six different flavours, it's more exciting. "I think it sparks a lot of conversation at the table because of that and really creates an atmosphere on its own." Being able to try all those different flavours and share your experiences with those around you is unique to Segovia.

Part of what helps Donnelly stay current is shaking up the menu, introducing new flavours and foods to his many regular customers. "We can change the menu all the time because they trust us," said Donnelly. "It's one of the best things about having a restaurant for this long I think."

Regulars and newcomers can expect to see new things on the menu from week to week, like a beef tartare or a crudo. "We hear from them that they wouldn't try this anywhere else but here because they trust us."

↣ CONTINUED ON PAGE 22



Chef Adam Donnelly

Photo: Renée Suen



Again, that uniqueness to introduce new dishes and blend tastes is something Donnelly brought back with him from Spain. “I feel that Spain is such a diverse place,” he said. “The food varies from place to place.” Segovia is not only able to give customers tapas that you would be able to find in Spain, but also tapas that represents all the regions too.

Donnelly was back to Spain last year to refocus and re-fresh himself, and his knowledge; he plans to make another trip this summer. Almost making a yearly trip at this rate. “It had been quite a few years since I had been back and I felt it was time,” Donnelly said.

Resident Manitobans and tourists alike have a reason to search out Segovia because the plates might be small, but the flavours have never been bigger.



That’s why you can trust T&S to help conserve both natural and financial resources.

Today’s green building projects require products that last longer, use less and conserve more. From low-flow pre-rinse spray valves and electronic sensor faucets to aerators, cartridges and more, you can count on T&S for reliable, low-flow plumbing solutions, all manufactured responsibly. Because it’s not just about how well it works — it’s about how well it’s made.

When it comes to sustainability, water and energy conservation is just the start. Learn more about the big picture at tsbrass.com/sustainability today.

Low-flow products from T&S Brass can help earn points in multiple categories toward LEED certification.





Canadians reach for Frank's RedHot® Sauce at home more than any other hot sauce brand. So why make your patrons reach for anything less on your tables?

Visit **frenchsfoodservice.ca** for money-saving rebates and info on all tabletop sizes and flavours.

FRANK'S RedHot®

I put that on everything®

[1]AC Nielsen 52 weeks ending December 9, 2017. Based on dollar sales.
*Reg. TM The French's Food Company LLC. Used under licence.

The Difference You Deserve
Flanagan
FOODSERVICE

Made You Look





Proudly Canadian and Family Owned

With over 10,000 products listed, Flanagan Foodservice can supply and equip every aspect of your restaurant; from fresh meat and seafood to a full line of smallwares and equipment.

Contact us today at 1-855-Flanagan or visit us at www.flanagan.ca to learn more.

DAIRY & CANADIAN ICE CREAM

By Stacey Newman

"WHEN I'M NO LONGER RAPPING, I WANT TO OPEN UP AN ICE CREAM PARLOR AND CALL MYSELF SCOOP DOGG."

- Calvin Cordozar Broadus, Jr., aka Snoop Dogg



We live in a world of fast and readily available information. This is in many cases a great thing, but the flipside is the spread of misinformation or the conflation of "facts" that are not verified, accurate, nor are they necessarily applicable. When we talk about dairy as food and beverage professionals, are we talking about the Canadian industry or have we—like so many—lumped Canadian dairy in with dairy products from other countries? At MENU, we have done our own little Q&A with food professionals, and we found that too many Canadian food professionals don't know the facts about Canadian dairy. This is true when it comes to the products, the processors and the industry in general.

We've done some homework on your behalf. We've spoken with Dairy Farmers of Ontario, we talked to Canadian restaurateurs and we reached out and visited with three Canadian ice cream processors to get the real scoop on Canadian dairy. Canadian dairy producers and processors care about your business. As foodservice partners, they give us advice and information to help Canadian restaurateurs and operators to use dairy products and brand stories to build your menu offerings and your profits. We're focusing on ice cream in this issue—a harbinger of summer, the lineups outside the ice cream shops have already begun! Though a good, old-fashioned ice cream cone may have earned a lasting place in our hearts, ice cream is a versatile ingredient that deserves far more menu love. We'll show you how to get ice cream and ice cream brands working for you. Ice cream is a social and friendly ingredient. It's happy to be the main attraction or to be a team player in your breakfast, snack, entrée, dessert, cocktail and beverage offerings.

DAIRY FARMERS OF ONTARIO

Every province in Canada has a dairy marketing group. These organizations play a significant role in advocacy and education for dairy producers, processors, foodservice industry partners and consumers of Canadian dairy.

Dairy Farmers of Ontario (DFO) is the marketing group for the largest sector of Ontario agriculture. It is owned and operated by Ontario's dairy farmers. The Ontario dairy story is one of people, community and innovation. Canadian milk lies at the heart of the story as the essential ingredient tying these elements together. Dairy processors, such as the companies we've met, foodservice visionaries—historically and today—bringing together innovation, craft, unyielding quality and advocacy for Canadians. Canadian dairy leads the world in best practices, quality and animal welfare. Dairy farmers and processors love what they do. They told us so.

Graham Lloyd, DFO's general manager and chief executive officer, says the true story behind Canadian dairy is the people and animals that make the industry and Canadian dairy products among the best in the world.

"Ninety-nine per cent of the milk consumers buy comes from within 100 miles," says Lloyd. "It's the highest quality in the world and is produced by dedicated farmers who reinvest in their farms. The Canadian dairy system is strong and ensures farmers get a fair return for their labour. Ontario dairy farmers still run family farms and always follow sound practices that enable them to raise healthy cows that produce high-quality milk."

Lloyd shared more insights while he was in Washington, DC for the North American Free Trade Agreement renegotiations. He compares the Canadian industry to the United States (too many people make assumptions about Canadian milk that are in fact rooted in the US dairy industry and not Canadian dairy). "What is average in Ontario is considered exceptional in the US. We take for granted that we have the highest quality milk in the world. All our milk is tested. Every single farm is tested, at the farm level and plant level. Noncompliance is prohibited," Lloyd explains. This also results in far less waste because of the high level of compliance, he adds.

When you think about the fact that there are about 3,600 dairy farms dotted across the province, it's easy to see the local connection the industry has to consumers and the economy. Partnering with Ontario's dairy sector means you are helping support local economies and rural communities, and ensuring your customers are served a variety of locally-produced, nutrient-dense, healthy foods that are consistently of the highest quality in the world. Make no mistake, these claims matter on every menu today.

Recent consumer surveys reveal the vast majority of Canadians—92 per cent—are happy with the range and quality of dairy products available in Canada. And in a survey from market research and strategy firm, Abacus data, released in April 2017, Canadians reiterated their support and satisfaction with the range and quality of Canadian dairy products. Lloyd says it is clear what Canadian consumers want. "Canadians want Canadian milk, naturally. Our strong dairy system makes sure they get what they want and at competitive prices," he says.





GROWING THE ECONOMY

According to a 2015 nationwide study conducted by ÉcoRessources, a consultancy firm specializing in natural resource economics, the dairy sector sustains about 221,000 full-time equivalent jobs, and contributes roughly $19.9 billion a year to Canada's gross domestic product. It also remits $3.8 billion a year in taxes at the federal, provincial and regional levels. In addition, dairy farmers do not receive any direct payment from the government to produce milk—all revenue from milk sales is generated from the marketplace. Within Canada, a vibrant dairy industry means more jobs, improved access to rural infrastructure and a stronger economy from which all Canadians benefit.

There are many excellent brands of ice cream made right here in Ontario, including the three processors we presented here. Dairy processors are interested in meeting with Canadian restaurateurs to learn how they can partner and share opportunities for growth. Canadian dairy producers and processors care about your business.

THE ECONOMY OF MILK



It is a myth that Canadians pay more than Americans. Canadian dairy farmers do not receive government funding to support their income. In fact, the sector contributes more than $20 billion to Canada's gross domestic product (GDP) without government subsidies. Ontario's contribution to the GDP is $5 billion.

"Canadians operate under a supply management system for a reason. Production controls at the farm level enable us to control supply and demand, producing only what the market requires," Lloyd says. "We do not flood our market with milk. If you do—such as what happens in the US—it can result in drastically lower farmer returns and retail sales. Thankfully, Canadian dairy farmers do not experience these market fluctuations."

Source: marketwatch.com

Unlike the US, which recently had to dump millions of pounds of excess milk, all Canadian milk produced goes to market.

"We have experienced significant investment at the farm and processing levels. We don't see that in any other dairy country. As a result, Canadian farmers are empowered to produce safe, reliable and predictable-quality milk," Lloyd points out.

CANADA IS THE ONLY GROWING DAIRY INDUSTRY IN THE WORLD

2016-17 MILK PRODUCTION BY THE NUMBERS

2,942,572,296
LITRES OF MILK PRODUCED IN 2016-17

72
DAIRY PROCESSING PLANTS

3,586
DAIRY FARMS IN ONTARIO

214
TRUCKS TRANSPORTING THE MILK

$2,268,605,435
FARMGATE VALUE OF MILK SALES

836,943
LITRES OF MILK DONATED BY 448 DAIRY FARMERS TO ONTARIO FOOD BANKS

Source: DFO 2017 Annual Report

100% Canadian Milk: this claim carries a lot of weight and a lot of meaning.

FAKE MOOS! KNOW THE FACTS, NOT THE MYTHS

"On the processing side, dairy processors are able to operate under a strong and competitive dairy industry that allows them to modernize their equipment, create and enhance dairy products, and seek new market opportunities across the country," Lloyd adds.

These measures are the same throughout the country. Canadian dairy farmers not only follow the best practices to raise healthy cows that produce milk of the highest standards, they are also environmental stewards and take great care in preserving the environment from coast to coast to coast. To offer the best milk every day, Canadian dairy farmers follow a set of standards and practices through proAction, an on-farm food safety program. By following this nationwide initiative, Canadian dairy farmers collectively demonstrate responsible stewardship of their animals and the environment, sustainably producing high-quality, safe and nutritious food for consumers. rBST, a growth hormone for dairy cows, is not approved for sale in Canada, even if it is used in the United States.

With proAction, farmers offer proof to customers that they work to ensure milk quality and safety. All milk produced on Canadian farms is tested for antibiotic residues upon arrival at the processing plant. Any milk that tests positive for these residues is discarded and not sold to the public. The farmer at fault is traced back through the sample taken at the farm every time the milk truck picks up milk, and he or she is responsible for all expenses related to discarding the shipment. Farmers are paid for the quality of their milk and are fined heavily if it does not meet industry standards.

The Canadian dairy system is a balanced and world-renowned ecosystem. Growth is nurtured in concert with the quality and sustainability consumers expect from a modern dairy industry. In many other industries, sustainability and sound environmental practices are sacrificed for growth. The Ontario dairy sector works to mitigate environmental impacts, ensure optimal animal care and welfare and contribute reliably to the social and economic interests of rural communities.

Dairy farmers are incentivized to follow sound animal care practices because they know healthy, comfortable cows produce higher-quality milk. MENU had the privilege of getting to know some farmers and dairy cows and saw firsthand the relationships and bonds producers have with their animals. Animal care is important to dairy producers, which is why treating their animals well and providing excellent care comes so naturally to them.

Be proud of including Canadian dairy products on your menu. Dairy farm and brand stories are a part of your story; dairy farmers care about the success of foodservice operations.





ICE CREAM, THREE PROCESSORS

Dairy processors across the province are poised for growth and looking for opportunities to connect with restaurateurs.

