MENU

CANADA'S FOODSERVICE MAGAZINE

GRAND & GRACEFUL IN NEWFOUNDLAND

TRANSFORMING ON THE BLOCKCHAIN

CONSUMER HABITS AROUND MEAT CONSUMPTION

SUSTAIN ABILITY

RC SHOW 2019 PREVIEW



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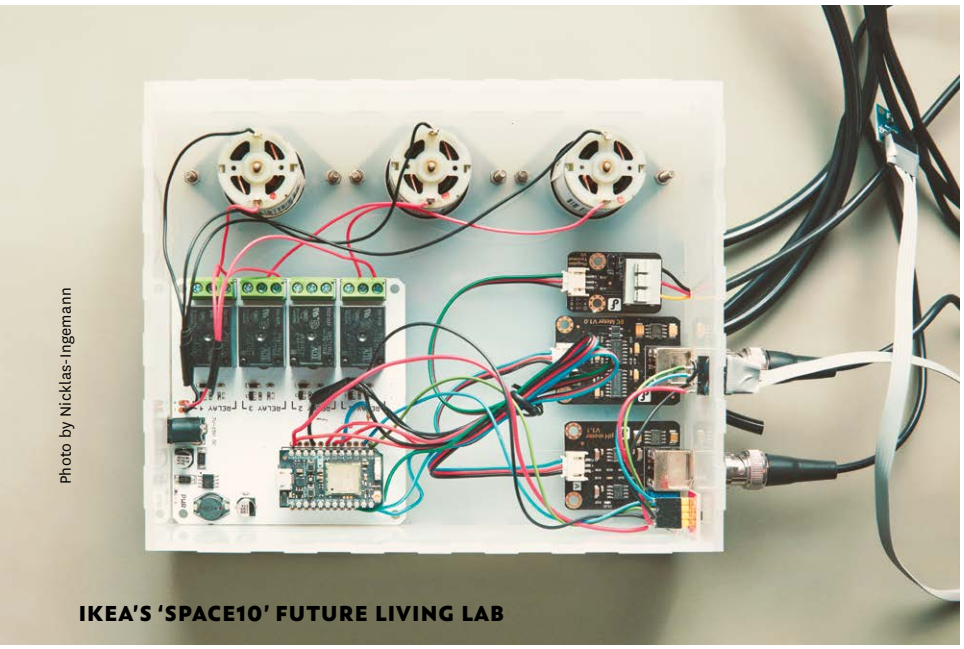


Photo by Nicklas-Ingemann

IKEA'S 'SPACE10' FUTURE LIVING LAB

As we turn the page on yet another fast, furious year in foodservice and shift our focus to 2019, it's no stretch of the imagination to suggest the next wave of innovation is already upon us. After all, the way we produce, move and consume food in the modern economy, particularly across Canada's 10 provinces and three territories, is constantly evolving with new methods, ideas and products.

In this issue, we explore the technology expected to yield the greatest impact on our industry: blockchain. By presenting a native medium for digital value exchange, blockchain boasts the potential to turn everything about how we conduct business upside down—from disrupting traditional service paradigms, to simplifying payments and insurance processes, to radically transforming the manner we source and trace our agricultural goods.

The immense and oft-labyrinthine systems that link our global food supply chain (representing one tenth of the world's GDP) can't be upended overnight. But it's paramount to understand the sea change is indeed underway. Moreover, to realize foodservice might be revolutionized alongside it.

Innovation doesn't stop short at technology alone, though. From an operational standpoint, pioneering restaurant concepts are fusing determined chef- and restaurateur-driven abstracts with boundless passion, enterprising ingredient selection and refined market research. Why? To resonate amongst customers seeking bold new culinary interpretations, of course. Think eateries ahead of the curve of what's considered to be trendy or popular.

Similarly, where it pertains to increasingly targeted forms of interaction with these customers, we're observing a persistent uptick in branded temporary food spaces—commonly known as pop-ups—conceived to engage consumers via hands-on, educational experiences. The goal here is to leverage creative activations and ingeniously promote certain fare, plus achieve benchmarks in niche marketing.

Pioneering restaurant concepts and pop-up workshopping both afford highly desirable alternatives to highlighting the future of food, as well as stimulating the bottom line. That's just one reason RC Show 2019—our SustainABILITY theme and dynamic programming extensively previewed in this edition of MENU—can't wait to unveil the RESTAURANT OF THE FUTURE!

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At the very least, the types of innovation currently reverberating throughout foodservice can offer cost leadership and differentiation in strategic terms. Meaning, while these months typically portend a period of reflection, there's really no better time to capitalize on an era of upheaval and purposeful new measures.

The future is now!



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Chair of the Board



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November/December 2018
Volume 3 Number 6

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Blockchain will transform foodservice. In terms of the traceability of produce like these fresh vegetables, it already is.



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RC SHOW PREVIEW





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GATHERINGS

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



THE COUNTRY'S ONLY NATIONAL, BILINGUAL FOOD WRITING AWARDS

Twenty-six gold and silver award winners were revealed at the Taste Canada Awards Gala on October 29 at the Fairmont Royal York in Toronto. Taste Canada Awards are the country's only national, bilingual food writing awards. Taste Canada is a not-for-profit founded in 1998. More than just recipes, cookbooks and food blogs reveal Canada's unique history, culture and diversity.

This year, 91 cookbooks and 50 food blogs entered the competition, and MENU Magazine congratulates the 2018 Taste Canada gold award winners!

BOOKS

Vij, Vikram. *Vij*. Penguin Canada, Toronto

Crawford, Lynn. *Farm to Chef*. Penguin Canada, Toronto

Anderson, Lindsay and Dana VanVeller. *Feast: Recipes and Stories from a Canadian Road Trip*. Appetite by Random House, Vancouver

Kohlman, Renée. *All the Sweet Things: Baked Goods and Stories from the Kitchen of Sweetsugarbean*. TouchWood Editions, Victoria

Podleski, Greta. *Yum & Yummer: Ridiculously Tasty Recipes That'll Blow Your Mind, But Not Your Diet!* Author/One Spoon Media Inc., Kitchener

BLOGS

Rhubarb & Cod, Susan Keefe
rhubarbandcod.com

Oh She Glows, Angela Liddon
ohsheglows.com

LES LIVRES LANGUE FRANÇAISE

Turcot, Simon-Philippe et Sophie Gagnon-Bergeron. *Le Festin de Mathilde*. La Peuplade, Chicoutimi

Gadbois, Stéphane. *Histoires de bouffe*. Les éditions AdA, Varennes

Thúy, Kim. *Le secret des Vietnamiennes*. Trécarré – Groupe Librex, Montréal

Lesage, Sébastien et collectif. *Le canard goulu : le découvrir et le cuisiner*. Flammarion Québec, Montréal

DesGroseilliers, Julie. *Protéines: Stratégies alimentaires et recettes pour bien les consommer tout au long de la journée*. Les Éditions La Presse, Montréal

BLOGUES

Emilie murmure, Emilie Gaillet
emiliemurmure.com

For more information, visit tastecanada.org.

JANUARY

JAN 11-20 Sun Peaks Winter Okanagan Wine Festival, Sun Peaks, BC

JAN 11-27 Niagara Icewine Festival, Niagara-on-the-Lake, ON

JAN 14-17 Western Canadian Crop Production Show, Saskatoon, SK

JAN 15-17 Salon de l'agriculture, Saint-Hyacinthe (Québec)

JAN 16 Edmonton Whisky Festival, Edmonton, AB

JAN 17-20 Victoria Whisky Festival, Victoria, BC

JAN 18-FEB 3 Dine Out Vancouver Festival, Vancouver, BC

JAN 19 Lethbridge Food & Beverage Expo, Lethbridge, AB

JAN 24-27 Guelph Organic Conference & Tradeshow, Guelph, ON

JAN 24-FEB 2 Ocean Wise Pop-Up at the Vancouver Aquarium, Vancouver, BC

FEBRUARY

FEB 1-3 Jasper Beer and Barley Summit, Jasper, AB

FEB 1-18 South Shore Lobster Crawl, South Shore, NS

FEB 15-16 Winefest Edmonton, Edmonton, AB

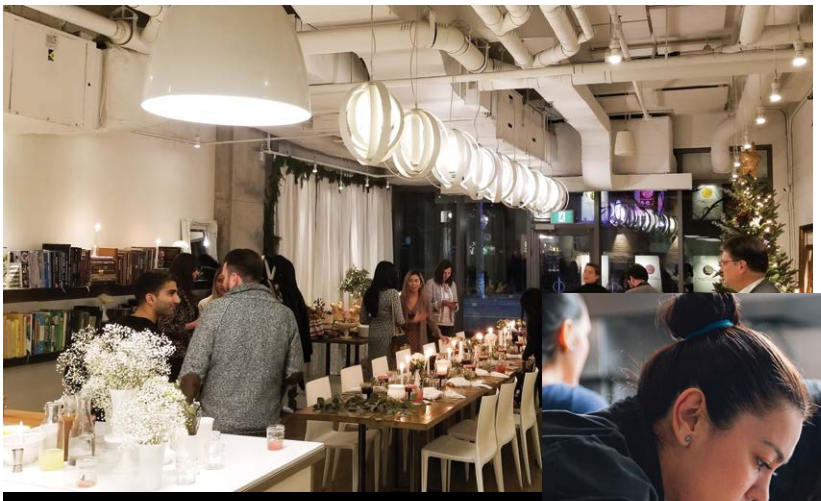
FEB 15-16 Winter Brewfest, Ottawa, ON

FEB 16-24 Nova Scotia Icewine Festival, Annapolis Valley, NS

FEB 18-24 Chop Chop Winter Festival, Saint John, NB

FEB 24-26 RC Show 2019, Toronto, ON

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SOUP'S ON

Lessons from a great event for a great cause

BY CAELI MAZARA

About 4,000 attendees descended on the inaugural Toronto Soup Festival at Toronto's famous Old Fort York. The two-day outdoor festival served up some of the best soups in the city in support of Second Harvest. Soup's On hosted restaurants from across Southern Ontario that dished out hot soups to hungry attendees, as well as coffee and sweet treats. To build up the festival vibe attendees were entertained by live music, a farmer's market and demonstrations by local chefs, including "gastrotainer" Christian Pritchard, Nique's Harrison Hennick and Romain Avril from King Street's Lavelle. No guest was left unentertained!

Toronto Soup Festival goers milled about tents, food trucks and stages, stopping to play with a giant chess set or take a selfie in front of an enormous steaming soup tureen. There was plenty of fare to enjoy, including a stand-out whole grain congee from Fat Rabbit, loaded with juicy mushrooms and topped with hot peppers and fresh herbs. Longtime Toronto establishment Café Diplomatico represented the flavours of Italy with a delicately spiced broth chock full of beet and goat cheese dumplings. A line snaked its way from the Fidel Gastro food truck, where brand creator Matt Basile served up hot bowls of spicy Thai potato leek—a thick, garlicky concoction that packed a punch (alongside the show-stopping smoked pork grilled cheese sandwich). Festival-goers purchased tickets to buy soup samples. If they loved a particular offering, they could take home a litre of it in a mason jar. Takeaways are AWESOME!

HAVING FUN AND GIVING BACK: WIN-WIN

Jessica Westwood-Smith is the events manager at Second Harvest. She enjoyed the event from under the Second Harvest tent, accepting donated tickets and chatting with attendees. "There was a space in the market for something like this," she says. "There were no festivals catered to soup, and it's nice as a fall event. Putting this together was a no-brainer for us as a food charity." Second Harvest rescues surplus food from stores, farms and restaurants—food that would otherwise be headed to landfills, and gets it to those who need it most. They are the largest such organization in Canada, feeding more than 300,000 people every year in Toronto alone.

The food advocacy theme continued with the presence of charity The SEED, running their Souper Heroes booth. Pouches of their soup in a just-add-water form were available for purchase. The SEED is a community food project, working to improve food access for low-income families and teaching food skills like cooking and gardening.

The festival was organized with the environment in mind. Every event today should be—consumers notice and being frugal is smart business, keeping costs lower. Attendees were encouraged to BYOB—bring your own bowl. A reusable lanyard hooked to a compostable spoon for multiple uses was available at the entrance.



Varsity Events' senior project manager Caiti McLelland was on the scene, going from booth to booth and stopping to watch a demonstration by sommelier Rebecca Meïr-Liebman. Varsity and Second Harvest have been longtime partners, and McLelland says food advocacy is an issue near and dear to her and her team. She was thrilled at the turnout and has high hopes for Soup Fest 2019.

"We will look to expand our vendor base next year," she says. "Add more alcohol options, and maybe add a shopping pavilion."

It was a promising weekend for the project, despite chilly, windy weather. Smiling groups of attendees clustered around heat lamps, warming mittened hands on cups of steaming broth. M

grand & graceful

This project promises to bestow blessings on a historical Newfoundland town.

BY STACEY NEWMAN



Craig Flynn and Brenda O'Reilly are the owners of YellowBelly Brewery and O'Reilly's Irish Pub in St. John's, Newfoundland. The veteran restaurateurs are embarking on their most ambitious hospitality journey yet. They've purchased a historical abandoned church in Harbour Grace—the Cathedral of the Immaculate Conception, a landmark in the rural Newfoundland town since 1892—and will be transforming the building into a brewery, Munich-style beer garden, restaurant, hotel and spa.

Years ago, they first considered the church property, but at the time it wasn't meant to be—the sale of the church building was bogged down in red tape and whether the church could be sold was not certain. The couple moved on, finding a historical canning plant on the southern shore where they would locate the dream brewery they had in mind.



Photo by Robthepiper, Wikimedia Commons

Mother Nature had other ideas. A violent windstorm damaged the canning plant property to the extent that its renovation became prohibitively expensive. So, Flynn and O'Reilly decided to revisit the church building to see if anything had changed. It had.

"The Lord works in mysterious ways," says O'Reilly. "We really wanted to do something rural in Newfoundland," she says. They had decided on searching for a new property within a one-hour radius of St. John's and they wanted something on the water. O'Reilly's mom worked at their pub full-time and after she retired (she really didn't want to, at the age of 74) O'Reilly would spend every Wednesday with her. "We would drive and find properties," says O'Reilly. And that's how they first came upon the cathedral. They were going out to Conception Bay, driving down the main road—Water Street— and saw the cathedral. "Oh my gracious, look at that. Doesn't look like it's being used," says O'Reilly, remembering her mother's reaction to the site. Not knowing anything about it at the time, "Mom says, what are you buying, a church?"

O'Reilly reminisces fondly, her mother has since passed away but memories of her mother are forever intertwined in many elements of the project. "She was in the church with us," says O'Reilly. "I know how much Mom would love it."

Just about 3,000 people call Harbour Grace home. The community is located an hour from St. John's; both the location and building were perfectly providential. "Harbour Grace is a beautiful town. It's also one of the most historic towns in Newfoundland, but it has fallen on hard times," says Flynn. He says he has "a real passion for old buildings."

In Harbour Grace, there's a clear need for jobs, and the project will bring about 100 jobs overall. The tourism and related financial boosts to the region will be a godsend.

"Restoration work is slated to begin in early 2019," says Flynn. And the town is thrilled with its prospects. Flynn and O'Reilly went out to meet with the town council and says Flynn, it was "red carpet all the way." The town is supportive and behind the project 100 per cent. The bishop for the Diocese hosted a commemorative service to hand over the building. They expected 60 people and 650 turned up! People were curious, supportive and positive. "When we gave our speech, everyone applauded," says Flynn.

When asked if they're nervous about such a grand undertaking, O'Reilly responds assuredly. "I feel my mom looking over me. This project is a little different; we're older and wiser, we know our vision, [we've] been thinking about it for five years."

Adds Flynn, "Frankly our first projects, we started with two nickels to rub together, our project at YellowBelly, I remember rolling change to make payroll." They believed in that vision, they stuck with their vision, even when people tried to sway them in different directions. They make a remarkable team, which certainly helps. The two of them have dedicated their life's work to developing tourism in Newfoundland. "We have the confidence not to be scared," says Flynn.

They will break the project down into sections, as looking at a whole big project can be overwhelming. Their priority is to get the brewery up and running—this is imperative for them to grow the business as planned. And while that's happening, they will get the infrastructure done in the building and get the hotel going. Flynn and O'Reilly know the business of hospitality inside and out, they're experienced caterers and restaurateurs, after all. A garden party will be an annual event they will host for the town as a fundraising event for the town and parish; the inaugural event will be in Summer 2019.

As Newfoundlanders, O'Reilly and Flynn have loved seeing the tourism development around The Rock. Ventures like Fogo Island Inn, partnerships with local government, provincial and federal government, everyone works together in Newfoundland to bring these projects to fruition.

So, what will it be called? There's "no name yet, haven't firmed down," says Flynn. But a definite element of the plan will be exporting the fruits of their brewery to the rest of Canada and beyond.

The town of Harbour Grace is discovering itself again, and just about everyone is excited about their prospects. M





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Beer Sisters

BY STACEY NEWMAN

Yes. They're real sisters. The Beer Sisters Tara and Crystal Luxmore are two of four in fact (they have two more on the bench if needed). The Beer Sisters and I sit down for a chat at a local brewery. I select a cloudy, citrusy Gose as did Tara. Crystal orders a Dry Hopped Sour with Guava. I remark about the cloudy appearance of my beer as it arrives and Tara explains the process of making Gose—a style of beer that originated in Germany. Gose is typically a dry, effervescent and low-alcohol beer that's made with salt, coriander and lactobacillus, giving it an unusual character that most don't expect from a beer. This is what the Beer Sisters do best. They know just about everything there is to know about beer, and they want to share that knowledge with industry people, with consumers, with brands who want to better understand beer's place in the world.

The Luxmore family is from a sleepy town in Northern Ontario where the sisters had "great food" growing up, but, says Crystal, "We didn't know why it

↣ CONTINUED ON PAGE 16

Tasting is mindful. You're focused on 'what do I taste? What do I smell?' Always learning, keeps you in the moment.



You want to have really good quality. It's great to be experimental, we don't look down on cocktail makers for putting whatever they want [in a cocktail], but sometimes we look down on the beer community. Why can't beer be creative?



was great." They had not yet developed a language for describing the nuances of food and sensory experiences. Crystal and Tara had always talked about going into business together. The Beer Sisters' business is a dream come true that is the culmination of their respective ambitions, experiences and their bond as sisters. Tara and Crystal even timed their pregnancies so their children would be born just two months apart. While on maternity leave they would "hang out breastfeeding and planning the business." They successfully launched Beer Sisters in 2015, and studied hard to get their Cicerone Certifications. So far, their dream venture has been wildly successful.

But it was a big mountain to climb. When Crystal started writing about beer in 2010, she had no idea that you even needed to smell beer to experience its full flavour. She explains that there is a flavour vocabulary for beer dating back to Britain and Bavaria, but the beer lexicon has evolved, especially in the craft beer movement because beer has so many new ingredients and vibrant flavours. "No one is born with a good palate, everyone can get there," says Crystal. "Great chefs have amazing sensory skills because they've been trained to smell and taste everything. Beer is food, and culinary flavours are always present in beer. Chefs can nose a beer and detect the flavours, no problem." Referring to just a few of the smells ones might get from beer, like dry cacao nibs or earthy wet leaves, a good nose comes from practicing, smelling everything around you and making those memories.

It is a wild world of beer, currently there are over 800 breweries in Canada, compared to just 300 only 10 years ago, and the new frontier of brewing is marked by creativity. Expeditions are led by chefs who bring to the culinary world newly attained flavour profiles. Crystal talks about the charcoal trend, mentioning charcoal cider. Raising the question, how do we deal with gimmicks? She responds to this with ease and confidence. "You want to have really good quality. It's great

to be experimental, we don't look down on cocktail makers for putting whatever they want [in a cocktail], but sometimes we look down on the beer community. Why can't beer be creative?"

Fair enough.

Both Tara and Crystal explain that restaurateurs and bar operators need to prioritize understanding the beers they're serving to keep up with consumer trends and stand out from other establisments, starting with the question, what kind of foods, beers and flavours do you usually like? Knowing basic flavour profiles and beer styles allows guests to know what they're getting. Staff, owners, operators should be able to discuss beer styles and menu offerings knowledgeably. "If staff can't describe it, you've lost the guest," says Crystal.

Ask patrons what they like and serve them something that matches their taste preferences, there is so much flavour out there, and people are often surprised. Says Tara, "Tasting is mindful. You're focused on 'what do I taste? What do I smell?' Always learning, keeps you in the moment."

CICERONES IN THE HOUSE

The Beer Sisters are the Canadian faces of the US-based Cicerone Certification Program, which certifies people to become the beer world equivalent to a wine sommelier, all the way up to the master designation. They want owners and operators to invest in training at least one Certified Cicerone in-house to bolster your bottom line by educating your guests. One person in your restaurant as a Certified Cicerone can then educate everyone else.

The first level of the Cicerone Certification Program is designed for people on the front lines of beer—servers and the front of house talent. The training breaks beer down into basic beer families based on what they taste like, equipping servers with the confidence to recommend beers by flavour as well as practice the basics of great beer service.

Says Crystal, "We let people know the program exists and help breweries and restaurants out when they want to train their staff and help them through the program." This, she says, is meant to foster community, and raise the standard of beer service and appreciation, a theme that carries through the levels of Cicerone Certification.

FAVOURITE BEER?

Tara: Fresh IIPA made by Hubbard's Cave Brewery in Illinois. It's hazy, juicy and fruity with low bitterness but big hop flavour, especially when it's super fresh. Tara cracked open a bottle the day that she wrote her Certified Cicerone exam, so it's nostalgic. Tasting isn't only the flavours in your mouth, it's about the moment and place, it's a bigger sensory experience.

Crystal: Rodenbach Vintage Ale. A Belgian Flanders Red Ale, brewed for hundreds of years with complex yeast strains. It's a wild one, marked by a nose of dark fruit, well-aged balsamic and racy-acidity. Every year the Master Brewer selects one unblended foeder (pronounced food-er) and bottles it as his vintage, it comes to the LCBO around Christmas time and she buys a couple of cases. Sour beers have been around since beer was conceptualized. Rodenbach is one of those legendary traditional beers.

BIGGEST PET PEEVE

Tara: When the bartender rests the beer glass on the tap as they pour, and the faucet goes into the beer. It overflows, and then they use a knife to scrape it off. The bartender is infecting the beer at two points: when you bring the faucet into the glass it can have bacteria in it; then you're using a knife to scrape off the foam, also injecting bacteria into your beer. Even in great beer bars. It's those small little details of service, those small things make a big difference.

Crystal: Not to mention the impact on their bottomline. Foam is beer! When foam condenses, one-third of it is beer. If you're always scraping foam off because the temperature of your system isn't right and you don't know how to fix it, then you're wasting product and throwing money away.

↣ CONTINUED ON PAGE 18

Koolest items that should be on your wish list

KOELSCHIP

From the Brussels area where they make Lambic beers comes the Koelschip, an Old World device used for spontaneous fermentation. In Lambic breweries, brewers put hot, boiling wort (barley sugar water) into a koelschip (which looks like a giant baking tray) and has a large surface area. It sits overnight, cools with the natural climate and combines with the microflora, ambient yeast and bacteria in the air (which flows into the brewery via open slats in the wall)—creating a house culture. After that, it goes into barrels for one to three years. Let it go to town and blend. The beers are more about the art of blending than the art of brewing. Craft brewers have gone over to Belgium, loved this amazing beer style and learned the process. Only beers from the region can be called Lambic, but now Canadian craft brewers have the koelschip and are making "spontaneous ales" or "Lambic-style ales"!

GLASSWARE

Glassware is style-specific. It's all about nosing and flavour, alcohol content and aroma. Having a selection of two to three sizes and shapes can help your bottom line and free you up to serve kegs with different price points. Some beer-centric bars are using wine glasses—this signals to the guest to expect a higher-end beverage in a smaller serving size which can allow you to tap more expensive or rare kegs and still make dollars.

FLIGHT PROGRAMS

Some bars say it is too difficult to do flight programs, but the Beer Sisters say this mentality is just silly. "Logistics shouldn't be dictating, busy doesn't mean to do a bad job," says Tara of ignoring the demand for flight programs. Tara talks about bars that take a salt-of-the-earth approach where they invite guests to "write their own flights." To guests, Tara explains, these bars will say something like, "here's a notepad, write down four selections on the pad by tap number," and they pour it. Tara insists this is much easier than a server having to remember flights and it's a big value-add for guests who want to have a memorable beer experience with you.

BE BETTER PURVEYORS OF BEER

Beer is like liquid bread, so treat it like food! Beer stales. Clean your draught lines like you would treat washing a salad bowl out. Restaurants should be cleaning their lines every two weeks. Check the free Draught Beer Quality Manual online for the proper time, temperature and methods you need to clean them. Some draught systems companies do well, some cut corners. If you see cruddy faucets or fruit flies around your taps, those are red flags. "Treat your draught lines like they are full of food every day," says Crystal (there's no excuse for dirty taps and lines). "If you change a beer on tap, swapping a sour beer for a lighter flavour like a pilsner, you might have to change the jumper line as there will be flavour infusion."

1. Bottled beer and canned beer: make sure you are rotating stock. Especially today when IPAs are so interesting to consumers. Hop aromas are one of the first ingredients to age out of beer, you can notice a difference as early as six weeks after packaging. Some beer can age well, but the vast majority is best freshest, so be careful not to order too much. Make sure the oldest beer is the first one out. Don't tap the newest keg.

2. Train your staff to move beer. Educate your staff. There are amazing, enthusiastic bartender curators leading the way. The most successful restaurants train servers to be able to tell guests about the menus, food, wine, beer, desserts, coffee and tea, and be able to speak knowledgeably to guests. Servers make or break the bottom line.

3. Glass rinser! You should have one on your tap set-up, and know how to use it! Dousing the glass with cold water helps control foaming and rinses any remaining sanitizer and dust. But, the thing people do wrong with this is taking used glasses and placing them on glass rinsers then refilling the pint. This transfers bacteria from the glass to the rinser, and then into every other clean glass you fill. It happens too often—at both high-end establishments and neighbourhood bars.

4. Focus on quality, speed matters but not at the expense of quality.



Interprovincial Trade (or the lack thereof)

Craft brewing has blown up so much, every city in North America seems to have a beer map and people are excited about local! It's exciting to taste what's happening OUTSIDE of your region too, but with interprovincial trade barriers in Canada, we can't support Canada-wide the same way we can explore our provincial offerings.

Crystal's dream for Canada150 was to have all the barriers to trade removed around alcohol, and she's not afraid to say it until things change: "It's our fundamental right as Canadians to walk into a store and choose beverages that are being made from coast to coast. It's a shame and an embarrassment to tell people in the US that we have an easier time getting beer in from Belgium than we do between provinces. Trade barriers reinforce the notion that what's made in my province is better than yours. It also leaves out artisanal makers and diminishes the freedom of restaurants to differentiate themselves with their beer selections."



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Ajay Bhardwaj

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The Whisky Ambassador Certification is the only whisky training program accredited by the BIIAB (UK) for the Hospitality and Licensed Trade. It is a uniquely designed course which covers the history and upselling opportunities that Scotch whisky offers. The course is fully independent, its detailed information is not brand specific. Whisky Ambassador Certification is an industry-standard qualification, which means when delegates pass the exam, you may display the prestigious 'The Whisky Ambassador' BIIAB accredited certificate on your venue wall and each delegate will receive a unique badge identifying them as a Whisky Ambassador.