As Canadian consumers turn toward eating higher-fat dairy products, you'll want to ensure the products and meals you're bringing to market are what consumers are looking for in terms of quality, taste and versatility. Canadian dairy is one of the top two agricultural sectors in seven out of 10 Canadian provinces.

There are a wealth of opportunities for your foodservice operation to partner with dairy processors to create new demand for your menu offerings. Now is the time to capitalize on the dairy market segment. This is where Canadian ice cream processors come into play. We bring you three of their stories.



Ashley Chapman

CHAPMAN'S

Chapman's is the leading ice cream company in Canada by volume sold due in no small part to its dedication to the art and science of ice cream. "It doesn't matter how good your art is if the science isn't there," says Ashley Chapman, vice president and son of Chapman's founders David and Penny Chapman.

Proudly Canadian, Chapman's ice cream products are distributed across Canada from coast to coast. Owned and operated by the Chapman family since 1973 in Markdale, Ontario, Chapman's was an early innovator in specialty products. Today they are an industry leader recognized for having some of the best, safest food processing facilities in the world. Chapman's makes a wide variety of specialty products including its peanut/nut-free, no sugar added, lactose-free and gluten-free lines. Its global safety audits are consistently near perfect.

When you drive down Chapman's Crescent in Markdale, Ontario, you're told at the security gates that you cannot bring nuts onto the premises. As you drive further, you'll see some buildings, one of which has the words NUT HOUSE sprawled across the top, where Chapman's products containing nuts are processed (and only those nuts used in ice cream are permitted inside the strictly-controlled facility).

In another area of the grounds is the "Phoenix" building where the allergen-free, gluten-free specialty products are processed. No matter which facility you enter, there is a decontamination process—hygiene and cross-contamination protocols that are stringently followed by all staff and visitors. At every entry or exit are coveralls, gloves and boot wash stations, in addition to the boot wash stations you have already moved through, to ensure nothing is carried from one room to another on the bottoms of boots.

"No company invests more in the safety of their food product," says Chapman. "We have the safest ice cream in the world. Not just in Canada but across the globe. We belong to an organization of 14 independent ice cream makers around the globe, so we compare ourselves with both domestic and international benchmarks. The Chapman's plant is one of the most modern in the world. In a day where chefs can't always feel totally comfortable about ingredients coming in, they certainly never have to worry about Chapman's ice cream."

The Chapman's point of difference is incontrovertible. "We guarantee everything we do. That guarantee has existed since 1973 when my parents started the company. In 1999-2000, we took a big step to offer niche products. We put our commitment to those offerings as well. To do those things well for consumer safety, you have to become the best at procedures, policies and cleaning."

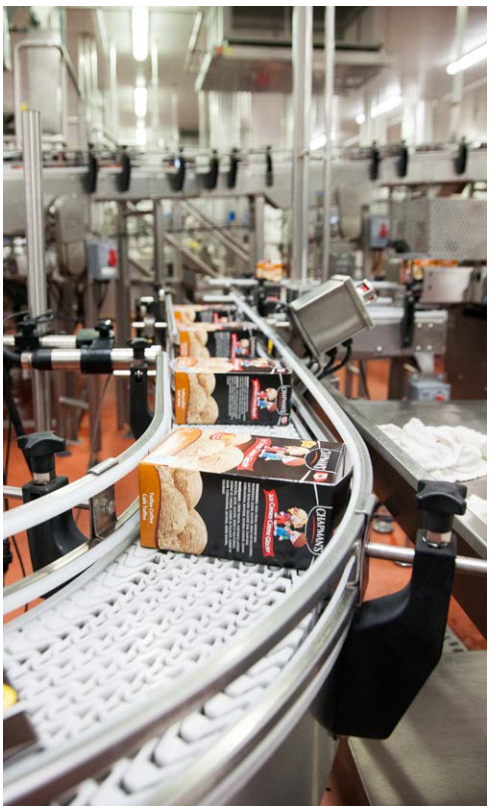
Chapman's mandate: developing products that every single Canadian can enjoy.

↣ CONTINUED ON PAGE 30

ICE CREAM,
THREE PROCESSORS

Contributing to the infrastructure of the community in which its operations are situated is also a priority. Chapman's is a local dairy at scale—while its business has grown exponentially, the dairy facility is still located in small-town Ontario. As a community partner, Chapman's has donated $2 million dollars to the new local school, $1 million to the local hospice facility, and has built a soccer complex for the area's children. Chapman's has also made significant infrastructure investments to curtail its environmental impact, including a state-of-the-art wastewater processing facility.

Knowing and understanding your brand is the key to success. "We are very simple compared to other companies. We don't have lofty goals, we don't have strict growth targets we must hit, or heads will roll. We're pretty laid back in that it's the essentials we focus on. Treating our employees well, making sure they're happy in their jobs translates into better products. We steer clear of gimmicky trends. If we are going to embrace a trend, we aren't going to do it for the short-term, but the long-term," says Chapman proudly.





KAWARTHA DAIRY

This little cottage-country ice cream gem might be one of the most successful hyperlocal food stories in Canada. Kawartha Dairy celebrated its 80th anniversary in 2017. Distributed only within Ontario, its ice cream is the same as it was when they started making it in the 1950s.

Kawartha Dairy is still operated by the same family that started it back in the beginning. Although it has grown tremendously from its early days, it remains headquartered in Bobcaygeon, Ontario, where it was founded. Today, Kawartha Dairy operates some retail stores and services a wide range of wholesale customers, from retail outlets to foodservice establishments and, of course, ice cream parlours. Situated in a bountiful farming region, the dairy receives deliveries of fresh milk daily, most of which is from the local area and all of which is from Ontario farms.

The only changes made as time goes on have been improvements to some of the ingredients. Kawartha Dairy boasts real, old-fashioned ice cream.

Tom Legere is the marketing manager for Kawartha Dairy, and he says that "It's the same ice cream as it has always been." What is the Kawartha point of difference? "It's one of the highest butterfat ice creams you can get in Ontario and a premium product."

Legere suggests there is a spot in the marketplace for all different types of ice cream producers. There's something for everyone. Kawartha Dairy has been interested in growth, but slow, controlled growth that never compromises customer service or the quality of its products. Kawartha has done the majority of its marketing by word of mouth. "The experience people had in discovering us and enjoying our ice cream [began] in cottage country. They would come back and tell people about it." Now Kawartha is distributed in supermarket chains, Costco, scoop shops and restaurants across Ontario.

Kawartha is exceptionally good at relationships within the industry. The company also provides custom production services to other food companies, using Kawartha Dairy's expertise in the business to produce ice cream and other specialty dairy items to the exact specifications of these firms. The company has built local partnerships with foodservice establishments, other food processors and even a brewery. Muskoka Brewery and Kawartha Dairy collaborated to create a limited-edition, ice cream-inspired beer: The Salty Caramel Truffle, as well as a beer-infused ice cream: Pralines & Cream Ale.

It has also teamed up for well over 15 years as the supplier of ice cream to all Purdy's chocolatiers across Ontario. Legere says that Purdy's was a "great fit with high-quality chocolate." Purdy's is a western company out of British Columbia. Also a family-owned company, the two businesses found each other and have built a quietly successful relationship.

"If you like ice cream, there is a good chance you're going to look for us," says Legere. Kawartha Dairy is a small company

TOP FLAVOURS FOR ICE CREAM IN CANADA ARE
VANILLA, CHOCOLATE, STRAWBERRY, BUTTERSCOTCH, CARAMEL, COFFEE, MINT CHOCOLATE CHIP AND MAPLE WALNUT.

THE CANADIAN ICE CREAM MARKET IS PROJECTED TO BE VALUED AT **$2.79B** (USD) IN 2019.



THE FROZEN YOGURT SEGMENT IN CANADA IS GROWING.

3 MAJOR ICE CREAM PROCESSORS (NESTLÉ CANADA, UNILEVER CANADA AND DAVID CHAPMAN'S) HOLD A COMBINED MARKET SHARE OF APPROXIMATELY **64%** IN THE ICE CREAM MARKET.

PRIVATE LABEL AND ARTISANAL ICE CREAM HOLD **12%** AND **1.1 %** SHARES OF THE CANADIAN ICE CREAM MARKET RESPECTIVELY.

(Source: Canadian Dairy Information Centre)

that makes the most of its opportunities. It has just opened its very own distribution centre. "Keeping our distribution operations in-house will help with logistics. It ensures proper rotation of product and storage at proper temperatures." This is part of the slow, steady, quality growth process that Legere referred to earlier. This build also helps to solidify its investment in the community of Bobcaygeon.

As far as advice for foodservice operators goes, Legere wants restaurateurs to understand how important it is to get branding on the menu. Don't leave money on the table by serving generic, poor-quality ice cream. Invest in profitable partnerships with companies like Kawartha Dairy, brand your menu offerings that use ice cream and tell the story of the product and the partnership. Make your ice cream offerings the best around, build on them, be creative and watch your bottom line grow. Says Legere, "Supporting other local businesses. This is who we are."



NESTLÉ

Nestlé is a global company with a local presence. Nestlé is the world's largest food and beverage company with over 2,000 brands. Founded in 1866 by Henri Nestlé of Switzerland. The Germany-born pharmacist launched his farine lactée (flour with milk) in which he combined cow's milk, wheat flour and sugar for consumption by infants who could not breastfeed to tackle high infant mortality rates. It was around this time that Nestlé started using the iconic "nest" logo.

Manufacturing began in Canada in 1918 with the purchase of a small milk factory in Chesterville, Ontario. Four years later, the company was incorporated as Nestlé's Food Company of Canada Limited. Nestlé in Canada is headquartered in London, Ontario. The London plant produces the national supply of Nestlé ice cream products, including a recently announced expansion plan—a major $51.5 million expansion to continue to create jobs and supply the Canadian demand for its products. Nestlé is the largest purchaser of Canadian dairy. In 2016, Nestlé Canada purchased dairy products totalling over $38 million from Canadian dairy farmers.



Jayne Payette is the business executive officer for ice cream with Nestlé Canada. Her colleague Joseph D'Andrea is the business executive officer for Nestlé Professional. Nestlé may be a global company, but its Canadian operations are looking to support the London,

↣ CONTINUED ON PAGE 32

ICE CREAM,
THREE PROCESSORS









Ontario region where its factory produces all of its ice cream for Canada, all using local dairy.

DRUMSTICK holds a 70 per cent share of cone sales in Canada, and this is still one of the areas where the company has increased its operations with a whole new line. As the number one cone brand in Canada with over 54 million cones made in Canada each year—if all the DRUMSTICKs made in one year were laid out in a line, they would span Canada coast to coast 1.5 times!

When it comes to ice cream, Nestlé never stops innovating. "For us, it's about staying closely in tune with what consumers are demanding. It's about small treats and small pleasures in our lives and [being] willing to indulge in order to have great experiences," says Payette. "Where we have decadence, we're also very focused on nutritional, health and wellness." Payette uses the portion-control serving option for DRUMSTICK as an example with individually-wrapped units that are under 100 calories.

Nestlé has also launched GOODNORTH ice milk in 475ml tubs. A decadent but nutritional product that doesn't compromise on the quality of its ingredients, but which is less sweet, with higher protein, less fat, has fewer calories per serving and contains no artificial flavours, colours or sweeteners.

On the flipside, Canadian milk products are the foundation of Nestlé brands like Häagen-Dazs: known for delivering a first class, indulgent experience.