"No matter where you are in the world, followers of Scotch whisky want to gather, learn, share and meet others who have the same passion. In Canada, I have been fortunate to meet wonderful people from coast to coast. Both men and women, novices and experts, the young and the young at heart who come to the course and appreciate an inclusive experience for all. Bringing this course across Canada not only tests my knowledge about the water of life, I learn so much from those who gather for the Whisky Ambassador certification. We come to the course as strangers and leave as colleagues... and many times we leave as friends.

Delegates who have invested in the Whisky Ambassador Certification are often sommeliers, chefs, hospitality managers, brand ambassadors, retail customer service staff, spirit entrepreneurs and whisky enthusiasts who want to take knowledge and the story of the spirit to their customers. Customers not only have a better experience, venues with certified Whisky Ambassadors improve their bottom line."

Ajay Bhardwaj, The Whisky Consultant and founder of the Whisky Ambassador certification program.

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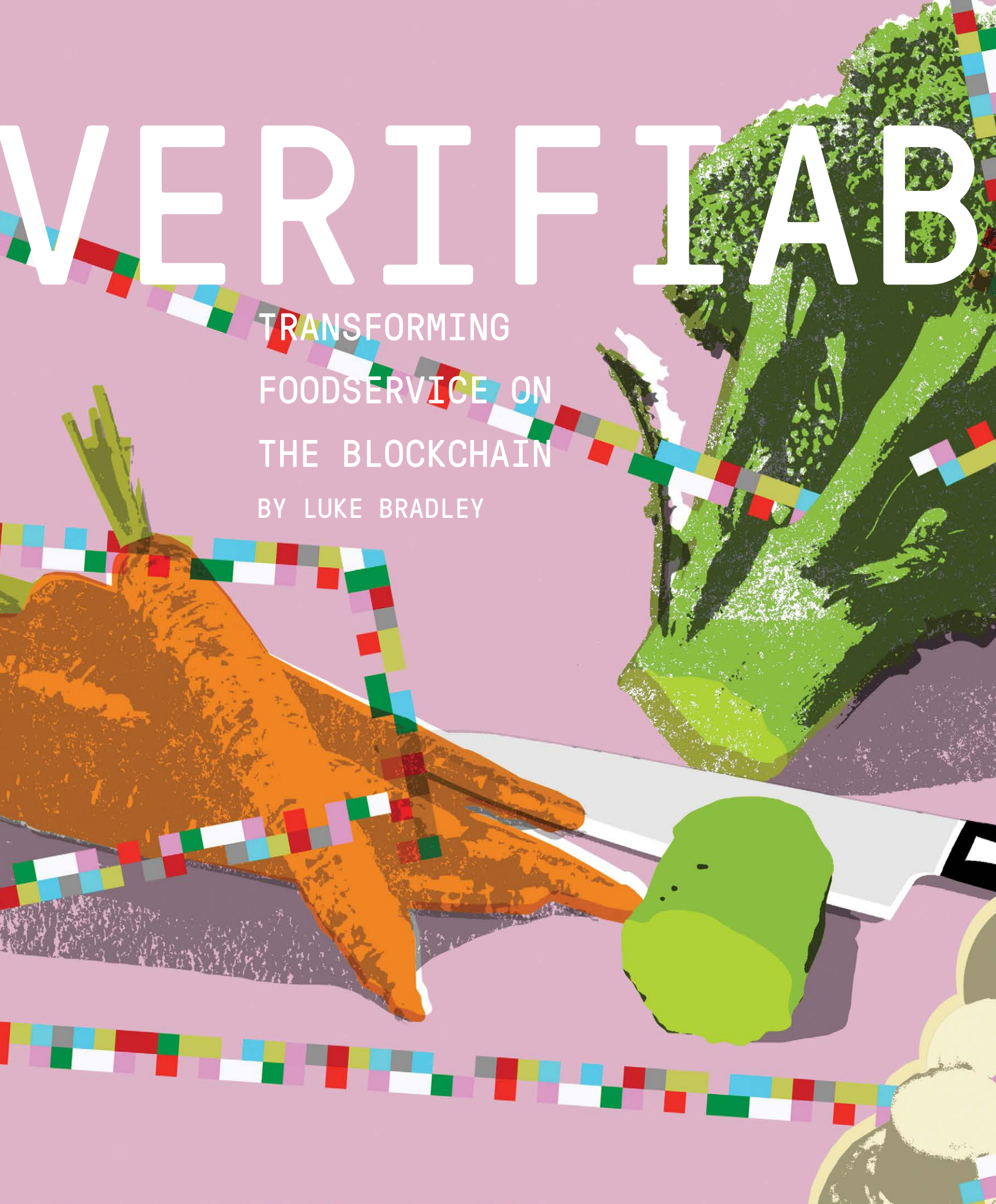
DIG IN

Restaurant Canada members receive a preferred rate for certifying their staff as Whisky Ambassadors. For more information, please go to restaurantscanada.org/members.

VERIFIAB

TRANSFORMING FOODSERVICE ON THE BLOCKCHAIN

BY LUKE BRADLEY



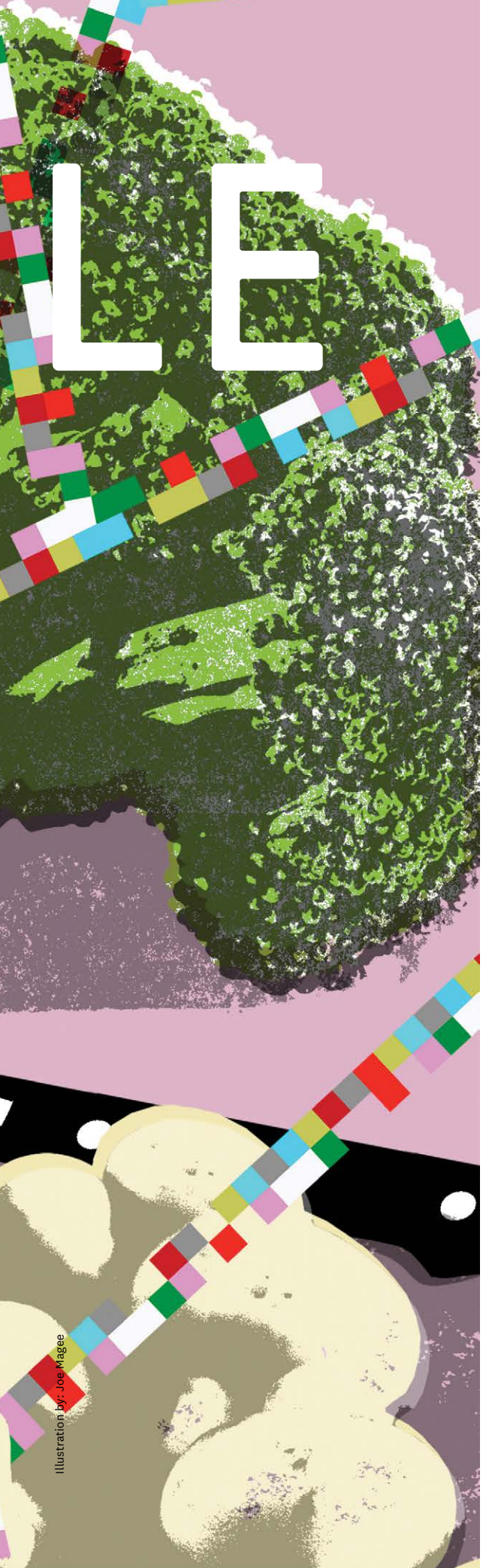


Illustration by: Joe Magee

The Next Wave of Digital Innovation

The way we produce, move and consume food in the modern global economy is steeped in innovation, from geomatics and genetic engineering to digital marketplaces and vertical farming.

Yet, the technology due to have the greatest impact on the industry representing a tenth of the world's GDP is not any of these things. It is blockchain—the underlying technology behind cryptocurrencies like bitcoin.

Blockchain is bringing about an evolution of the internet from a platform for sharing information to a platform for transacting value. While a great deal of attention has been paid to the explosion, and subsequent crash, of blockchain-based cryptocurrencies, the implications of this technology are far greater than bitcoin.

Blockchain presents a native medium for digital value exchange, with the potential to upend everything about the way we do business: from disrupting service amalgamators like Uber and Foodora, to simplifying payments and insurance processes, to fundamentally transforming the way we source and trace our agricultural goods.

↣ CONTINUED ON PAGE 24

the Walmart Case

Enter Walmart, the world's largest food retailer.

In 2016, Walmart partnered with IBM on a pilot to improve the traceability of their products using blockchain. The pilot focused on two products: pork and mangos. These two products were both selected for their volatility—pork can be connected with trichinosis while mangos are sensitive to bruising and over ripeness—as well as the sheer complexity of their supply chains.

In this project, Walmart required everyone in their pork and mango supply chains to record information on a single blockchain. This information would be secured in a manner similar to the way bitcoin transactions are verified. A network of computers would group all the data uploaded in a certain time period into a block, timestamp it and cryptographically link it to the other blocks along the chain.

The key feature of this blockchain solution was its immutability. Information recorded on a blockchain can't be manipulated or changed, vastly increasing trust in their supply chain.

Data on everything from dates and times to soil conditions and storage temperatures could be uploaded, often automatically using a series of smart sensors and RFID chips. Procurement managers could see this information in real-time, which allowed them to record who in their supply chain abided by higher production standards, and who may cause problems.

Most importantly, Walmart was now able to trace a product through a supply chain to its source in seconds—a process which once took weeks. In the event of contamination, they could more quickly identify the problem, reducing the number of potential consumers infected and the amount of product wasted.



Blockchain 101

How We Move Food

What's Next?

Blockchain describes a vast, distributed ledger, which allows individuals to store and exchange things of value digitally, without the need for large intermediaries like banks or payment companies.

To transact on a blockchain, an individual simply uploads their transaction onto a ledger. That ledger is overseen by a massive network of computers, which groups transactions together into a "block" and verifies that the information on that block is accurate. Once a block is formed, those computers cryptographically link it to the previous block, thus forming a "chain" of blocks.

The first blockchain was created in 2008 to support bitcoin, the world's first cryptocurrency. However, it didn't take long for many companies to realize the technology enabling cryptocurrencies to exist could also be used to transact anything of value far more efficiently and securely—from stocks and bonds to intellectual property and music.

Because the blockchain exists on thousands of computers, not just one, it's far more difficult to hack or change the information recorded on it. This means that blockchain is particularly well-suited to the role of recordkeeping. Today, the City of Toronto is experimenting with blockchain as a means of simplifying the business licensing process.

For business, however, that secure digital record has an even more important application: supply chain management.

The global food supply chain involves producers and suppliers from countries with vastly different standards of transparency and care. The World Health Organization estimates that 10 per cent of the world will contract foodborne illness each year, 420,000 of whom will be killed by it.

Meanwhile, consumer confidence is constantly shaken by bad actors in the supply chain making fraudulent claims—from meatballs made with horse, to parmesan cheese filled with wood pulp, to a market drowning in adulterated olive oil.

Those bad actors are sheltered by opaque, inefficient tracking systems.

In the existing system, it takes days or even weeks for a retailer to trace a product through the supply chain to its source. Each middleman keeps records in their own centralized database, sometimes using pen and paper, which can be altered to conceal problems. By the time the cause of an issue is identified, the damage is long done.

The response for retailers and consumers in the face of an outbreak is often to distrust all products, regardless of their source. A study sponsored by the Grocery Marketing Association found that, on average, food recalls cost companies over $100 million a year in direct and indirect costs.

Clearly, there's a great deal of incentive—both humanitarian and financial—to build more transparent, efficient food supply chains.

Since Walmart's pilot with IBM, ten of the world's largest food companies—Walmart, Dole, Nestle, Unilever and more—have formed an alliance called the "Food Trust" group. Together, these companies are building the standards necessary to use IBM's blockchain platform for food tracking.

This same system currently used to improve food safety and quality assurance can be applied to any number of production standards. As the ethical and environmental impact of food becomes increasingly important to consumers, and fraudulent organic claims become more commonplace, blockchain presents a solution where consumers can be certain of what they purchase.

In the future, consumers and small businesses will be able to simply scan a barcode to see the source of a food, as well as any other relevant information regarding its production or ingredients.

But blockchain is still in its infancy. While there's increasingly widespread understanding of its potential applications, there are significant technological limitations and implementation hurdles to overcome.

One of the largest hurdles is the great cost associated with establishing a blockchain solution. Creating a robust blockchain is a resource-intensive process, and requires a great deal of buy-in from every party in the supply chain. As such, the majority of blockchain applications are coming from large, multinational corporations with the resources necessary to bear the expense.

Overall, expect blockchain technology in the agricultural and foodservice industry to "trickle down." As the largest supplier and retailers begin using this platform, and the technology improves to become more inexpensive and scalable, chefs and small business owners will be able to source their ingredients using blockchain as well.

The global food supply chain moves products which, altogether, represent one tenth of the world economy. Such an enormous, complex supply chain cannot be transformed overnight. But the transformation is happening, and the foodservice industry will be transformed with it. M

About the author

Luke Bradley is the Director of Communications at the Blockchain Research Institute, a Toronto-based, global think-tank studying the implications of blockchain technology on business and government.


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How to be a Wooden Spoon Wanderer

BY STACEY NEWMAN





CAELI MAZARA AND ERIC PEREZ: WOODEN SPOON WANDERERS, COOKS AND BLOGGERS.

Food is one of the most searched, shared, beloved and universally appreciated subjects in the world. The historiography of every human epoch and culture includes food and drink and the traditions and ideas. We love food. We love reading and writing about food, and in this age of the internet, we love food blogs. Chefs often talk about deriving inspiration from food blogs and food stories. At the heart of food is humanity, sharing and socializing.

Caeli Mazara and Eric Perez are husband and wife, travel and food enthusiasts. Mazara is Canadian, and Perez is Venezuelan. They are the co-founders of the unique and apropos Wooden Spoon Wanderer (WSW), a Canadian blog which seeks to unite foodies the world over, from everyday people to professional chefs, while paying homage to the history and diversity of food.

Members of the Food Bloggers of Canada, Mazara and Perez, share thoughts on their process, their inspiration, lessons they've learned and their plans for WSW's future.

WSW consists of a series of assignments that focus on one region of the world, its food and culture, and the couple must source, prepare and eat a full meal from the country featured and then blog about the entire process. To date, Wooden Spoon Wanderer has 'visited' 56 countries or territories. Mazara and Perez use a list that includes all of the UN-recognized

↣ CONTINUED ON PAGE 28







countries, and they've added other territories that they feel have enough of a culinary identity to explore (British Antarctic Territory didn't make the cut, for example, but Puerto Rico and Macau have both been featured). They use a generator online that spits out a random entry, that is how they determine their next assignment.

To source authentic ingredients, they've found some regular local retailers or producers to buy from depending on the region they're featuring. There are times when they have to make substitutions because the ingredients they need simply aren't available. "For a long time, we were substituting spinach for sweet potato leaves but recently came upon them at an international grocery store." If they weren't set in a diverse urban centre (Toronto), the project would likely be much more difficult.

The blog is as much about their journey as a couple and their culinary 'travels' as it is about the cultures they profile. The couple took their first big trip together a few years ago (to the UK and Ireland), making them realize how possible travel could be if they just prioritized it. They've since travelled throughout Europe, the Caribbean and North America, and have their sights on an East Asia trip in the near future. "Our love of travel stems from an interest in how people live elsewhere, how they speak, how they build, how they make music and art, how they experience their history, and perhaps best of all, how they interact with food—from the ingredients to the recipes to eating the meal itself. We try to eat like locals wherever we go because we feel it's an important way to experience a place," says Mazara.

There are some incredible ingredients that haven't found their way onto Canadian menus, and I wonder why?

Their goals, according to Perez, are to have fun, spend time together, add to their regular cooking repertoire, inspire culinary exploration in others, and to be able to say at the end of the project that they ate food from every country.

Says Mazara, "I love the challenge as a cook who is still very much learning. As a writer, I love how this project is unfolding. Maybe I can see it more because I'm in it, but when I go back and read old posts, I feel this narrative unfolding, as we get better at certain techniques, or we get frustrated when something doesn't work, or we make something that reminds us of an earlier assignment. I had this experience when I made soft-shelled crabs for Fiji, and I kind of accidentally anthropomorphized the crabs, and it made it difficult to prepare them. I wrote about that process, and it ended up being pretty funny. It does feel as though under the assignment-by-assignment process, there is a kind of story happening in our kitchen."

Mazara and Perez look for sources that are as authentic as possible. For some cuisines, they've found doing research in the local language (between them, Mazara and Perez speak enough German, Spanish, French, Italian and Portuguese to get by) yields more authentic results.





Some of the most difficult ingredients they've worked with? "Yeast can be temperamental. And dulce de leche from scratch took a really long time. I had to check the condensed milk every 20 minutes for four hours, keeping it covered in boiling water and rotating the can every so often," says Perez.

Mazara has found doughs are the trickiest, whether it's puff or phyllo or something else (she has learned that rising times in Togo may differ from rising times in a cold Toronto kitchen).

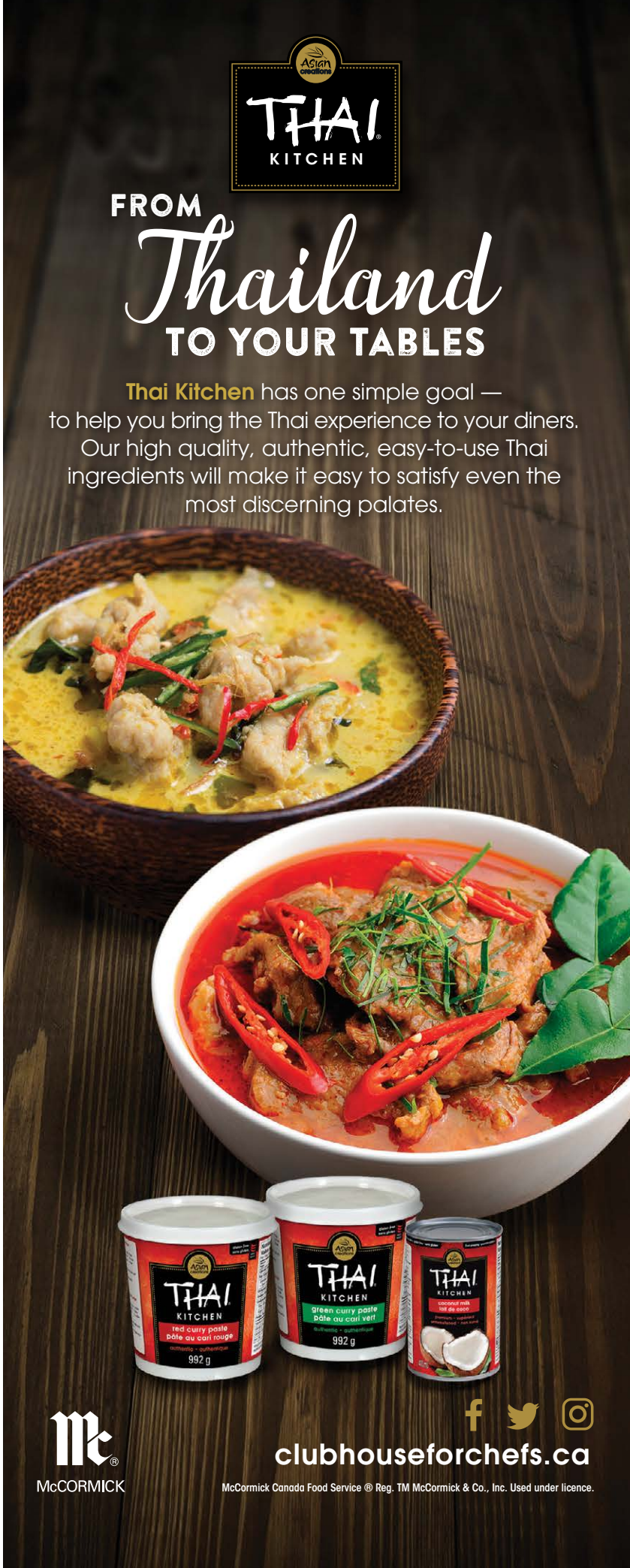
Perez and Mazara hope that chefs, in particular, will continue to take away unique information and ideas from WSW. Perez says that he hopes to impart a "sense of curiosity" to chefs. "There are so many ingredients that we don't give a second thought to that are staples elsewhere," he says.

Why was it important to become members of Food Bloggers of Canada? "I wanted to feel like part of a community. I'm also interested in supporting other food bloggers and felt like FBC would help me do that," says Mazara. They regularly consult blogs from across the globe to research their assignments.

Mazara and Perez recently gave their first showcase dinner, which was a 17-item menu built from their first 50 assignments. They served guests a carefully planned menu that covered at least one country from every region they've 'visited.' It was an enormous amount of work, but it gave them a true appreciation of the life chefs lead, and they loved it. "It was great to share what we're doing with other people," says Mazara, adding that the blog is pescatarian which adds an element of challenge. "I'm a pescatarian, and we develop our menus accordingly. For some places that means meat substitutes like seitan, soy or jackfruit."

Says Mazara, "[Wooden Spoon Wanderer] has really broadened my perspective on food. There are some incredible ingredients that haven't found their way onto Canadian menus, and I wonder why? Like stingray, kecap manis, cactus and hominy, to name a few." She's hoping to inspire a continued sense of adventure in Canadian chefs.

To read more, please go to woodenspoonwanderer.com. M



VERY VERY LEMON LEMON

SPARKLING LEMONADE, SIP AWAY



PROTEIN WARS

why men love meat



BY SYLVAIN CHARLEBOIS

PROFESSOR IN FOOD DISTRIBUTION AND POLICY, DALHOUSIE UNIVERSITY

APPARENTLY CANADA IS GOING MEATLESS— UNLESS YOU ARE A WHITE OLDER MALE, THAT IS.

Well, that may be a slight exaggeration, because many Canadians still need a regular meat fix. In fact, many see meat consumption as one of the pleasures in life, as well as a necessary part of a balanced diet. Some even believe meat consumption to be a fundamental right.

According to a recent study from Dalhousie University, more than 82 per cent of Canadians remain committed to meat consumption. But for the meat industry, and especially beef producers, the study also gives us some troubling news for the future.

The study indicates that 6.4 million Canadians, a number equal to the population of Toronto, have either adopted a meatless diet or are limiting the amount of meat they eat every week. But it gets more serious, as reduced meat consumption spreads across the generation gap.

While a total of 63 per cent of vegans are under the age of 38, which includes both Generation Y and Millennials, the older crowd is participating in the meatless trend as well. More than 42 per cent of flexitarians are Boomers.

↣ CONTINUED ON PAGE 32

HEALTH, ANIMAL WELFARE, ENVIRONMENT & TASTE

major factors for a shift to less meat consumption



82% STILL EAT MEAT

- Dalhousie study

In other words, many Boomers like meat but are struggling against their guilt-inducing eating habits. This could lead to what is known as a rebound effect. For example, after a day when meat is purposely not consumed, the effect is nullified the following day, by a lavish meat-based meal. Still, the intention is there.

Looking at these numbers, the overpowering plant-based narrative has clearly made a dent in the average consumer's perception of a healthy diet. Different sources of proteins are getting some attention. By now, most Canadians have already thought about reducing their meat consumption, and 32.2 per cent of respondents intend to do so within the next six months.

As the beef industry tries to find ways to demonstrate sustainability, consumers appear to have already moved on, and the concept of meat avoidance isn't going to disappear any time soon.

Concern for the environment and animal welfare are some of the factors that are slowly pushing consumers away from certain meat products. But health concerns seem to be the biggest motivator. A diet that promotes reducing meat consumption is being increasingly recognized as a healthy choice.

Despite negative media reports on the effects of meat on human health and a vocal minority who argue that humans evolved as vegetarians, some scientific evidence contradicts these views. History has shown that humans relied heavily on meat as a source of energy and critical substrates such as protein and long-chain omega-3 fatty acids.



VEGANS UNDER 38

make up 63% of vegans

WHO REPORT CHANGED PERCEPTIONS

Although highly criticized at the time, the report released by the World Health Organization in 2015 condemning processed meat consumption has affected how meat in general is perceived around the world, including here in Canada.

The report claimed consumers who ate the most processed meats, such as hot dogs, bacon or ham, had an increased risk of cancer compared to those who ate such foods infrequently. Three years later, several countries have altered their food guide to encourage consumers to look for vegetable proteins or even fish. Canada will soon join this group with its new food guide.

But simply asking consumers to eat less meat may trigger not only resistance to change but also confusion regarding amounts and sources of protein. Several consumers are resisting the notion of plant-based diets as a viable alternative or a means to a healthy lifestyle.

Indeed, conversations on proteins these days are divisive and utterly polarized.

linked to MAN-HOOD



Interestingly, when looking at Dalhousie's report, the blockade effect seems to be linked to masculinity, traditionalism and hierarchies—all of which resemble and maintain the conventional structures of power in the Western world.

Meat is often inherently linked to manhood. There's no other way to put it. Such influences also resemble the symbolic and social history of meat consumption.

Men are more likely than women to consider eating meat as a great pleasure in life. –Dalhousie study

Conversely, urbanization, the collective will to live in a more diverse society, increased access to education for all, and a rising female voice are distinctive products of modern society and thus represent a push for culinary changes, affecting what we put on our plates.

Proteins are becoming more pluralist. For the beef industry, the journey has not been easy. Compared to 2010, Canadians are eating 16 per cent less beef annually, which equates to 94 million kilos.

The one lesson that can be learned, however, is that commodity groups should not look at their product in isolation. Beef, as an example, needs to co-exist with lentils, fish or other more affordable sources of proteins.

To befriend other commodity groups would be a novel approach, but it would also be a refreshing change. It certainly would be an effective way to fight the protein wars. M

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THE CONVERSATION

MEN ARE MORE LIKELY TO CONSIDER EATING MEAT AS A GREAT PLEASURE IN LIFE.

–Dalhousie study

6.4 MIL-LION

Canadians have limited or cut out completely their consumption of meat

JOSHNA MAHARAJ

ON TAKING BACK THE TRAY

Revolutionizing foodservice for institutions

BY SHAWN GOLDBERG



Joshna Maharaj's love of food began in India. Moving there after university, she fell into kitchen work and along the way, a lightbulb went on.

"I can do this for a living."

Her interest, though, wasn't to work in a restaurant. Her interest was how people eat when they're not in restaurants. Why doesn't everybody have good food on their tables?

Maharaj landed a job at The Stop Community Food Centre, which had an innovative, holistic approach to food—answering the question: what happens to a life when hunger hits? It was a perfect place to cut her teeth in an environment that most chefs don't get to experience.

"My career has always been a leap of faith. Let's see what happens when a chef is in a scenario they've never been in before. What can I do to help people increase their food security?"

From the very beginning, Maharaj's elevated food skills led to better food quality with humble ingredients. She proved what she always thought





ONE TRAY AT A TIME

"I WANT TO IMPACT CHANGE AS MUCH AS POSSIBLE AND AS GRASS ROOTS AS POSSIBLE."

to be true; a very simple dish, made from scratch is always healthier than elaborately processed frozen food.

Helping people forge a better relationship with their food has always been the core philosophy driving her career. "I think the current state of the world has us being very dismissive of the circumstances of our food system." Maharaj explains her thoughts on the missed opportunities for connections (people sitting around a table sharing a meal, or the delight of having a parent feed you). "We cannot assume that this is happening in households anymore. So all of the work that I do is to entice people back into the kitchen, that it's an opportunity for joyful feelings."

For Joshna, it's quite simple: social action is about prioritizing dinner time. It's not only about enough food to fill the tank, but about the ritual, the connection. It's about the kids knowing that come six o'clock, the family comes together.