WORKING WITH AND FOR CANADIAN FOODSERVICE

Nestlé Canada wants to support chefs and restaurateurs, particularly independent foodservice operators. Independents are "suffering today, and they need to look toward more diverse offerings," says D'Andrea. Get great ice cream on your menus. Ice cream can be mixed into shakes, smoothies, coffee-based offerings, desserts, entrées and cocktails. There's a lot of business there for the taking with relatively little cost and great value for operators. Exploit ice cream's versatility for your operation (think outside the cone!) to drive more sales for profitability. Leverage the brands that consumers love. Nestlé collaborates with foodservice chains and independents alike, working with companies like A&W and Cara on dessert solutions while being equally focused on demonstrating to smaller operators the most successful ways to integrate the ice cream component with your business.

Ice cream enjoys tremendous consumer interest, and the young, hip consumer is a big target. "We opened a promotional Bär Häagen-Dazs pop-up in 2017 focused on a super decadent experience," says D'Andrea. Consumers could experience a flight of ice cream, and the concept was wildly popular. The pop up also offered a range of ice cream-based cocktails, and the alcohol-infused dessert cocktails certainly demonstrated their menu-boosting power. Says D'Andrea, consumers today want to have exceptional food and beverage experiences that are also totally "instagrammable," and they're willing to pay a premium for those experiences.

Nestlé continues to innovate around education too, working with industry trainers and chefs on successfully working with ice cream. With a focus on turnkey solutions that incorporate easy-to-follow steps for enhancing your offerings while making a bit of theatre and creating experiences for the consumer. At Nestlé Canada, D'Andrea tells us that Canadian chefs are the cherry on top of the industry. We couldn't agree more. M



Turn your mobile phone into a business phone system.

With **Rogers Unison**™ you'll get the best features of a traditional desk phone in a truly mobile solution. There are no apps to download or launch, so no mobile data usage charges to worry about. And you can stop paying for unused landlines.

Exclusive offer for Restaurant Canada members

Rogers Unison™ **Mobile**

$0/mo

for 6 months after bill credit[1]

Rogers Unison™ **Office**

50% off[2]

for 24 months

when you add it to a 2-year **Share Everything**™ for business plan

Call 1-866-497-1390 or visit your local Rogers store.

rogers.com/unison

ROGERS™

A Connection Fee of $30 per line applies (to new line/device only) to activate your service. Offer available until June 30, 2018, subject to change without notice. Available to existing Restaurants Canada members with proof of membership ID, who activate or add a line to any new 2-year Share Everything for Business plans. **1** $15/mo. bill credit on Unison Mobile for 6 months available only on primary line and as long as customer maintains eligible plan. Cannot be combined with Costco, Desjardins, and other association specific offers. $15/mo. bill credit will apply by your 3rd invoice. **2** $15/mo. discount on all Unison Office activations available for 24 months and as long as customer maintains eligible plan. Cannot be combined with Costco, Desjardins, and other association specific offers. $15/mo. discount will apply by your 3rd invoice.
©2018 Rogers Communications Inc.

from the GROUND, UP

SILKY SMOOTH TEXTURE, RICH ITALIAN FLAVOURS...the key ingredient in any pizza sauce is the tomatoes. But with ***Escalon*** Tomatoes that were handpicked and processed to perfection, you get a flavour profile like no other.

Consumers rank **PIZZA SAUCE** *as one of the most important factors they consider when ordering a pizza*[1].



KraftHeinz FOODSERVICE

Get details about our full lines of products at **www.kraftheinzfoodservice.ca/escalon** or 1-800-705-7238, and place an order with your distributor today.

[1]Mintel, Pizza Restaurants, November 2017

SPIRIT FORWARD RTDS ARE IN FULL SWING

innovation & ingenuity in beverages

BY LEN FRAGOMENI



There's a lot of innovation happening in the ready to drink category, as well as mobility, as brands make their way to other provinces.

FOUNDER'S ORIGINAL

Three SKUs, new categories, our spirit forward RTD cocktails from Founder's Original are made of the finest-quality ingredients and craftmanship. The idea has been distilling for some years. We used to bottle these small Old Fashioneds, Manhattans and Negronis and sell them to guests in singles. People loved them. We decided that the bottling of premium spirit forward cocktails needed to happen. I'd say the trend gained steam last year when spirit forward cocktails hit the American marketplace with some success. The emergence of brands like Studebaker (a Diageo-owned product) have upped the cocktail game—their offerings include an Old Fashioned and a Manhattan. Smaller distillers like Jefferson's began marketing a black-bottle, barrel-finished Manhattan. Consumers are better educated with more refined palates, and they're looking for cocktails that up the ante. The only way for a brand to get traction is to go classic otherwise consumers just won't have confidence in the quality.

CONSUMERS NEED TO HAVE TRUST IN YOUR BRAND

With Founder's Original, we pitched the Old Fashioned, Negroni and the Manhattan. We chose to add another layer of complexity and flavour by ageing in ex-bourbon barrels. So, the very bourbon and rye we're using, we return the blended ingredients to the barrels and age the mix for another month.

↣ CONTINUED ON PAGE 37



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

Purchasing ENERGY STAR certified equipment vs standard models will use 30-90% less energy.

Look for the BLUE STAR—and open the door to new possibilities for your business.

FOODSERVICE ENERGY CHALLENGE

Restaurants Canada is taking the lead on sustainability with presenting partners ENERGY STAR® and Save on Energy™.

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.

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

Here is what you can expect:

- Learn about how small and big changes can have a positive impact on your business
- Free audit to determine energy saving opportunities within your business
- Support from your local electric and gas utility to assist with eligible savings programs
- Find out more about becoming LEAF certified
- Opportunity to receive incentives and rebates to go towards upgrading your business

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

Presented by:

The Old Fashioned—that's the benchmark. This is our first spirit forward RTD cocktail from Founder's: Barrel-aged, Smoked Vanilla and Chocolate Bitter. A mix of bourbon and rye, full sweetness and character/spice. Then we'll take that base and change it to bitter, instead of traditional flavours over the next year. We'll be offering experiential premium spirit forward cocktails like a smoked maple and pecan bitter, or a cigar and coffee. We know that consumers will veer from the classic to try something new if certain recognizable elements are present and their confidence is high in their brands. Some consumers will stay with the classics, but many will cross over back and forth.



DON'T GET LOST ON THE SHELF OR THE MENU

Flavour profiles aren't the only differentiator. Attract consumers and guests with good packaging or beautiful and informative menus. The wine companies are doing it with wines in beautiful individual bottles and cans. One company called Joiy has Hendrix-style packaging that allows it to pop off the shelf. Another company called Crafter's Union wine wraps its wine bottles in cool paper.

Consumers are ready for better cocktails in a can. When consumers start to talk about cocktails, they start asking for better cocktails; they'll start gravitating towards those brands. Consumers today know what "truly good" means.

WHY PACKAGING MATTERS

Beer did it before us and wine too. We're starting to see so much creativity in beer packaging. It's pretty simple; packaging makes people pick your product up off the shelf. Our FOUNDER'S ORIGINAL sleeved bottle looks painted. It's metallic and hits the senses—the way it looks, the way it feels. We wanted something that is ultra-modern with vintage flair.

We'll be presenting the Negroni and the Manhattan with variations in hopes these will build consumer confidence. Then maybe we'll offer other classics such as lesser known whisky cocktails. It's all about opening minds and providing consumers with real quality in the bottle. All of our packaging tells the story of how it is made. Our social media, our website, it all comes back to telling that story.

"PEOPLE DRINK AN OLD FASHIONED TO TASTE THE WHISKY. BACK IN THE OLD DAYS WHEN THEY JUST DRANK WHISKY, THEY ADDED WATER TO OPEN IT UP. THEN THEY STARTED ADDING SUGAR TO SWEETEN IT UP. THEN THEY ADDED BOTANICALS AND BITTERS, AND THAT IS WHEN THE OLD FASHIONED BECAME A COCKTAIL. HAVING SAID ALL THAT, AT THE END OF THE DAY YOU WANT YOUR WHISKY TO BE THE STAR OF THE SHOW."

LEN FRAGOMENI



THE 2018 SUMMER COCKTAILS

Summer 2018 we'll be getting back to citrus with a big trend in lower calorie. There are companies in the Canadian market already waging the vodka soda wars! We'll look to offer our guests these new vodka sodas because consumers want them. The beverages have little to no sugar, with flavour additives. An ounce of alcohol is about 70 calories, an ounce of fresh lime is about 10 calories. 80 calories total, bring in the soda. These are organic cocktails using stevia or other organic ingredients. The focus is on making beverages better and not just calorie counting. Today's consumer picks up packages and reads labels. They want authentic products, and they want to patronize value-driven companies.



The Crescendo® Experience

Authentic on-demand espresso enjoyed pure, or built into your choice of 9 premium cafe beverages.

FRESH ESPRESSO

1kg (2.2lb) bean hopper showcases whole beans that are freshly ground on-demand

INTUITIVE TOUCHPAD

Features two programmable portion sizes, choice of 9 beverage options and hot water

BEAUTIFUL CREMA

Unique 9 bar brew pressure system produces an excellent single or double shot with beautiful crema

BUNN Quality Since 1840

bunn.com/crescendo

VERY VERY LEMON LEMON

SPARKLING LEMONADE, SIP AWAY





Hops on high

THE RISE OF CANNABIS BEER

BY ANDREA YU

It's a mild summer afternoon in Calgary, and the patio of a trendy 17th Ave bar is packed with patrons eager to soak in the first of summer's sunshine, with the requisite pints or bottles of beer in hand.

But, if you were to take a closer inspection of those pint glasses and bottles, you'd discover that some of the brews contained within aren't your garden variety craft beers. In fact, some have no alcohol at all, yet they're imparting an incredibly pleasant and relaxing effect on the patron consuming it. It's because they're drinking a cannabis beer.

The scene described here is, unfortunately, a piece of fiction. We're getting one step closer to it with the legalization of marijuana this July, although this only permits the regulated sale of cannabis from provincially-appointed licensed retailers. There's no definitive word yet on licensing consumption in public venues, and edible cannabis products aren't slated for legalization until 2019.

But that isn't stopping some enterprising Canadians from getting ahead of the game.

While there are already plenty of cannabis beverages in the grey market—dealcoholized beers, lemonades and even kombuchas infused with THC (tetrahydrocannabinol—the chemical responsible for most of cannabis' psychological effects)—there's one beer under development that is made







> *"We found a way to actually use the plant matter itself—the stalks, the stem and the root of the plant, and of course some of the trim as a starting material for brewing the beer"*

from the cannabis plant itself.

Dooma Wendschuh is one of the people behind this innovative new brew. As the co-founder of Province Brands, Wendschuh is working with a team of accomplished brewers and researchers to develop the new cannabis beer.

"We found a way to actually use the plant matter itself—the stalks, the stem and the root of the plant, and of course some of the trim as a starting material for brewing the beer," Wendschuh explains. The result is a beer that looks much like you'd expect it to—pale yellow in colour and slightly effervescent but with a nutty, savoury characteristic and a dry wine-like finish, as Wendschuh describes. "It's made from marijuana, but it doesn't taste a lot like cannabis."

But it was a long road of research and development to get to that point. "The first batch tasted like rotten broccoli. The second batch tasted about the same," he remembers with a laugh. "We really felt like no matter what we did, and what changes we made, the beer was going to taste absolutely terrible."