On a larger scale, Maharaj's professional mission is to revolutionize institutionalized food. The standard today is ordering food electronically the night before and then everything shows up frozen and shrink wrapped the following day. "What I would like to see is a process that reanimates all the hands in this process. Bringing in food that is fresh from a farm, and that there is a human connection when the food is delivered. The farmer who brings in the food has a conversation with kitchen staff about the food."

One of her favourite troubleshooting moments was at a hospital putting apples on the tray. At the time, sliced apples were typically delivered in a plastic bag. Maharaj chose to enable the delivery of fresh Ontario grown whole apples from the Niagara region straight to the patient. "For hospital patients to know that there is someone on a farm rooting for you, growing delicious food that will make you feel better, that cares about your health and diet, is major. We completely undervalue the impact of that."

That's what Maharaj wants patients to know. That there are farmers thinking of them and that farmers know that their food is nourishing people. That we are all part of a community. And that's how Take Back the Tray was born. "Take Back the Tray started as a campaign around rebuilding institutionalized food. The tray is a perfect symbol of institutionalized food. I want to impact change as much as possible and as grass roots as possible."

Having completed three "mega overhauls," Maharaj now has the experience and the clear vision of how she will effect change in foodservice for institutions. Her latest project, a book about Take Back the Tray, is meant to educate and inform people all around the world.

Take Back the Tray is a rallying point, a nucleus for the spirit of what she's trying to do. "I want people to remember that this is our system, and that we have both the power and responsibility to make that change."

Understanding that Take Back the Tray is an idealized notion, she firmly believes that our public institutions are a reflection of who we are, mirroring our collective values. Maharaj has global aspirations for Take Back the Tray. If there's a community out there that's interested, she wants to have the ability to offer support. "The thing I want people to know, is that real, effective change is possible. That this is a good news story, and with some small changes in our system, we can create radical, positive change."



Shifting Landscapes

NEW TRADE AGREEMENTS, FOODSERVICE AND FOOD SAFETY REGULATION

BY JESSE GOLDMAN

PARTNER, INTERNATIONAL TRADE, AT BORDEN LADNER GERVAIS LLP

Foodservice businesses cannot escape the shifting landscape in Canada caused by major developments in international trade and new domestic food safety legislation. In late October, Canada finally ratified the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), opening up trade with Japan and other Pacific Rim countries. Then, after more than a year of high pressure and often tense negotiations, Canada signed onto the new United States-Mexico-Canada Agreement (USMCA) at the end of November, which, if ratified by all three countries, will replace the North American Free Trade Agreement (NAFTA). Both have direct and indirect impacts on the foodservice industry, such as access to and cost of food products, labour mobility and alcohol distribution. The CPTPP comes into force as of Dec. 20, 2018, and, if approved, the USMCA could take effect starting Jan. 1, 2020. We are also now about to see the introduction of the Safe Food for Canadians Regulations, which will alter compliance processes for Canadian food businesses. These changes, individually and collectively, will have broad effects on the foodservice industry, involving increased compliance requirements and changing input costs.

UNITED STATES-MEXICO-CANADA AGREEMENT

The USMCA was negotiated to replace NAFTA, which has been a pillar of North American trade relations since 1994. However, the results of the recent midterm elections in the US, with Democrats gaining the majority of seats in the United States House of Representatives, makes the ratification of the USMCA uncertain. A new Democratic majority must determine if the agreement is in the best interests of Americans or, through another lens, if it is worth giving the Trump administration a major win on international trade. This may result in delays, or minor changes to the text of the USMCA, but it is still likely that it will come into force at the beginning of 2020.

Assuming that the USMCA comes into force, whether on schedule or not, there are important changes for Canadian foodservice businesses to be aware of:

SUPPLY-MANAGED PRODUCTS: US dairy and turkey products will have more in-quota access to Canada than under NAFTA, meaning Canada will get more US imports at lower costs than what is typically available from Canadian producers. US egg producers may also have some additional access for sales to Canadian processors, while the United States will see reduced access for fresh and frozen chicken than under NAFTA. Canada has also agreed to eliminate certain types of pricing for milk and will now price some dairy products based on a minimum price that is tied to US non-fat dry milk prices. Canadian milk classes 6 and 7, which allow Canadian producers to sell milk ingredients at low prices, have been controversial among US producers who argue those low prices undercut US imports in the Canadian market and affect their export sales in other markets. A revised milk pricing system could result in higher prices for some Canadian processed dairy products and lower prices for others.

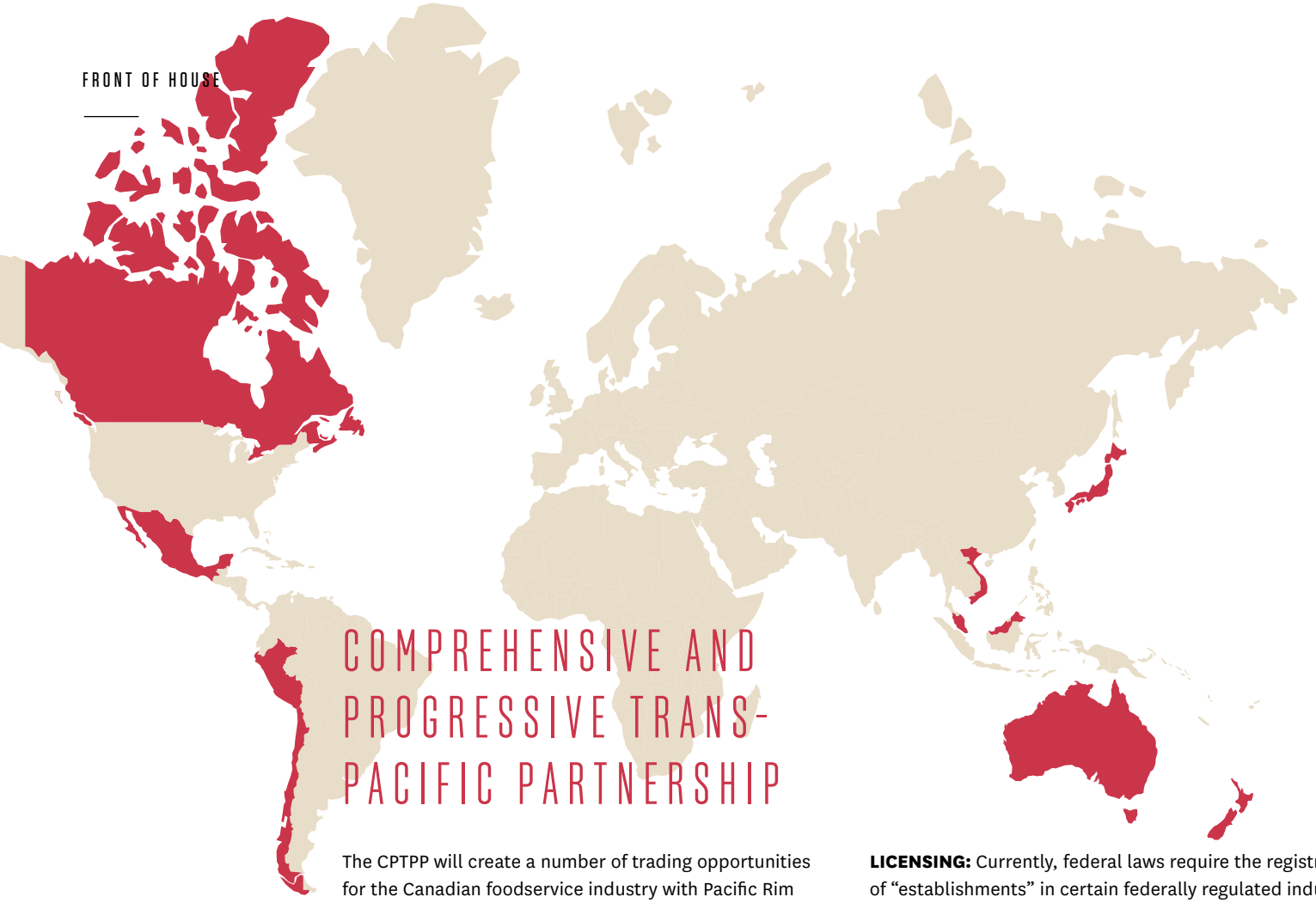
WINE AND SPIRITS: Canadian restaurants will not see a significant change in the availability of imported US wine, though under side letters to the USMCA, British Columbia must eliminate, by Nov. 1, 2019, regulations that allow only BC wine to be sold on grocery store shelves, while imported wine may only be sold in grocery stores through a "store within a store." The United States is pushing to expand the BC distribution changes to other provinces, notably Ontario and Quebec. The USMCA upholds grandfathering provisions on the internal sale and distribution of wine and other alcohol that were established in 1989 in the Canada-US Free Trade Agreement (CUSFTA), and later incorporated into NAFTA.

CUSTOMS PROCEDURES: Customs procedures under the USMCA are modernized, including by the codification of current Canadian practices regarding release of goods, penalties for improperly declared goods and customs audits of past declarations. The USMCA underlines the importance of efficiency at the border, and Canada is encouraged to continue to improve its single window initiative, allowing importers to report and obtain necessary regulatory approvals prior to import. Over time, this will simplify the import process, reducing border wait times and costs (especially for perishable goods). Overall, this will be beneficial only to large importers and customers in Canada of US and Mexican food.

LABOUR MOBILITY: Despite Canada negotiating for changes that would broaden labour mobility, the USMCA made no significant changes to these rules. Most food and hospitality professions, such as chefs or restaurateurs, will remain ineligible for treaty based work visas.

↣ CONTINUED ON PAGE 38





COMPREHENSIVE AND PROGRESSIVE TRANS-PACIFIC PARTNERSHIP

CANADIAN BUSINESSES SHOULD CLOSELY REVIEW THEIR SUPPLIER RELATIONSHIPS TO INVESTIGATE COSTS SAVINGS AND NEW OPPORTUNITIES

The CPTPP will create a number of trading opportunities for the Canadian foodservice industry with Pacific Rim countries, including Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. Canada has granted market access to imports of dairy, poultry, turkey and egg products from CPTPP countries. Global Affairs Canada has yet to publish rules and policies for importers, but this will be something to watch for businesses that may be able to take advantage of the new tariff rate quotas.

The CPTPP takes effect as of Dec. 30, 2018. One can expect to see significantly better trade opportunities for the agri-food and prepared foods sectors resulting in greater access to goods from CPTPP countries and new opportunities for innovative restaurant owners to bring new foods and concepts to Canadians.

SAFE FOOD FOR CANADIANS REGULATIONS

Foodservice businesses will need no reminder that the Safe Food for Canadians Regulations (SFCR), a key outcome of Canada's Food and Consumer Safety Action Plan, will come into force on January 15, 2019. In addition to the critical step of ensuring that they comply, businesses should consider the potential effects on supply chains, as suppliers and third parties will also be making changes. Three key areas for compliance will be:

LICENSING: Currently, federal laws require the registration of "establishments" in certain federally regulated industries, for example, those processing meat and agricultural products. Starting Jan. 15, 2019, the regime of "establishment registration" will transition to a licensing regime, and will be broadened to cover food importers, and businesses that manufacture, process, treat, preserve, grade, package or label food that will be transported across provincial borders. The Canadian Food Inspection Agency (CFIA) has developed an online portal as a resource and for businesses to submit and manage license applications. This could have major compliance costs for Canadian restaurants that move food across the country.

TRACEABILITY: Importers, producers, processors and others will be required to keep documents that allow food to be uniquely identified and traced one step forward and one step back. Businesses selling food at retail (e.g., grocery stores, bakeries) will be exempt from the requirement to trace one step forward, that is, to consumers purchasing the food. Restaurants and other "similar enterprises" that sell food as a meal or snack are completely exempt from these requirements, but should note that their suppliers will be required to keep track of the restaurants to which they are supplying food in such a way that products can be identified in the event of (for example) a recall or investigation. Restaurants will likely be asked by suppliers to meet certain on-boarding requirements and may bear commercial risks for errors or non-compliance.

PREVENTIVE CONTROLS: New requirements apply to "operators," which include food businesses licensed under the SFCR, and govern the identification and management of biological, chemical and physical hazards; the maintenance and operation of an establishment; investigation, notification, complaints and recall procedures; and the requirement to maintain a preventive control plan that meets specific content requirements. These will likely only apply to restaurants that must be licensed, but businesses should be aware that their suppliers may implement modified processes and procedures in order to meet these requirements.

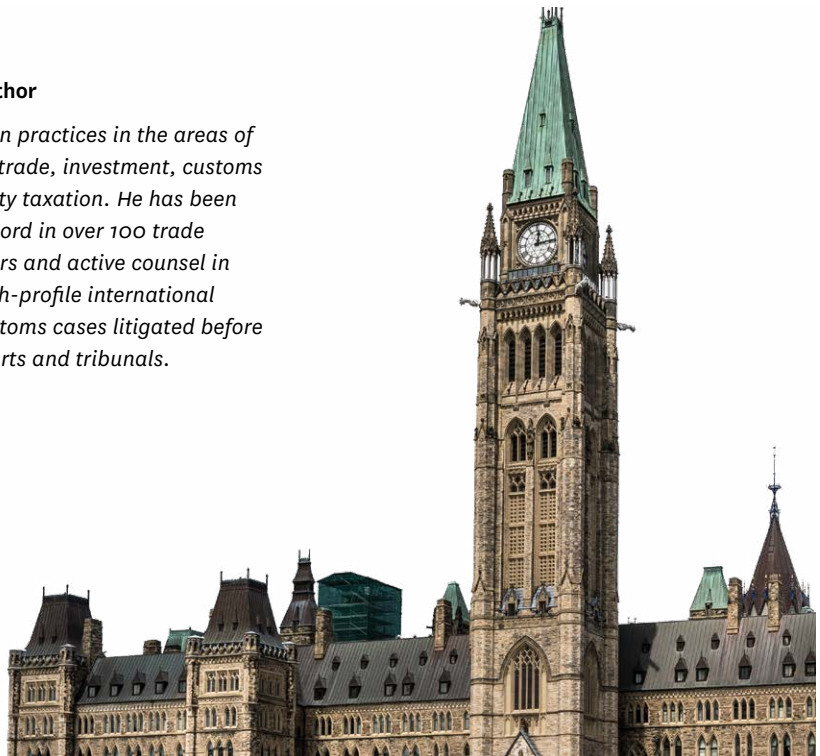
The CFIA's existing Administrative Monetary Penalty System (AMPS) will be expanded to cover violations of the SFCR. This means restaurants will now face potential penalties for food commodity-related violations. These penalties are part of a range of enforcement tools available to the CFIA under its Compliance and Enforcement Policy.