He enlisted contract research organizations in Colorado, where Wendschuh used to live and where working with cannabis was legal, and the team started getting closer to a palatable product. They even flew in a flavour consultant from Tennessee. "But we did the math, and he was using so many seeds, which are very expensive," says Wendschuh. "It would have cost $30 a bottle to make which wasn't going to work either."

The breakthrough came when Wendschuh contacted one of his favourite Colorado breweries—Grist Brewing Company. Its founder and brewmaster Rob Kevwitch left a career in chemistry to pursue a passion for making beer, and he was able to give Wendschuh a slew of tips and advice that resulted in a great-tasting beverage brewed from cannabis.

The taste wasn't the only important factor in developing a cannabis beer. Wendschuh and his team were able to tweak the onset, or 'dose-response curve,' to mimic that of alcohol. While traditional cannabis edibles may take up to an hour to kick in and result in a high that lasts for hours, their cannabis beer takes effect sooner and the high that doesn't last as long, increasing the approachability of the product to those that are more accustomed to drinking alcohol.

Wendschuh is guarded when it comes to the exact brewing process, and understandably so. Province Brands has applied for a provisional patent for brewing beer from cannabis. "The end result will be us owning the entire category of beer brewed from the cannabis plant."

Japanese brewery Kirin holds a similar patent for making beer from the soybean plant. "To this day, anyone that wants to make a beer from the soybean plant is paying Kirin royalty for that," Wendschuh says. "We thought there was value there."

Now that the Province Brands team has nailed down a patent-pending process for a tasty cannabis brew, they're searching for a building to house their purpose-built brewery, which will also have a marijuana license. The

↣ CONTINUED ON PAGE 42



venture is being made possible through a collaboration with Cannabis Wheaton Income Corp., a collective that invests in cannabis cultivation companies. The brewery will eventually produce bottles, cans and even kegs of their signature brew. The latter-most packaging method hints at where Wendschuh hopes social cannabis consumption will soon head.

"Cannabis is best consumed with friends," Wendschuh explains. "We're hoping that Canada will follow the lead of a few other jurisdictions and will allow social consumption at some point in the not too distant future."

Wendschuh is far from the only voice promoting the social consumption of cannabis in the country. Lisa Campbell is the woman behind Toronto's Infused Innovation events which showcases the latest in cannabis beverages. She has also helped dispensaries in British Columbia develop teas, powdered drinks and even performance-enhancing beverages from cannabis. But in her new role at Lifford Wine & Spirits, she's helping the national beverage distributor launch a new subsidiary company called Lifford Cannabis Solutions which will represent cannabis products for the company from coast to coast.

> *"We're hoping that Canada will follow the lead of a few other jurisdictions and will allow social consumption at some point in the not too distant future."*



Like Wendschuh, Campbell sees an elevated future for Canada. While the federal task force on marijuana legalization warned against the co-location of cannabis and alcohol, suggesting that venues might be licensed for the sale and consumption of alcohol or cannabis, but not both, Campbell supports a freer licensing strategy.

"It should be up to consumers what they chose to consume at a restaurant," she says. "Ideally, in the future, when you go out to dinner you'll be able to have cannabis-infused beverages on the menu."

Wendschuh envisions a future where a menu of infused beverages doesn't just span taste and flavour, but experience too.

"There are so many different strains of cannabis, and they can all have wildly different psychoactive [effects] from each other," says Wendschuh. "You could go to the bar in the future and say 'I want to have an energetic feeling' and someone else would say 'I want to have a relaxed feeling' and they could sell a product to you that gives you that feeling."

While some restaurants and bar owners might feel threatened by the advent of cannabis legalization and social consumption, Wendschuh encourages them to embrace it. Owners of chain restaurants or bars could open up 'weed' alternatives which service the consumption of cannabis. "It speaks to your brand, but it's for people to consume cannabis products as opposed to alcohol and they do that using the appropriate license provision."

"Over time, hopefully, the government will allow the consumption of both in the same establishments, and when that happens, you just add alcohol to your menu and add marijuana to the menu of the other places that are moving alcohol."

Then, the futuristic scene we described earlier would change from fiction to fact. M

SWEET Deal!

GROUPEX & DATACANDY FORGE PARTNERSHIP TO LEVEL THE PLAYING FIELD FOR INDEPENDENT RESTAURANTS

groupex
GIVING RESTAURANTS THE BUYING POWER OF CHAINS!

+ datacandy

DataCandy is a North American leader in loyalty and gift card software solutions for retailers and restaurants of all sizes. The company's simple, scalable, secure and affordable platform is used at over 10,000 locations across Canada and the United States by companies such as the ALDO Group, St-Hubert restaurants and the 51 Canadian brands that make up the MTY Food Group. DataCandy is simple to interface, scalable for growth, secure for financial transactions and provides multichannel capabilities.



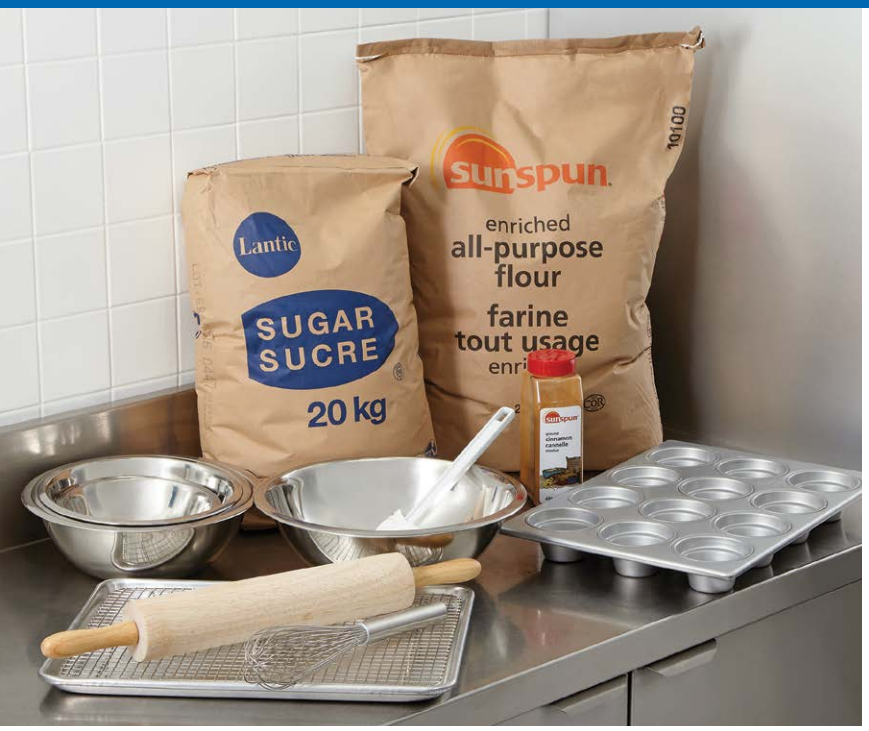
> The ability to understand, retain, and reward your most loyal customers is crucial for independent restaurants; and size shouldn't affect a restaurant's ability to compete and stay profitable.
>
> Our team is thrilled Groupex chose DataCandy to be the first gift card and loyalty program service provider in its portfolio. This partnership will open a lot of doors and help independently owned restaurants level the loyalty playing field.
>
> — Lorne Schwartz, CEO of DataCandy

Ready to Get Started?

We're here to help! Please contact Groupex at 1.800.670.6800 or email sales@groupex.com

wholesale club
everything foodservice

Shop with us for everything foodservice





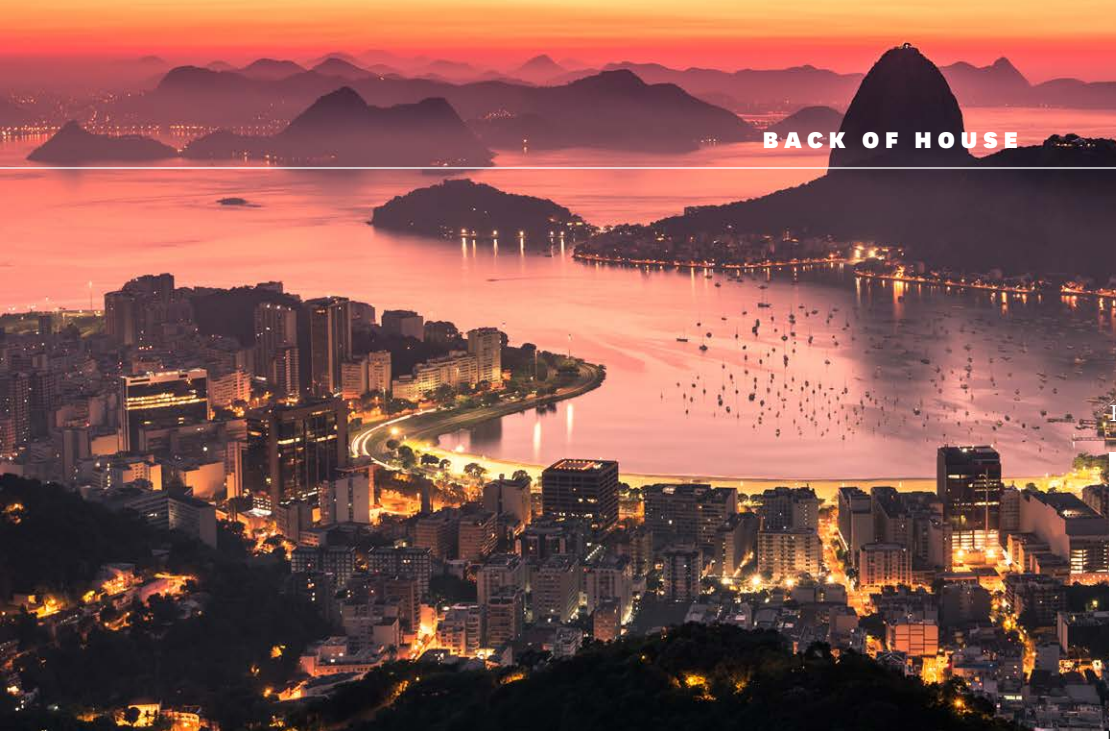




For a location near you, visit wholesaleclub.ca

Follow us @therealcanadianwholesaleclub

wholesale club
everything foodservice



Rio de Janeiro Brazil

Five food trends that are changing Latin America

JOHANNA MENDELSON FORMAN
SCHOLAR IN RESIDENCE, AMERICAN UNIVERSITY SCHOOL OF INTERNATIONAL SERVICE

Latin America's economy has grown enormously over the past two decades. However, unemployment in the region still hovers at 8 per cent, double that of the United States.

Youth joblessness is even higher—almost 15 per cent among Latin Americans under the age of 18. Sixty per cent of young people between the ages of 16 and 24 work informally, without a contract, benefits or social security.

The region also has among the world's highest violence levels, a problem some scholars have connected to high joblessness. In Brazil, for example, studies show that a 1 per cent rise in male unemployment leads murders to rise an additional 2.1 per cent.

Some Latin American restaurateurs think they can help.

These pioneering chefs are stepping out of the kitchen and into public service, going beyond feeding customers to creating jobs, boosting economies and preventing violence.

This movement—dubbed "social gastronomy" by Brazilian chef David Hertz—is the focus of my academic research on the politics of food.

Here are five Latin American culinary ventures you should know about:

CONTINUED ON PAGE 46

This article was originally published at *theconversation.com*

1

BRAZIL: COOKING TO PREVENT VIOLENCE

Hertz first realized that food could help alleviate the poverty and violence of São Paulo's poorest neighborhoods over a decade ago.

In 2006 he launched a project called Gastromotiva, urging local gang members to come train with him and start their lives anew as chefs.

"By interacting with other people through cooking, you learn confidence, discipline, collaboration," he told me recently. "So why not use gastronomy to empower people?"

So far, Hertz's social gastronomy program has trained 1,850 young men and women, 80 per cent of whom have gone on to get jobs in the restaurant industry.

Working with the World Economic Forum, chef Hertz urges leaders across Latin America to use culinary training as a violence prevention tactic. Gastromotiva has expanded to Rio de Janeiro, Mexico and El Salvador.

During the 2016 Rio de Janeiro Olympics, Hertz worked with Italian chef Massimo Bottura to launch a Brazilian version of Bottura's pop-up soup kitchen in Milan called Refettorio. The Brazilian venture turned food waste from Olympic Village food stands into hot meals for Rio's poorest residents.

The project continues today, staffed by volunteer chefs and supplied, for free, by Rio food companies.

2

VENEZUELA: FEEDING THE HUNGRY

At night, Venezuelan chef Carlos García runs Alto, a swanky restaurant in the capital of Caracas. But by day he directs Barriga Llena, Corazon Contento—"Full Belly, Full Heart"—a foundation that delivers daily meals to schools in Caracas' poorest neighborhood.

Venezuela's three-year-long economic crisis has led to widespread food shortages. Venezuelans lost an average of 20 pounds each in 2017. Childhood malnutrition has spiked.

Against this backdrop, "each day we prepare meals for 260 children and 100 of their grandparents," Chef García told me. The Venezuelan government won't let the group serve inside schools, so kids line up for food in a nearby building.

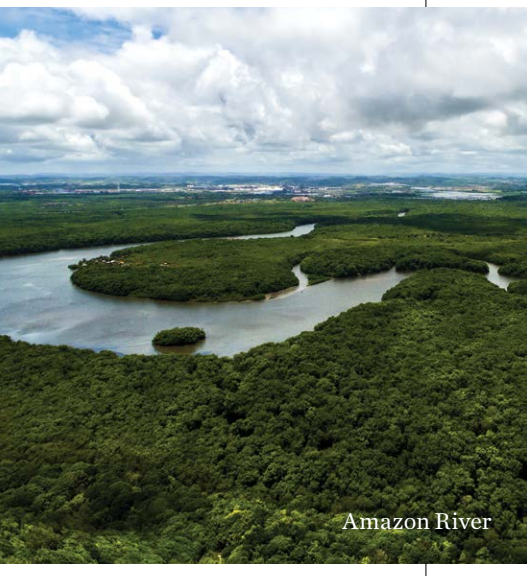
The foundation also serves 160 people at the J.M. de los Rios Children's Hospital, where parents often cannot afford to feed their children while they receive treatment for cancer. García feeds 30 doctors as well.



Caracas, Venezuela

More than an act of charity, García says, he sees feeding starving people as the professional obligation of a chef.

García won't disclose how he gets ingredients every day in a country with empty grocery store shelves and an inflation rate of over 450 per cent. But his project's crowdfunding campaign, seven co-chefs and a wide circle of allies surely help.



Amazon River

3

THE AMAZON: CREATING A RAINFOREST-TO-TABLE MOVEMENT

Perhaps the most innovative social gastronomy project in Latin America is Cumari, a collaboration of several nonprofit environmental organizations based in the Amazon rainforest of Peru and Brazil.

With 40,000 species of plants, thousands of kinds of fish and 3,000 different fruits, the Amazon is bursting with ingredients. But traditional food production is threatened by development and the rise of industrial agriculture.

Cumari's founders hope that demand for local ingredients will rise as more people get to know Amazonian cuisine. A bigger market for rainforest foods should, in turn, protect this biodiverse environment.

Working together to attract influential Latin American chefs into the jungle, the Cumari collaborative places them in kitchens across the region. There, the chefs prepare meals spotlighting traditional Amazonian flavours—from super healthy fruits like acai berry and sacha inchi to fleshy river fish—in indigenous village lunch spots and big city restaurants.

This is rainforest-to-table dining.



Peruvian Market

4

PERU: FIGHTING INEQUALITY WITH GASTRONOMY

Chef Gastón Acurio put Peru on the map as a culinary destination in the early 2000s, opening outposts of his award-winning Lima restaurant Astrid y Gastón in London, Bogota and beyond.

Now, he's using global interest in Peruvian food to help young people back home. Acurio's Fundación Pachacutec Culinary Institute, which opened in Lima in 2007, offers scholarships to budding chefs from marginalized communities in Peru and pays them a living wage while they train.

"Peru is a developing country. Many who dream of being a chef don't have the opportunity," Acurio says.

Though its economy is growing quickly, 9 per cent of Peruvians still live on less than US$2.50 a day. Acurio believes that education is Peru's most powerful weapon against inequality, which remains very high.

Today, the institute's more than 300 graduates showcase their Peruvian cooking skills in many of the world's most celebrated restaurants, including El Celler de Can Roca in Spain and Acurio's own Astrid y Gastón.

5

BOLIVIA: RECLAIMING INDIGENOUS CUISINE

Latin American cooks aren't alone in seeing the social power of the region's food.

In 2013 Claus Meyer, the Danish founder of Copenhagen's award-winning restaurant NOMA, wanted to open a great restaurant abroad that could also make a difference.

Bolivia is the Western Hemisphere's second poorest country, after Haiti. Over half the population lives in poverty.

The Andean country of 11 million also has a large indigenous population. An estimated 40 to 60 per cent of people identify as a member [of] Bolivia's 36 recognized indigenous communities.

Meyer launched Gustu in La Paz, Bolivia's capital, in 2013. The restaurant's menu highlights the "unreleased potential" of indigenous Bolivian cuisine.

"Bolivia may have the most interesting and unexplored biodiversity in the world," he told The Guardian newspaper when it opened. All ingredients are locally sourced.

Gustu also runs a culinary training program that recruits students from La Paz's poorest neighborhoods. Meyer pays them well above the country's $143 a month minimum wage, pulling them out of the informal economy and, hopefully, keeping them there for the long term. M



Sopa de Mani: Traditional Bolivian Peanut and Potato Soup.



INSURANCE

RC Protects Provides Unprecedented Coverage for Canadian Foodservice

It is a simple premise that is being played out across many industry sectors. It's called Channel Disruption. It is also having a significant impact in the Foodservice sector. Sectors of the business that have become uncompetitive and change-avoidant (not listening to customers) are not only losing share/equity and earnings but are at risk of being wiped off the map. Restaurants Canada conducts quarterly research to gauge the industry pulse on these issues. The noise and frustration from operators is growing louder. This is largely due to decisions being made by governments across the country, be it alcohol pricing, credit card fees, minimum wage and hydro rates. And now, the insurance "game" is climbing to the top of the list for both operators and the supply side.

When it comes to insurance, operators are well aware of how the industry has been cast in a negative light. And, it has been going on for years, especially for those serving alcohol. There is a sense that ever-increasing premiums are unavoidable. It's fair to say the industry understands that risks are higher between a nightclub that serves alcohol and a small pizza outlet that does not. Basic alcohol-to-food ratios have been one of the arbitrary measures used by insurers to set premium rates. However, what about a white tablecloth restaurant that happens to have a premium bar program? Their alcohol-to-food ratio would be higher. Why should their premiums raise automatically? Is it fair to allow massive hikes in premiums because of an arbitrary ratio? Certainly not. This is where Restaurant Canada's journey began. We're here to help the industry re-write the insurance agenda to better reflect the realities of your business.

Restaurants Canada has created a new insurance platform for the Foodservice Industry: This new program is branded RC Protects and this platform will offer market-changing programs for operators and their employees. Restaurants Canada has partnered with the Canadian Broker Network (CBN) for a full slate of customized programs for the operations side and JONES Deslauriers Blevins Insurance Management for a unique, customizable, employee benefits program.

"We wanted to use our collective voice to change some of the predatory practices in the insurance world," says Shanna Munro, Restaurants Canada's CEO. "It has taken Restaurants Canada over 18 months of interviewing many insurance companies, both Canadian and international, including brokers of all sizes and combinations to help us change the game." The only company left standing was the Canadian Broker Network.

Who is CBN?

The Canadian Broker Network is a collection of united independent insurance brokers across the country. They are committed to setting a new course in Canadian foodservice.

CBN Chair Mike Robinson outlines Insurance 101 and the education process that has to happen in the industry. He feels that RC Protects and CBN can help lead the industry to achieve reduced rates. "We must educate operators on how the insurance 'game' actually works," says Robinson.

Who is your insurer?

Operators must look at their total insurance package. And, more importantly, they need to know who is underwriting it. Unfortunately, most operators do not know.

Robinson adds, "In the insurance business, everyone has a friend in the business. We find far too often, the broker that you are dealing with is owned by an insurance company who is insuring you. So, whose interest are they acting on? Yours or their 'bosses,' the insurers? You guessed it, not yours." Robinson continues, "At CBN we are fully INDEPENDENT brokers. We are not owned by or allowed to have insurance company investment in our businesses to have any conflict of interest. Restaurants Canada realized early that operators are not best served when this conflict exists. Together, our mandate is to act 100 per cent for the operator, full stop."

CBN is unique as they target clients and client groups that have not had the benefit of proper planning around risk management. "The entire foodservice sector is stuck in the past when it comes to commercial insurance. Therefore, operators are at the mercy of the insurer's agendas," adds McLean Hallmark Gateway SVP & Managing Director, Stephen J Smith.

As an example, CBN has begun a process of re-writing the rules that are tailored specifically for the wine, craft breweries, distilleries and cideries. No another Canadian insurance company is approaching the needs of a sector as a whole, trying to disrupt the traditional insurance processes.

Carl Sparkes, the owner and CEO of Devonian Coast Wineries adds, "I learned the hard way this past year with an insurance policy that did not cover the loss of an accidental draining of a multi-thousand-litre tank. A few hundred thousand dollars down the drain! If I had the policy I have now through McLean Hallmark Gateway, part of the CBN family, that loss would have been negated. This team represents new thinking and puts the client first. Restaurants Canada members and those associate members need to listen up to this initiative."

RC PROTECTS

THE RISK JOURNEY:

Changing the age-old process is key. Typically foodservice operators address their insurance requirements as an annual transaction—one that operators look at just before renewal, or when a claim happens. Much as your business drives efficiencies by having a business plan, foodservice operators should have a risk plan or insurance plan. Being in front of one's risk will lead to fair premiums. The RC Protects program is designed to conduct a review, planning and pro-active process called The Risk Journey. This process is to allow the operator to get in front of their risk areas. CBN will look back at policies and claims and then help to develop custom strategies to blend risk tolerance, pricing and terms.

Where are the premiums going?

RC Protects will look for areas that can help operators reduce risk, which ultimately will lead to reduced premiums. Robinson adds, "Our position is that the operator should be able to [benefit from] profit[s] if there are no claims." This is similar to how the auto sector reduces rates for safe drivers.

Gloria Gomes is the director of accounting at Oliver & Bonacini Hospitality. O&B is living this process: "It is amazing all the things we found that you can do to help mitigate your costs," says Gomes. "You won't know what level of support you have until you make a claim. That is where you see a difference and why we switched. These guys walked us through the whole claims process. They even helped us design it, right through to fighting for us to get it done."