CONCLUSIONS

Recent developments involving new free trade agreements and the Canadian regulatory landscape have created both opportunity and risk for the Canadian foodservice industry. In light of these changes, Canadian businesses should closely review their supplier relationships to investigate costs savings and new opportunities for business expansion and/or innovation under the USMCA and the CPTPP. They should be aware of compliance issues, such as recognizing that as owners of goods they can be held liable for customs violations even if they do not import those goods, the need to examine entry procedures to ensure that goods are appropriately classified and to determine whether goods can benefit from reduced duties at the border. Canadian businesses must also ensure that they obtain any new licenses and implement compliance procedures under the new food safety regulatory regime. M

About the author

Jesse Goldman practices in the areas of international trade, investment, customs and commodity taxation. He has been counsel of record in over 100 trade remedy matters and active counsel in numerous high-profile international trade and customs cases litigated before Canadian courts and tribunals.







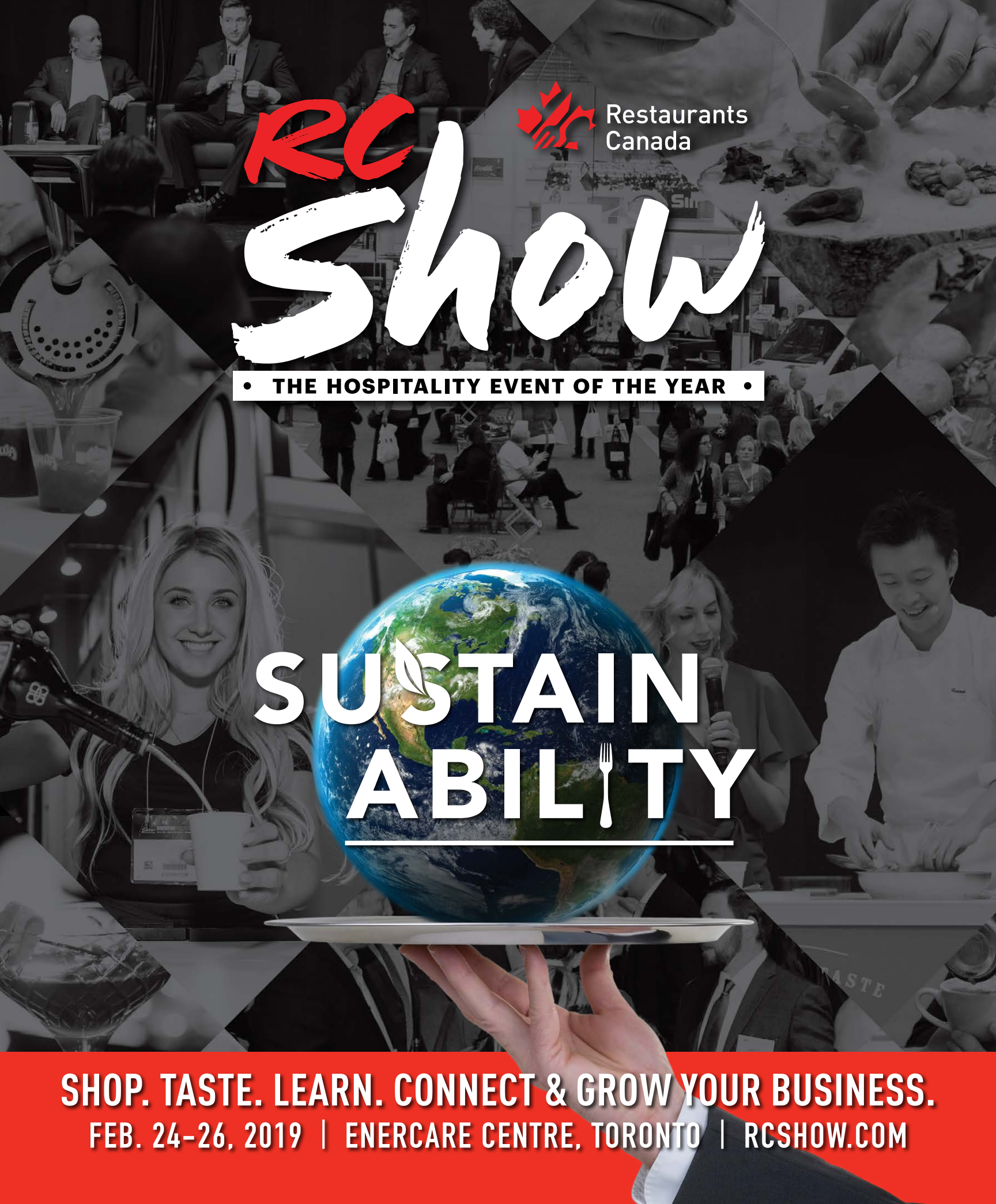
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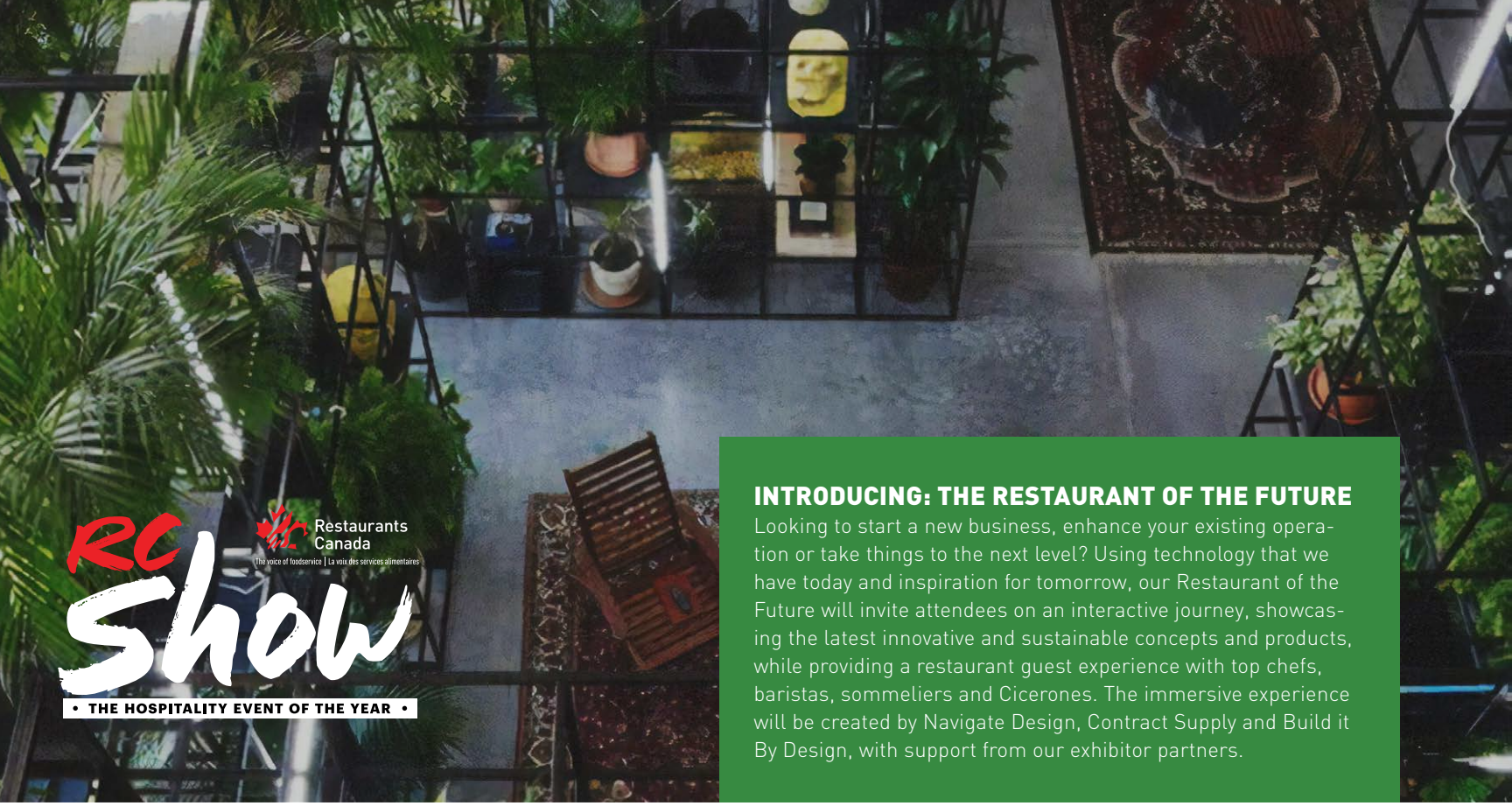
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INTRODUCING: THE RESTAURANT OF THE FUTURE

Looking to start a new business, enhance your existing operation or take things to the next level? Using technology that we have today and inspiration for tomorrow, our Restaurant of the Future will invite attendees on an interactive journey, showcasing the latest innovative and sustainable concepts and products, while providing a restaurant guest experience with top chefs, baristas, sommeliers and Cicerones. The immersive experience will be created by Navigate Design, Contract Supply and Build it By Design, with support from our exhibitor partners.



Leading the conversation around foodservice sustainability

BY CHRIS METLER

The key to sustainability is ability—the ability to harness the power of innovative products, pioneering people and transformative ideas to keep improving our bottom line in harmony with the planet.

In 2019, RC Show explores the true meaning of sustainability for the foodservice and hospitality industry:

» Sustainability foodservice expert Bruce McAdams moderates our Sustainability in Your Operations: How Less Can Be More panel. The discussion tackles the key pillars of sustainability—waste, energy, local and plant-based menus.

» The Save on Energy Foodservice Forum, presented by Save on Energy, IESO, Restaurants Canada and ORHMA, will demonstrate how to save and make money through rebates, incentives and best practices. Become inspired by and learn from four foodservice businesses who will be sharing their energy efficiency success stories.

» In our ECO PAVILION, you can learn how to "green" your business' operations, all while shopping environmentally conscious products and services. Attend workshops to better grasp how moving your recycling bin can transform your staff's behaviour, or why understanding your utility bills can put money back in your pocket.

» There are many ways foodservice providers can improve the environment and provide benefits to communities by reducing, reusing and recycling uneaten or unused food rather than throwing it away. **Second Harvest and their new web-based Food Rescue platform** will teach you how to put food waste to good use.

RC Show will establish how sustainability can help you build brand equity and customer loyalty, maintain and grow your workforce, as well as contribute to our planet's future.

Pick up our Best Practices Guide at the Eco Pavilion presented by LEAF Environmental, Restaurants Canada.



An optimized experience

BEHIND THE BAR

Become immersed in the latest innovations in beverage products and techniques at our BAR & BEVERAGE PAVILION. From cocktail menu development to zero-proof mixology.

Step Up Your Game

Hands-on workshops geared towards building your bar business, discussions on the future of beer, wine and spirits, a peek behind the curtain of the theatrics of cocktails.

Supporting Women & Breast Cancer

Speed Rack's women bartenders are combining cocktail demos and forums dedicated to a wide range of issues relevant to women in the hospitality industry.

CELEBRATE CANADA'S BEST

Offer your customers a menu they can feel proud to support and contribute to Canada's network of producers, suppliers and artisans. Our CANADA PAVILION welcomes you to taste the diversity of Canadian cuisine and shop regional products.

Our Great Land

Diversity has played an important part in Canada's formative history. Same goes at RC Show. This year, we're proud to highlight a varied lineup of products and services from the provinces of Manitoba, Prince Edward Island and Quebec.

Excellence Without Compromise

Through an array of culinary activations and demos, Canada Beef celebrates beef that's produced and delivered with pride and tradition—and every bit as exceptional as the land on which it is raised.

Higher Learning

With cannabis now legal in Canada, the potent plant is inevitably finding its way into the kitchen. Edibles, in particular, represent a budding phenomenon. As users and policymakers alike endeavour to chart a course through this hazy new frontier, we've got herbal chefs and ganjapreneurs ready to help steer them.

BREWING BIG PROFITS

One of the fastest growing foodservice segments today, café culture shows no signs of slowing down. Learn how to stand out from your competition with the latest brewing equipment, quality products and dessert pairings at our COFFEE, TEA & SWEETS PAVILION.

Hone Your Crema Craft

The masters at the Latte Art Labs—presented by Zuccarini—will have you pulling, etching and frothing like a champ.

Putting the Fun Back in Tea

Teaming with the Tea and Herbal Association of Canada, we're not only going to demonstrate how tea can be used both in the kitchen and behind the bar—and help increase the bill, if done right—but further make you aware of all the latest blends and trends.

Head-to-head

RC Show is known for bringing new innovations to the table with exciting creativity at our competitions!

On the Line

The Garland Culinary Competition brings the heat. Competing chefs go battle it out in front of a live audience to create the most inventive dish that will positively influence a menu's bottom line, while working against the clock. Over the first two days, the judges will chop the competition down to six semi-finalists, who will then compete at the finals for over $5,000 cash and prizing.

Mixing it Up

The Beyond the Rail Competition is a showdown where bartenders fashion cocktails that challenge imagination and sustainability. The winner will be crowned RC Show's Bartender of the Year. Similarly, with all proceeds going to Rethink Breast Cancer, the top female bartenders will square off at the fierce Speed Rack Cocktail Competition. Get yourself a ringside seat to both—and while you're at it, check out our fast-and-furious First Annual RC Oyster Shucking Competition.

Cup of Excellence

In the returning Latte Art Nationals, challengers will once again take centre stage to put their microfoam talents to the test. The Coffee in Good Spirits Competition is back, too. Pitting baristas and mixologists alike against each other, the contest promises to remind us coffee with liquor is one of the best food and beverage fusions since mac met cheese. Winners will take part in the World Coffee In Good Spirits Championships and represent Canada.

RC Show
THE HOSPITALITY EVENT OF THE YEAR

LOCAL FOOD MATTERS

Shopping local provides you access to the freshest products, allows you to contribute to your local economy and offer a profitable, sustainable menu. Presented by OMAFRA and Foodland Ontario.

Championing Local

Engage in a series of chef-led demos at our Local Stage with Feast On Best of FOODstock, a series of expert-lead tastings with formidable farmer-chef-producer pairings—where each will further prove sourcing and cooking local can also be profitable.

Navigating Sustainable Seafood

The benefits of sustainable seafood are obvious. Getting sustainable seafood on your menu should be a priority. Just ask some of the movement's biggest ambassadors, who will be on-site—including chef Ned Bell, the Ocean Wise seafood program, the Marine Stewardship Council and leading processor High Liner Foods.

ONE-OF-A-KIND PRODUCTS

Expand your menu offerings with in-demand options such as gluten-free, halal, global flavours and small-batch, artisanal products. Our SPECIALTY PAVILION features a curated marketplace of goods that are certain to spark the interest of today's discerning diners.

What's Trending?

Our exhibitors recognize the plant-based movement is here to stay and consumers want healthy meals on the go. They will be showcasing specialty ingredients ideal for vegetarians, pescatarians, vegans and gluten-free diets (like Dr. Praeger's Purely Sensible Foods and Ecoideas)—artisan and high-quality foods for chefs from exhibitors like The Chefs' Warehouse.

THE NEXT GENERATION OF FOODSERVICE

Technology has rapidly evolved the restaurant experience in front and behind the scenes. Discover new ways to enhance your dining experience at our TECH PAVILION.

Cutting-Edge Collaborators

Our collaborators are changing the game, from meeting evolving dietary needs and connecting consumers to restaurant meals based on them (My Ideal Meal), to innovating ordering solutions (UEAT) and mobile delivery applications (UberEats).

Education Station

Looking to find advice and inspiration? Our Learning Lounge will have experts on-hand. They'll be offering up the advice you seek pertaining to every aspect of your business—from what staff you need to hire to the physical layout and design of the establishment itself. Learn how to deal with mental health in the workplace, create a safe workplace and implement workplace safety prevention service.

MOSAIC OF CUISINES

Celebrating Canada's multicultural community, our WORLD PAVILION showcases our unique culinary landscape through global products and brands. Soak in the flavours of the East, West, North and South.

Handed Down Over Generations

Alongside the best of Italian products, Bellavita Italian Expo brings the skilled pizzaioli from Starita Academy, who will be running two masterclasses—under The Secrets of the UNESCO World Heritage Art of Pizza Making banner—conceived to reveal a series of traditional tips and innovative ways to create the perfect Neapolitan pizza.



Explore our speaker stage

From forward-thinking presentations to influential speakers, RC Show prides itself on bringing the best of the industry together under one roof.

Distribution Leaders Discuss The Evolution of Delivery

Top players like Russell Hendrix, Flanagan, Gordon Food Services and Sysco exchange views about how mobile delivery platforms are increasingly becoming the most popular way to order food.

The CEO Panel

Executives from A&W, KFC, McDonald's, Starbucks and more share their knowledge on top issues, and how they are adapting to the changing hospitality landscape.

Ones to Watch: Businesses Changing the Game

Meet the companies that are embracing new concepts and who not only have their finger on the pulse, but seemingly have an uncanny ability to take risks and venture where no one has gone.

Capitalizing on Plant-Based Menus: This is Just the Veganing

With the widespread growth in vegan and flexitarian diets, experts from different areas of the industry explain why operators should be paying attention to the increasing demand for more plant-based menu options.

Future of Cannabis in Canada: When Will POT Be in Our POTS?

Touching upon all areas of cannabis within foodservice, from the agricultural side and production, to liability, to staffing and customers, all the way to edibles.





Our signature RC Hospitality week events

KICKING OFF THE 74TH RC SHOW

Bringing together the foodservice and hospitality industry, join us for our **Opening Night Reception**. Enjoy a complimentary drink and chef- and brand-driven hors d'oeuvres, as well as a lineup of entertainment at the largest foodservice networking event of the year.

The RC Culinary Excellence Award winner will be announced, too!

WHERE: Heritage Court, Enercare Centre
WHEN: Sunday, February 24 [5PM - 8PM]
PRESENTED BY: Labatt

THE RC LEADERSHIP CONFERENCE

Dubbed People, Profits and the Planet, the mission of this year's **RC Leadership Conference** is to address the triple bottom line—a process by which companies, like yours, manage their financial, social and environmental risks, obligations and opportunities.

Introduced by **Shanna Munro** (Restaurants Canada's President and CEO)—and moderated by business strategist **Tony Chapman**—the annual summit will be headlined by keynote speaker **Terry O'Reilly** (brand and marketing expert; host of CBC's Under the Influence), **Angela Donnelly** (founder of Corethentic), **Natalie Green** (Head of Industry: Food & Beverages at Google) and **Donald Burns** (restaurant coach; author of *Your Restaurant Sucks!*).

This influential quartet will respectively present on using unconventional wisdom to solve your business' problems, cultivating sustainability by shifting intent, how data can help you hyper-personalize what you offer your customers and the top operational mistakes restaurants make.

The conference will also play host to Canada's top data research companies, who will all be under one roof for the first time ever. Led by Restaurants Canada's Senior Economist, Chris Elliott, and joined by **Ipsos**, **NPD Group** and **Technomic**, they'll share their insights.

WHERE: Toronto Theatre, Hotel X Toronto
WHEN: Monday, February 25 [8:30AM - 12:30PM]
PRESENTED BY: PepsiCo, Diversey, Gordon Food Service, and KPMG

NETWORK OVER AN EXCLUSIVE CULINARY EXPERIENCE

Our invite-only **Top-to-Top Reception** remains a premier event where C-Suite executives gather to exchange ideas on the future of the hospitality industry. Top chefs, beverage ambassadors and brands from across the country will lead an adventure of inventive sips, bites and special guest appearances.

WHERE: The View & Nest, Hotel X Toronto
WHEN: Monday, February 25 [5PM - 8PM]
PRESENTED BY: Chase

MIX & MINGLE AT RC SHOW'S BAR EVENT

For many attendees, the best part of a trade show is the parties. Our **Industry Night Out** promises to surpass expectations; an evening when hospitality professionals come together to toast foodservice and each other, enjoy live entertainment, plus delight their taste buds.

WHERE: The Rec Room
WHEN: Monday, February 25 [9PM - Midnight]
PRESENTED BY: Labatt and SOCAN

BREAKFAST WITH CHAMPIONS

Breakfast with Champions introduces the ideas and trends transforming the world of hospitality, courtesy of the industry's foremost CEOs and restaurateurs. These are the entrepreneurs and business savvy creatives who have led and continue to guide the foodservice in new and exciting directions.

David Allison will serve as keynote speaker. Allison is the author of *We Are All the Same Age Now: Valuegraphics, The End of Demographic Stereotypes.* His concept of valuegraphics promotes a new way of thinking about audiences; one based on the notion that what we value determines what we do.

Allison will be followed by **Jessica Cravero** (Regional VP at Technomic), who will share the insights and trends most relevant to chain and large operators as related to role and importance of sustainability in Canadian foodservice. Then, a **Gamechangers Panel**, featuring people who have transformed different parts of the industry.

The RC Leadership Award winner will be announced, too!

WHERE: Victory Ballroom, Hotel X Toronto
WHEN: Tuesday, February 26 [8AM - 10AM]
PRESENTED BY: PepsiCo, Diversey and Egg Farmers of Ontario

DISCOVER WHY SUSTAINABILITY IS MUCH MORE THAN JUST GOING GREEN

Ready to kick-start your business and achieve across-the-board sustainability, both now and into the future? We welcome you to RC Show 2019.

VISIT RCSHOW.COM

Check out the full RC Show 2019 lineup online and register early to save 50% off the on-site price. All those who register by December 31 will be entered for a chance to WIN A VIP RC SHOW PACKAGE, including: Air Canada flights for two (for out-of-town guests), a two-night stay at Hotel X Toronto and VIP access to the RC Show and RC Hospitality Week events.

JOIN THE CONVERSATION ON SOCIAL MEDIA

#RCShow19
#RCShowCanada
#SustainABLE









Thought leaders drive the agenda at RC Show

SOLVING PROBLEMS WITH COUNTERINTUITIVE THINKING

In this era, people want to know you care about your customers and the environment; that you give back to the community. Moreover, your staff wants to know the company they work for stands for something positive. Sure enough, if they do, they will help you turn a profit.

In order to create those kinds of relationships, you have to make certain customers and staff alike feel your messages, not just understand them. Emotion is the key.

Terry O'Reilly's message is not to think like a restaurant, but like a great marketer instead. The host of CBC's Under the Influence promotes colouring outside the lines to solve problems creatively.

At the RC Leadership Conference, he will challenge you to think beyond the confines of your industry to find innovative solutions. He'll offer examples from industries around the world, demonstrating how companies solved almost insurmountable problems by taking the path less travelled.

O'Reilly aims to inspire you to recalibrate your thinking to overcome obstacles with fresh ideas; to create customer loyalty and build brand equity while still being a good corporate citizen.

BREAKING FREE FROM AVERAGE AND DOMINATING YOUR MARKET

In our industry, theory and application are always at odds with each other. It all boils down to dedication and commitment. If you truly want something bad enough—if you have a deep desire—then you will stay focused on the outcome and not the obstacles.

To that end, **Donald Burns** equates business sustainability to having a viable brand that is adaptable to the market. The restaurant coach and author of *Your Restaurant Sucks!* believes you need to stay on top of trends, be aware of social consciousness, tap into technology to run more efficient operations and improve communications with your staff and guests. Also, to embrace your core values and be willing to become better as the market changes.

At the RC Leadership Conference, he will furnish you with a map of all the potholes dotting the journey ahead.

PERSONALIZING THE CONSUMER EXPERIENCE

Contemporary consumers are given so many product choices and places to shop or eat. As a result, consumer loyalty is waning. Brands and retailers are losing their favourable status. So you need to find ways to engage with people around food moments, regardless of who they are or where they live. Data can be your competitive advantage to accomplishing this—to not only reach the right people, but make sure you're communicating to them in the right way.

Think about how much you already know about your customers. Now think about all of the information you have that can give you insight into delivering value and staying relevant, from customer behaviours and buying patterns to food trends.





As far as **Natalie Green** is concerned, the concept of business sustainability circles back to this growing power and knowledge of consumers. Google's Head of Industry: Food & Beverages further reckons it's something that will continue to shape choices and decisions.

At the RC Leadership Conference, she endeavours to go beyond data, too. Specifically, the crucial role that technology is playing in influencing the food and hospitality decisions that Canadians are making today. The expectations of your customers have been reshaped by technology. They now expect choice, convenience and a fast, frictionless experience regardless of the brand or channel.

In the foodservice sector, we see this demonstrated through the impact that UberEats, SkipTheDishes and other aggregators continue to have in the restaurant industry—democratizing food.

SHIFTING YOUR COMPANY CULTURE

Within the high-touch environment of a restaurant, effective relationships and thriving employees are major contributors towards a positive customer experience. Which means when we examine and understand our intent—our deeper motive which drives our behaviour—we unlock benevolence in our interactions with colleagues, suppliers, business partners, managers, team members and, ultimately, the customer.

For **Angela Donnelly**, business sustainability that reflects more than just environmental impact and a deliberate awareness of the triple bottom line makes good business sense, period. And in myriad ways. The founder of leadership development consulting program Corethentic has personally worked in settings where large organizations came under pressure to report on aspects of this from good governance and then, later, legislated requirement.

At the RC Leadership Conference, she will strive to help you empower your people to ensure that anyone in your organization who manages others first understands their intent, then shifts it from viewing their people as a means to get the job done to viewing the job as a means to cultivate excellent talent.