Scott Francis is the president and CEO of SIAdvisers. With 45 years experience as a third-party claims adjuster, he knows the business from all angles. Can Restaurants Canada and CBN change the game? "From what I have seen, there is [a] formalized process being established to position the industry for change. Restaurants Canada and CBN are assembling a core team that includes lawyers, architects, engineers, etc., all of whom are specialists in their respective sides of the insurance claims processes."

Francis points out, "The key for the industry is to develop consistent processes and structures that look for trends across the country. This will help build the parameters to present the issues/opportunities to underwriters. Unfortunately, no one has stepped up to try to properly educate operators across this sector as a whole. If Restaurants Canada, through CBN and their RC Protects program, can nail this one, they can certainly change the mindset of underwriters and change the game."

DIG IN
To learn more, visit us at restaurantscanada.org or call 1-800-387-5649.

RC SHIELD

Coverage for your Business needs

Allows operators to access a menu of coverages specific to your differentiating needs. Risk specialists identify hidden issues and provide proactive solutions to improve your rates. Receive broader coverage, better rates, risk management tools and customized coverage options.

RC bullfrog INSURANCE
Insurance without the bull.

Insurance for small business operators: Built by a small business for your small businesses only. RC Bullfrog provides you with an immediate online quote and enrollment options for Restaurants Canada members in need of commercial general liability and property coverage—no waiting around! Whether you are in small foodservice, cart/kiosk, manufacturing or wholesale, Bullfrog Insurance can provide up to $5 million in commercial general liability coverage, up to $20,000 in equipment coverage.

RC MDAccess

24/7 access to healthcare and advice: Can help prevent lawsuits with healthcare access and advice when you need it. When a guest or employee becomes ill or injured at your facility, what do you do? With MDAccess, you can speak with a Canadian nurse or doctor in minutes who will quickly assess the situation and recommend next steps. MDAccess provides advice and reassurance for both customers and staff. Comprehensive medical documentation reduces the potential for liability claims.

RC EMPLOYEE home &auto.

Help Your Employees Save and Boost Retention

Offer home and auto insurance to all your employees. RC Employee Home and Auto insurance is a turn-key program that provides competitive pricing, coverage options and discounts to pass on to your staff. Your employees can benefit from better home and auto rates and service. Help retain and attract top talent by helping them save.



RISING LABOUR COSTS: IMPACT AND INFLUENCE ON INDUSTRY CONFIDENCE

BY LAUREN VAN DEN BERG
NATIONAL VICE PRESIDENT, GOVERNMENT RELATIONS, RESTAURANTS CANADA

Canada's restaurant industry plays a vital role in the economy, employing more than 1.2 million Canadians. So it's not surprising that the economy in turn plays a crucial role in determining the health of the foodservice industry.

With increasingly razor-thin profit margins, few industries are as sensitive to changes in labour costs as the foodservice sector. Comprising just over 30 per cent of operating revenue, labour costs for restaurants are second only to cost of goods sold—which means that most restaurateurs tend to view sharp increases in these costs as a threat not just to the profitability to their business, but of their livelihood.

This can be seen in Restaurants Canada's most recent outlook survey, which saw the number of operators feeling optimistic about the next year drop precipitously to just 47 per cent. The mood of the industry has soured rapidly, thanks in no small part to the impact of rising labour costs on the bottom line of operators.

Canadian restaurants are the boardrooms for small business, and the gathering place for community; for family.

When combined with the erosion in operator sentiment, the rising cost of labour across the country is creating a dangerous cascade, reflecting deteriorating household finances. High household debt and rising interest rates will put even more pressure on consumers to cut back on their spending. And when consumers have less disposable income, they frequent fewer restaurants.

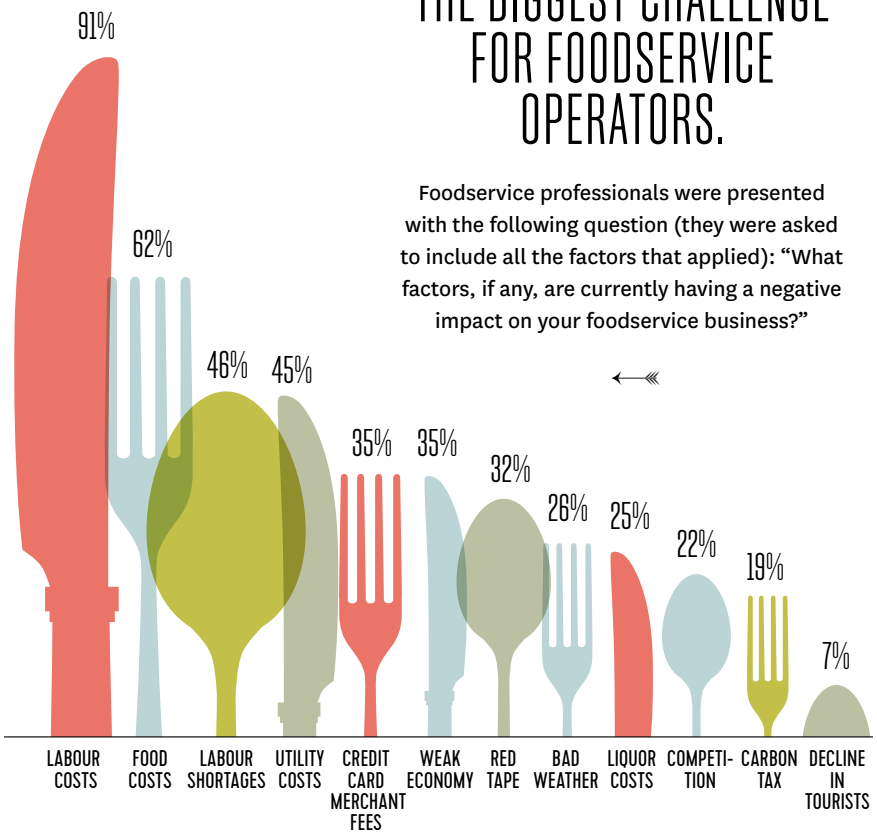
The reality is that it will be the small, independent, family-run businesses—the ones who fuel the economy, create jobs, and provide an important sense of community for all citizens across the province—that will be hit hardest.

Building on the increases to minimum wage of 2016, which saw eight provinces increase their minimum wage by 2.6 times the rate of inflation, government regulations like Bill 148 in Ontario and Bill 17 in Alberta have gone even further. By introducing packages of reforms that go far beyond just minimum wage, provincial governments are forcing restaurant owners and operators to take on up to $1.8 billion in net new additional costs, placing tens of thousands of jobs at risk across the country.

The substantial increases to the costs of doing business in Canada have created a difficult operating environment for all restaurateurs. But there is still hope: while the slump in consumer and

LABOUR COSTS ARE THE BIGGEST CHALLENGE FOR FOODSERVICE OPERATORS.

Foodservice professionals were presented with the following question (they were asked to include all the factors that applied): "What factors, if any, are currently having a negative impact on your foodservice business?"



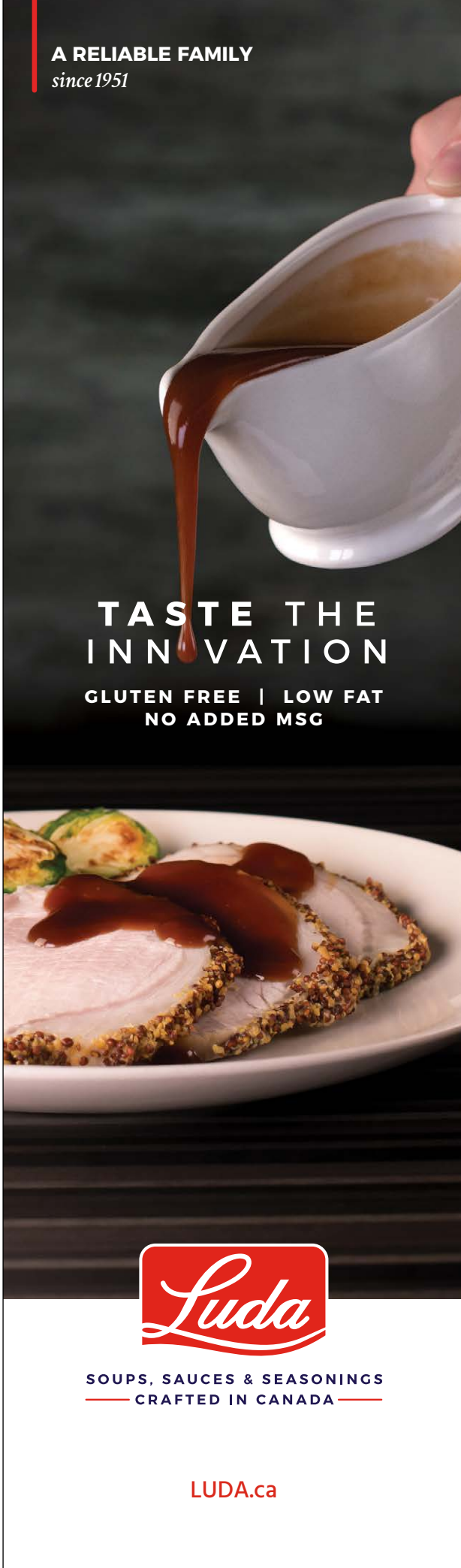
operator confidence might paint a bleak picture for future growth, it can also help set the stage for renewed dialogue and thoughtful negotiation with policy-makers and government.

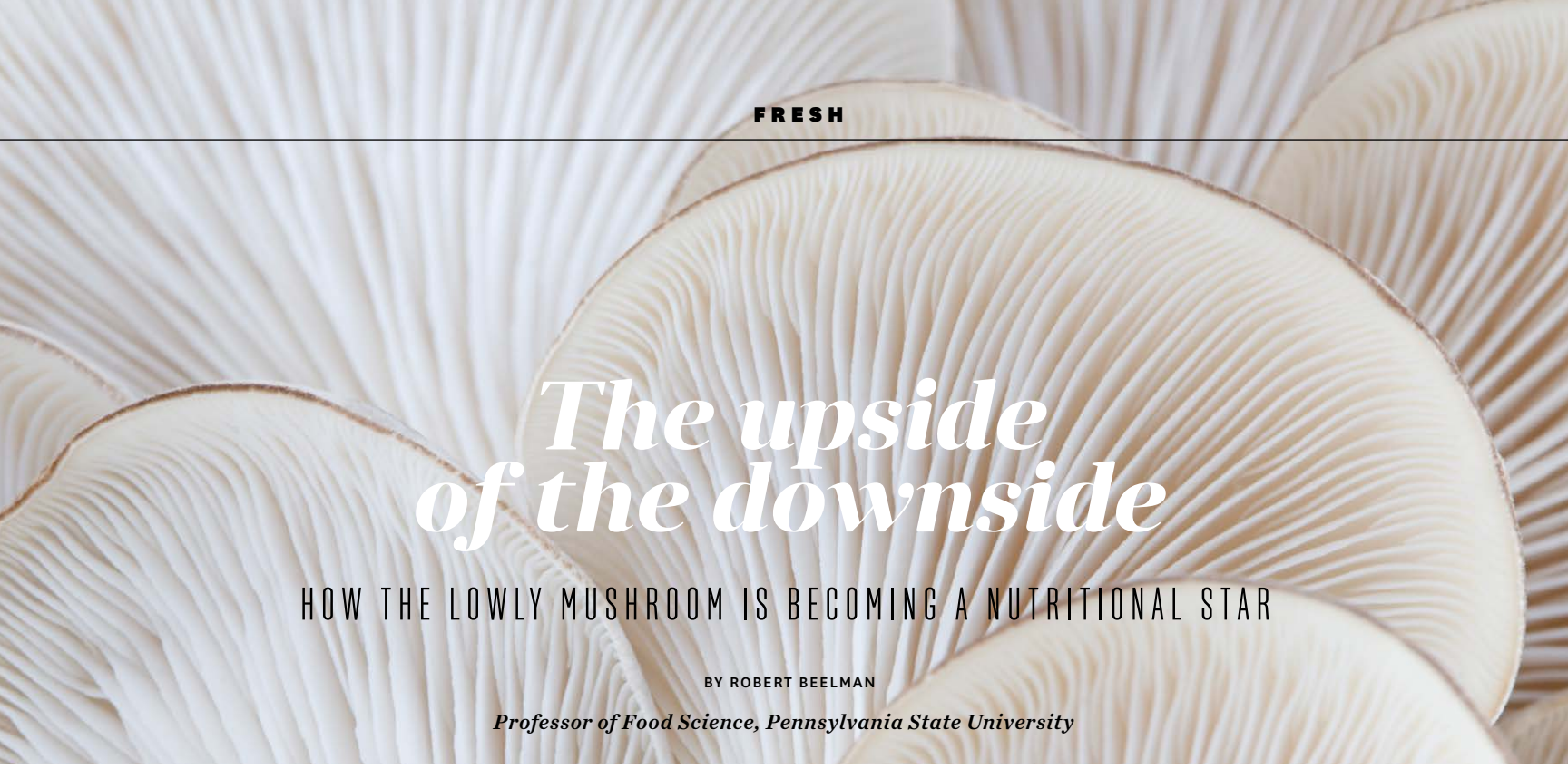
Canadian restaurants are the boardrooms for small business, and the gathering place for community; for family. We are proud to be the number one first time job creator in the country—we open the door to opportunity for young Canadians, new Canadians, and those facing barriers to employment. More than two-thirds of Canada's restaurants are locally owned and operated by independent entrepreneurs.

Our industry prides itself in serving 18 million Canadians every day, and Restaurants Canada will continue to work with restaurateurs across the country to help raise their voice with the key influencers and government decision-makers to ensure these labour challenges are met head-on.

DIG IN

Bring us your questions and concerns about rising labour costs in your province or territory. Contact Restaurants Canada today. By phone, toll-free 1-800-387-5649 or send an email to info@restaurantscanada.org.





The upside of the downside

HOW THE LOWLY MUSHROOM IS BECOMING A NUTRITIONAL STAR

BY ROBERT BEELMAN

Professor of Food Science, Pennsylvania State University

Mushrooms are often considered only for their culinary use because they are packed with flavour-enhancers and have gourmet appeal. That is probably why they are the second most popular pizza topping, next to pepperoni.

In the past, food scientists like me often praised mushrooms as healthy because of what they don't contribute to the diet: they contain no cholesterol and gluten and are low in fat, sugars, sodium and calories. But that was selling mushrooms short. They are very healthy foods and could have medicinal properties, because they are good sources of protein, B-vitamins, fibre, immune-enhancing sugars found in the cell walls called beta-glucans, and other bioactive compounds.

Mushrooms have been used as food and sometimes as medicine for centuries. In the past, most of the medicinal use of mushrooms was in Asian cultures, while most Americans have been skeptical of this concept. However, due to changing consumer attitudes rejecting the pharmaceutical approach as the only answer to healing, that seems to be changing.

I study the nutritional value of fungi and mushrooms, and my laboratory has conducted a great deal of research on the lowly mushroom. We have discovered that mushrooms may be even better for health than previously known. They can be excellent sources of four key dietary micronutrients that are all known to be important to healthy aging. We are even looking into whether some of these could be important in preventing Parkinson's disease and Alzheimer's disease.

FOUR KEY NUTRIENTS

Important nutrients in mushrooms include selenium, vitamin D, glutathione and ergothioneine. All are known to function as antioxidants that can mitigate oxidative stress and all are known to decline during aging. Oxidative stress is considered the main culprit in causing the diseases of aging such as cancer, heart disease and dementia.

Ergothioneine, or ergo, is actually an antioxidant amino acid that was initially discovered in 1909 in ergot fungi. Amino acids are the building blocks of proteins.

Ergo is produced in nature primarily by fungi, including mushrooms. Humans cannot make it, so it must be obtained from dietary sources. There was little scientific interest in ergo until 2005, when pharmacology professor Dirk Grundemann discovered that all mammals make a genetically coded transporter that rapidly pulls ergo into the red blood cells. They then distribute ergo around the body, where it accumulates in tissues that are under the most oxidative stress. That discovery led to a significant increase in scientific inquiry about [the] possible role of ergo in human health. One study led to a leading American scientist, Dr. Solomon Snyder, recommending that ergo be considered as a new vitamin.



THE DOWNSIDE OF A MUSHROOM. THE UPSIDE IS THAT IT MAY CONTAIN AN AMINO ACID THAT DOES A LOT OF IMPORTANT WORK IN YOUR BODY.

In 2006, a graduate student of mine, Joy Dubost, and I discovered that edible cultivated mushrooms were extremely rich sources of ergo and contained at least 10 times the level in any other food source. Through collaboration with John Ritchie and post-doctoral scientist Michael Kalaras at the Hershey Medical Center at Penn State, we showed that mushrooms are also a leading dietary source of the master antioxidant in all living organisms, glutathione. No other food even comes close to mushrooms as a source of both of these antioxidants.

I EAT MUSHROOMS, ERGO I AM HEALTHY?

Our current research is centered on evaluating the potential of ergo in mushrooms to prevent or treat neurodegenerative diseases of aging, such as Parkinson's and



Alzheimer's. We based this focus on several intriguing studies conducted with aging Asian populations. One study conducted in Singapore showed that as people aged the ergo content in their blood declined significantly, which correlated with increasing cognitive impairment.

The authors suggested that a dietary deficiency of ergo might predispose individuals to neurological diseases. A recent epidemiological study conducted with over 13,000 elderly people in Japan showed that those who ate more mushrooms had less incidence of dementia. The role of ergo consumed with the mushrooms was not evaluated but the Japanese are known to be avid consumers of mushrooms that contain high amounts of ergo.

MORE ERGO, BETTER HEALTH?

One important question that has always begged an answer is how much ergo is consumed in the diet by humans. A 2016 study was conducted that attempted to estimate the average ergo consumption in five different countries. I used their data to calculate the estimated amount of ergo consumed per day by an average 150-pound person and found that it ranged from 1.1 in the U.S. to 4.6 milligrams per day in Italy.

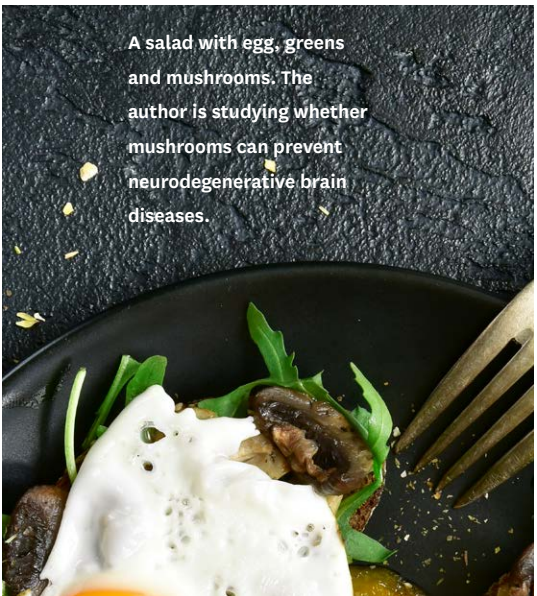
We were then able to compare estimated ergo consumption against mortality rate data from each country caused by the common neurological diseases, including Alzheimer's, dementia, Parkinson's disease and multiple sclerosis. We found, in each case, a decline in the death rates with increasing estimated ergo consumption. Of course, one cannot assume a cause and effect relationship from such an exercise, but it does support our hypothesis that it may be possible to decrease the incidence of neurological diseases by increasing mushroom consumption.

If you don't eat mushrooms, how do you get your ergo? Apparently, ergo gets into the food chain other than by mushroom consumption via fungi in the soil. The fungi pass ergo on to plants grown in the soil and then on to animals that consume the plants. So that depends on healthy fungal populations in agricultural soils.

This led us to consider whether ergo levels in the American diet may be harmed by modern agricultural practices that might reduce fungal populations in soils. We began a collaboration with scientists at the Rodale Institute, who are leaders in the study of regenerative organic agricultural methods, to examine this. Preliminary experiments with oats have shown that farming practices that do not require tilling resulted in significantly higher ergo levels in the oats than with conventional practices, where tillage of the soil disrupts fungal populations.

In 1928 Alexander Fleming accidentally discovered penicillin produced from a fungal contaminant in a petri dish. This discovery was pivotal to the start of a revolution in medicine that saved countless lives from bacterial infections. Perhaps fungi will be key to a more subtle, but no less important, revolution through ergo produced by mushrooms. Perhaps then we can fulfill the admonition of Hippocrates to "let food be thy medicine." M

This article was originally published at
THECONVERSATION.COM



A salad with egg, greens and mushrooms. The author is studying whether mushrooms can prevent neurodegenerative brain diseases.



THE MARKETPLACE

INSPIRE · INNOVATE · EMPOWER



Hail Caesar!

The Caesar is a favourite among Canadians with over 420,000 million consumed annually, but perfecting this Canadian favourite is surprisingly difficult to make consistently good. That's where Walkers OneShot comes in. Handcrafted, blended and bottled locally, Walkers OneShot is a single shot additive that elevates ordinary Caesars with consistent, robust flavour, glass after glass.

Steve Walker developed the idea for Walkers OneShot after spending 25 minutes per drink crafting what he believed to be the perfect Caesar. After six years perfecting his formulation, he felt that it was time share it with other Caesar enthusiasts.

"My friends and I love Caesars but would spend forever trying to perfect them, adding pickle juice and olive juice, and anything else we felt would elevate them," says Steve. "We'd often say how nice it would be to have that perfect combination pre-made to save time and energy."

Walkers OneShot is simple. Just rim your glass, add ice, your favourite spirit, clam or tomato juice, and top with one shot of Walkers OneShot, garnish and enjoy.

Walkers OneShot currently has four heat levels of the additive. Whether you like your Caesar not spicy, mildly spicy or next level spicy, they have something for everyone! Walkers OneShot also has their rimmers that go beyond the traditional celery salt, with flavours like Bold and Savoury, Cajun Cowboy, Sweet & Spicy, Sweet Lemon and Zesty Garlic.

"All it takes is OneShot."

WALKERSONESHOT.COM

NOT JUST MILK. MILK WITH A TWIST.



Enhance your ready to drink offerings with dairy-based beverages and meet changing consumer needs with healthier choices. Saputo Foodservice offers the widest variety of flavoured milk and protein-packed milkshakes in the Canadian market.

- On-the-go snacks for busy customers
- Protein-rich drinks for active clients
- Healthy beverages for kids' menus

NO REFRIGERATION NEEDED!
Saputo's UHT pasteurization and innovative bottle design allows the milk to stay fresh for up to six months.

FRESH MILK
- No additives
- No preservatives

DRY STORAGE
- Free up refrigerated space
- Never run out of stock

LONG SHELF LIFE
- Keeps for up to 6 months
- Low product expiry risk

SAPUTOFOODSERVICE.CA



INNOVATION ALERT!

Tetra Pak aims to launch a paper straw that is suitable for its portion-sized carton packages before the end of the year, as part of a broader programme to help address the issue of plastic straw waste.

Straws play an integral functional role on portion packages, but if not properly disposed of, they then become part of the plastics waste problem.

“It sounds simple enough,” concedes Charles Brand, Executive Vice President, Product Management & Commercial Operations, “but in reality, there are a number of significant challenges to producing a paper straw with the required properties...That said, our development team is confident they can find a solution, and that we’ll have a paper straw alternative ready to launch by the end of the year.”

On average, Tetra Pak packages are about 75% paperboard; paper straws would be another important step towards the company’s long-term ambition of offering a completely renewable portfolio.

TETRAPAK.COM

TRULY LATIN TASTE. MADE IN CANADA.

In 1997, a Venezuelan couple came to Canada and decided to make it their new home. Yet they longed for the tastes and flavours from their childhood. Over a cerveza, Antonieta became inspired to share the decadent recipes of her great grandparents so they began shaping the idea of a Canadian-made Latin cheese. Sabana is an Ontario-made Latin cheese that combines its rich cultural history with exceptional quality and taste.

All Sabana products are made with fresh pasteurized Canadian cow’s dairy, vegetarian (rennet-free) and non-modified milk ingredients. Sabana, the Spanish word for savanna, is inspired by the Venezuelan prairies, an ideal place for pasture where llaneros take their cows at dawn.

QUESO FRESCO | GRILLING CHEESE

Queso Fresco is a mild, semi-firm cheese. It grills and softens without melting, a very important quality in Latin American cuisine. It can be crumbled on salads, rice and beans or served as a table cheese with fresh fruit or chutney.

QUESO BLANCO | MELTING CHEESE

Queso Blanco is inspired in the Venezuelan Guayanés cheese. It's soft, creamy with a mild salty yet slightly sour taste. It's a great melting cheese and excellent stuffing in baking recipes.

QUESO COTIJA | CRUMBLY CHEESE

Queso Cotija cheese is salty, crumbly and firm. It's used for grating on salads, chili, soups, casseroles, tacos and tostadas.

QUESO PICANTE | SPICY CHEESE

Queso Picante is soft, creamy with a spicy, salty yet slightly sour taste which compliments any cheese board. It's a one-stop-shopping for bubbly, melted and spicy nachos.



"Town" may sound smalltime. No doubt it's kinda quaint. City? Cities have limits. Parts Country? No. Planet? Planet sounds cool, but that's who we serve, not who we are.

Parts Town is rooted in something fundamental – a purpose that begins with knowing who we are and who we work for. At the receiving end of every shipment, someone's counting on us to deliver. Our pride and **passion** won't let us let them down.

If we stopped at fulfillment, we'd be just like everyone else. Our customers count on us to **deliver** not just **parts**, but the next big **breakthrough** – another industry-driving innovation to make their jobs easier. We embrace challenges with a smile. Overachieving is our status quo.

There's a reason why everyone who's shopped around chooses to shop with us. We offer an extraordinary experience, a realness that goes beyond our unrivaled stock of genuine parts. We have more parts than anyone not because our customers need them, but because one day, **they might**.

We're a town building for the future.
We work and live in Parts Town –
the one place where no one settles.

Parts Town has all of your foodservice equipment parts needs covered.

partstown.ca

Partstown

Get real parts faster

CUTS LIKE A KNIFE

BY BETH POLLOCK

Chefs are protective of their knives for good reason. Knives are their most important tools, the ones they use all day, every day, to do their jobs. And when the knife is right, chefs often feel it helps them do their best work.

Recently, Toronto chef Dylan Vickers stepped out of his Uber, leaving his $3,000 set of knives behind. By the time he tracked down the driver, Vickers was told his knives had been thrown out for safety reasons. Although Uber compensated him for their value, the hand-crafted knives can never really be replaced.

FINDING THE RIGHT KNIFE

Chef Robert Mills, the National Executive Chef at Compass Group Canada was born in New Zealand, where he started to cook at a young age. His culinary path took him first to Tonga, where he worked as executive chef at a resort. He then moved to England, where he was sous chef at the prestigious Covent Garden Hotel. One more trip across the ocean brought him to Canada, where he has worked in several roles, most recently at Compass.

Given his international path, it isn't surprising that he thinks of his knives in terms of travel too.

"A knife is a journey," Mills said, "and we're all on different journeys." In other words, it takes some searching to find the knife that works best for you.

On a typical day, Mills might use four to five knives, but his favourite remains the 10" knife he's had since he was 17. His advice on how to find the knives that work best for you: "Start by gathering advice from the people you trust. And often you'll find what you prefer by working in a kitchen and sharing other chefs' knives."

He offers three pieces of advice to protect knives and prolong their lives, and he says they're as important for experts as they are for beginners: "Store them in a really dry spot. Be careful to protect the edges. And don't overpopulate your knife roll."

Mills says that once you've been using a knife for a while, it just feels right in your hand. Not only does this make the chef's job easier and faster, it can prevent blisters.

He told me, "All hell breaks loose if you lose a knife." It's a sure bet that next time he's in an Uber, he'll be double-checking before he gets out.

THE SANCTITY OF KNIVES

Chef Mills shared a story about what inspires him to use the correct knives, and harkens back to his early days in the kitchen:

"When I worked in Tonga, I woke up to the sound of the longboat heading past the inner reef that surrounded the island of Atata, less than a kilometre long. The fisherman on this boat was the sole supplier of fish for the resort. Whether he returned with snapper, or with blue fin tuna, he charged the same price per kilo.

"His price was based on the energy he had used to pull in the fish. His hands were shaped by the cuts made by the lines and beaten by the elements."

And this is a big part of why, from scaling to filleting, Chef Mills takes the time to find the right knife, maintain it properly, and use it properly. Not only does it ensure he's giving customers the best of his work, it's a tribute to this fisherman from Tonga.



VICTORINOX: CHEF MILLS LOVES HIS VICTORINOX KNIVES, AND HE'S IN GOOD COMPANY.

Diana Mazzuca of Victorinox told me their chef customers are their most important. "When chefs choose Victorinox knives, it's the highest compliment for us," she said. "It means the real experts appreciate the high-quality knives that we produce. It serves as an excellent testimonial with a high level of credibility."

Another chef fan of Victorinox is Nenad Mlinarevic, who was named Swiss Chef of the Year 2016 by the GaultMillau guide. He has 18 Gault Millau points, and his previous restaurant Focus earned two Michelin stars. Chef Mlinarevic relies on his Victorinox Swiss Classic Santoku Knife to do his slicing and chopping. And he uses Victorinox's new Swiss Modern line in the kitchen and at the table of his new pop-up, Die Stadthalle.

"You find a knife that works for you and you never want to lose it."

CHEF ROBERT MILLS

Diving into Delivery

BY GREG BOYER
MCCAIN FOODSERVICE

When it comes to dining, convenience continues to be top of mind for consumers. Online ordering, on-demand expectations and hectic schedules are changing the way people eat. They are increasingly looking for speed and ease without sacrificing quality, taste and variety.

Last year, delivery and takeout outperformed total traffic across full service, QSR and retail foodservice channels. And, with an abundance of third-party online apps to choose from, it is easier than ever for restaurant operators to take advantage of delivery and takeout opportunities to grow their business.

But, there are numerous factors operators should consider when leaping into delivery, not the least of which is food quality, because while consumers crave easier options, they are not willing to sacrifice food quality or taste for this convenience.

How can operators capitalize on the shifting industry landscape? What do they need to do to adapt to this new market opportunity? And, how do you ensure that the food quality your customers experience at home is in-line with what they would expect in your restaurant?

SUCCESS STARTS WITH MENU SELECTION

As you plan your delivery menu, there are several critical factors to consider. Finding the right balance between associated costs, what consumers crave and delivering on expectations with signature dishes is key.

Fried appetizers, snacks and sides show strong development and payoff potential and can help increase cheque size, especially as we continue to see a drop in beverage sales as a result of delivery. In fact, research shows that adding a fried appetizer selection to your delivery menu can increase profits by 38 per cent. They are also a great delivery option because they are popular, profitable and hold well.

Delivery can also be an opportunity to test new products, offering customers something new to try. Customers are drawn to smaller price points so to meet and even exceed the minimum order threshold, consider featuring special product options or offerings to grow dining cheques, such as small-sized apps or a delivery fee deal after a specific cheque size.

DELIVERING CONSISTENT QUALITY

One of the biggest issues when it comes to delivery is consistency and quality control. Some food items, like pizza, have mastered delivery. Others require a little more innovation. Ensuring that the food being delivered is as good as it is in the restaurant is critical to success. In fact, according to Technomic, 94 per cent of Canadian consumers expect the same or better food quality when ordering delivery as they do when dining in the restaurant. Herein lies the challenge: How do you ensure your customers get the quality they expect?

Select ingredients that are optimized for delivery. For example, larger cut French fries with thicker coatings like wedges offer better options as they're able to hold the heat and crispiness longer. At McCain Foodservice, we've created several delicious products that are well suited to withstand delivery and takeout, such as our Twisted Potatoes, Sea Salt Fries and Pickle Spears.

Make sure you're packaging the food properly. McCain Foodservice tested several delivery packages to determine the best options for packing French fries and appetizers.



In fact, according to Technomic, 94 per cent of Canadian consumers expect the same or better food quality when ordering delivery as they do when dining in the restaurant.

HERE IS WHAT WE DISCOVERED WORKED BEST:

- Use open-mouth containers and place near the top of the bag
- Refrain from using Styrofoam
- Insert napkins between fry containers to absorb steam
- Vented packaging to release steam and preserve crispness
- Clear packaging to ensure accuracy
- Separate hot and cold items
- Place condiments on the side
- Seal delivery bag to avoid tampering

Finally, consider setting a delivery radius, limiting the distance travelled to within a few kilometres of your restaurant to ensure food arrives hot and fresh.

By keeping the above in mind, diving into delivery may present a new opportunity to build customer loyalty and drive greater business success while maintaining a focus on profit. M



HIGH LINER
CULINARY

WRAP UP HAPPINESS



IT'S TIME TO CELEBRATE SEAFOOD

Delighting today's consumer takes innovation. That's why we've evolved. For years, we've been an expert in sourcing quality seafood from around the globe. Now, we're your trusted partner in delivering new dishes that keep your customers smiling. We're High Liner Culinary, and we're here to make seafood the hottest thing on your menu. **highlinerculinary.com**

SEAFOOD IS BETTER™

© 2017 High Liner Foods. All rights reserved.

Ontario Chefs...

your Ontario Dairy recipe could earn you a place in the 2019 Ontario Dairy Recipe Collection.

In 2019, Dairy Farmers of Ontario is planning to curate and share a collection of outstanding new dairy recipes and profile a selection of local culinary talent from across the province.

For details, please visit:
www.Milk.org/OntarioDairyRecipes



Ontario Dairy...
locally crafted, naturally produced.

www.Milk.org

DAIRY FARMERS of ONTARIO
Milk
EST. 1965