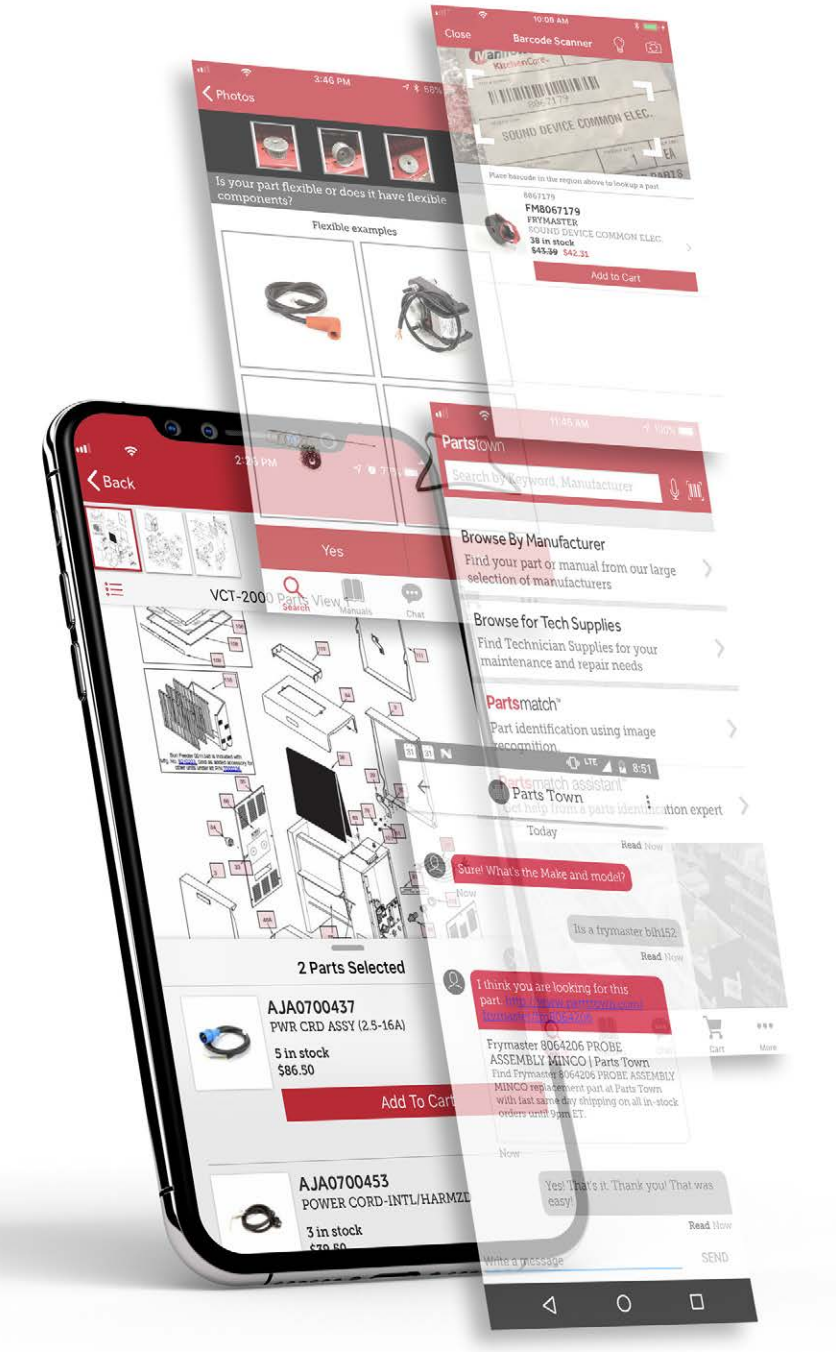
Donnelly believes when you help your people become the best, you can unlock sustainability from within and close the gap between brand promise and customer experience.

Catch our featured speakers at the RC Leadership Conference on Monday, February 25. The annual summit runs from 8:30AM to 12:30PM at Hotel X Toronto in the Toronto Theatre.

REGISTER NOW AT RCSHOW.COM

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THE HOSPITALITY EVENT OF THE YEAR

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Photos by Nicklas-Ingemann





IKEA'S 'SPACE10' FUTURE LIVING LAB

[TREND HUNTER]

Pop-Up Workshopping

Branded temporary food spaces work to engage consumers via hands-on experiences

BY ELLEN SMITH AND MISHAL OMAR

The food industry's ever-evolving nature has brought on the need for increasingly targeted forms of interaction with customers, and there are many ways in which this is occurring. One of those methods, which we've identified at Trend Hunter, is an uptick in interactive, educational pop-up spaces that are specific to the culinary world.

In our Informative Foodie insight, we've observed that the playful experiential nature of pop-up spaces, along with the desire for modern consumers to be more informed before making purchase decisions, have merged to form workshop-based, educational activations related to the foods that brands are trying to market.

Diving deeper into this insight, we can observe three important ways in which this form of niche marketing has broader and beneficial implications—in the value of educational engagement, in the value of social media-based shareability and in highlighting the future of food.

EDUCATIONAL ENGAGEMENT

These days, consumers don't just want to be told how effective or impressive a product or service is before purchase—they want to be able to see and test that for themselves. The value of pop-up workshopping lies in its interactivity and ability to educate—the act of learning about the production and processes that go behind the making of a product in an intimate environment immediately enhances trust between the customer and the brand, and thereby strengthens or establishes loyalty between the two.

Perfect execution of an educational workshop was seen over the summer when Blue Apron deviated from more traditional brick-and-mortar experiences with its 'Unboxed' pop-up—a unique short-term event in New York City that sat on the intersection of retail and experiential learning. With an emphasis on informed consumption and engaging experiences, consumers were invited to sit in on panel talks and take part in cooking classes led by famed chefs. The immersive and educational nature of the event enabled the consumer to better connect with the brand's recently launched meal kit offerings.

SHAREABILITY VIA SOCIAL MEDIA

It cannot be understated that consumers, particularly Millennials and Gen Zs, have high expectations for brands' ability to personalize their path-to-purchase. The sense of importance that comes with being offered specialized, curated experiences is inherently shareable for these generations, and culinary pop-up workshopping gives brands plenty of opportunities to accelerate that shareable experience through something as simple as refining aesthetics.

The amalgamation of a customized experience with social media-friendly designs makes for a perfect combination when it comes to

↣ CONTINUED ON PAGE 50

[TREND HUNTER]

enhancing engagement on social media—with some brands often finding the campaigning essentially being done for them when they get this formula right.

Tilda's recent 'Rice-taurant' pop-up demonstrated a thorough understanding of these concepts, as the event emphasized curation and personal style to target young urban professionals. The pop-up encouraged visitors to express themselves through cooking and with the guidance of professional chefs, each consumer created a rice dish that reflected their personal aesthetic and taste preferences. In a setting complete with social media-friendly elements, Tilda's 'Rice-taurant' facilitated personalization and self-expression through food, resulting in an end product that consumers were eager to share online.

FUTURE OF FOOD

In the future of the food industry, we'll continue to see a steady and enhanced focus on eco-friendly production and consumption. Both industry and consumer have a responsibility in this realm, and the pop-up educational workshop model provides the ideal platform for such messages to spread. Food brands prioritizing the reduction of ecological footprints are at the helm of innovation in the food industry, and the pop-up space is an excellent way to build that reputation, while also enhancing the eco-awareness of the average consumer.

To make these concepts more accessible to the public, IKEA's Future Living Lab, Space10, created a pop-up hydroponic farm that was aimed at helping consumers better understand how futuristic farming methods are beginning to be incorporated into daily life. The informative London-based event highlighted the unique ways in which food and technology intersect to create something that's both delicious and eco-friendly. The event featured activations like a futuristic salad bar, equipped with ingredients produced using the lab's computerized automation techniques, which can grow fresh produce three times faster while using 90 per cent less water. M

IT CANNOT BE UNDERSTATED THAT CONSUMERS, PARTICULARLY MILLENNIALS AND GEN ZS, HAVE HIGH EXPECTATIONS FOR BRANDS' ABILITY TO PERSONALIZE THEIR PATH-TO-PURCHASE.

**This article is informed by Trend Hunter content and research. For more in-depth insights into the foodservice industry, visit the Trend Hunter website, or join us in one of the 11 cities our Future Festival conference will be visiting in 2019.*



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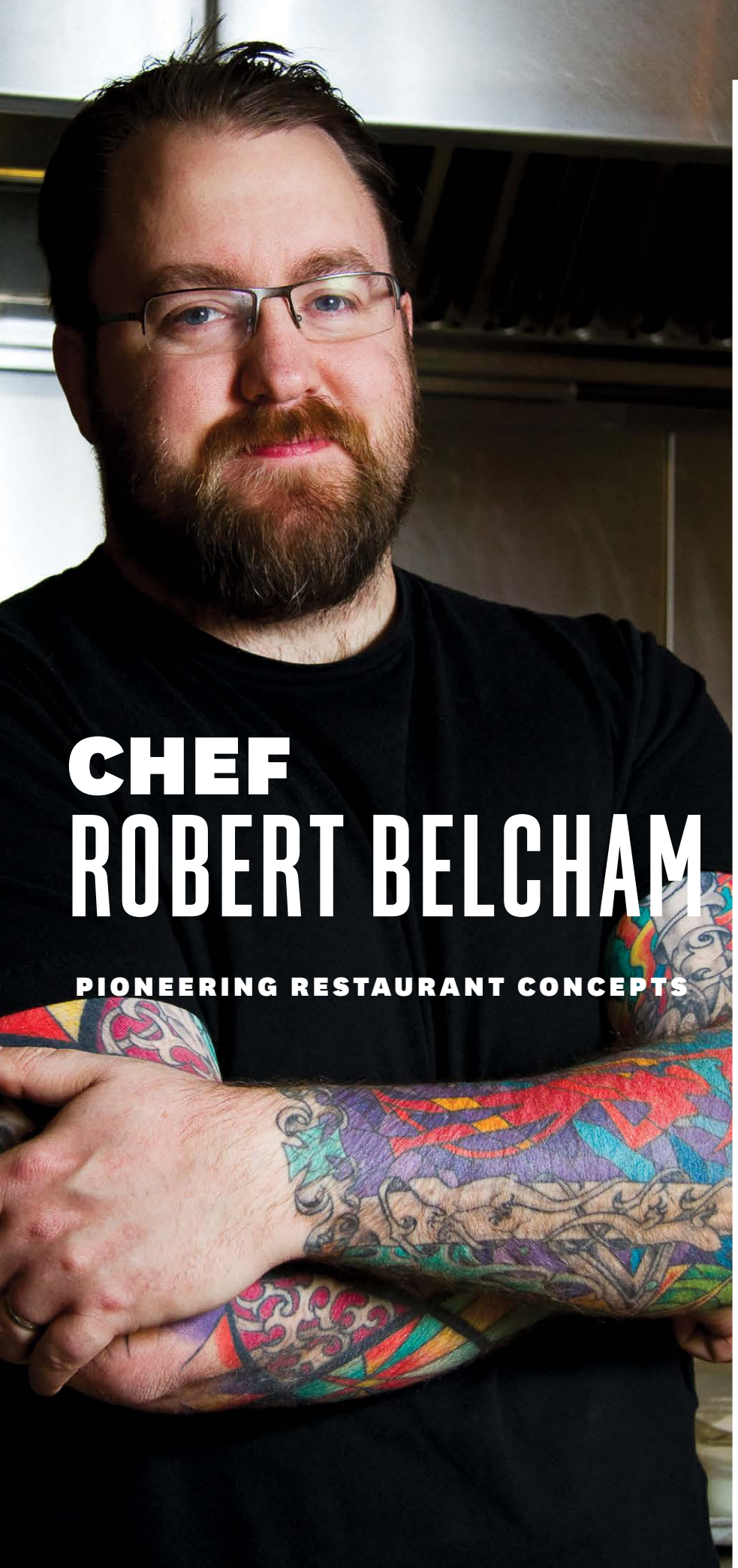
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CHEF ROBERT BELCHAM

PIONEERING RESTAURANT CONCEPTS

A graduate of Camosun College's Culinary Arts program in Victoria, British Columbia, Chef Robert Belcham began his career working for innovative restaurants including Rebar, Aerie Resort, The French Laundry, C Restaurant and Nu. In 2007, Belcham opened Fuel Restaurant, later rebranded as Refuel Restaurant and Bar. By 2008, he had opened Campagnolo, followed by Campagnolo Roma in 2011. Today, he is also a partner in Popina Canteen and has been inducted into the British Columbia Restaurant Hall of Fame.

Club House for Chefs met up with Chef Belcham to uncover his trade secrets for developing A-list restaurants!

DESCRIBE YOUR PROCESS FOR DEVELOPING A NEW RESTAURANT CONCEPT AND THE ELEMENTS THAT MUST BE CONSIDERED.

When it comes to restaurant development, it's not an easy process. First and foremost, you must be passionate about the style of food you want to produce. If you don't have passion, your restaurant concept will not take off because it won't resonate with your customers.

Next, market research. Find out if there are similar concepts aligned with what you would like to do and where they sit within the target market. Follow this up by looking into the demographic they're attracting; their ingredient selection and which type of food and wine programs are being executed. Now, figure out what you think could work even better and refine it based on your market research.

WHERE DO YOU DRAW INSPIRATION FROM FOR NEW RESTAURANT VENTURES AND HOW DO YOU CONTINUE TO FIND INSPIRATION AND EVOLVE YOUR RESTAURANTS NOW THAT YOU HAVE SEVERAL UNDER YOUR APRON?

The environment I'm in, the people I meet, the cities I visit, things I might see in a movie or magazine. If you only try to come up with the next "big thing," it won't work. It has to come from a genuine place and what you surround yourself with. There's no formula to it, you just either catch it, or you don't.

For example, when I opened Campagnolo, it all started with research. I knew the basics of Italian

Photo by Chris Mason Stearns

cuisine, but I didn't understand it as well as someone who grew up in that area. I took the time to speak with multiple people, dine in relatable locations and find out how I could adapt an Italian restaurant concept to the Vancouver food scene. We took the idea of farm-to-table and went from there, emulating cooking styles and dishes with Italian inspiration; that's how it all started.

YOU'VE BEEN RECOGNIZED NATIONWIDE AS A CHEF COMMITTED TO USING LOCAL AND SUSTAINABLE CANADIAN INGREDIENTS. EXPLAIN THE IMPACT THAT THE CHOICE OF FLAVOURS AND INGREDIENTS CAN HAVE ON A NEW RESTAURANT CONCEPT AND ANY CHALLENGES THAT MAY OCCUR.

It's very simple and boils down to one thing: FLAVOUR. I've been cooking for 25 years now and what makes a dish great is having flavour resonate with the person who is eating it. The way of getting the best flavour out of that dish is having the food you make it with be as close to the restaurant as possible because it needs to be at its freshest.

EXPLAIN THE ROLE FOOD AND FLAVOUR TRENDS PLAY IN RESTAURANT CONCEPT AND MENU DEVELOPMENT?

I've never been a trend follower, not even in the food I create. Personally, I like to look back at recipes that my grandfather had created and talk through them with my father to ultimately use their line of thinking. In utilizing their old, forgotten techniques, it has helped us to best showcase the flavours of foods.

For example, with our charcuterie program, we just simply wanted to make sure that we had the best tasting pork all year long. We'd find the meat in its peak season at a local Vancouver farm where you could only buy the whole animal at once, not in separate cuts. Looking back again on my grandfather's recipes, my father said that he'd slaughter a pig every fall and that would get them through the whole winter. I then used that same line of thinking with the full pig we'd attained, and we would then make ham, bacon, pancetta, etc. The rest would be cured and preserved as best as possible. It was utilizing those old techniques that ended up best showcasing the flavour of the pork while supporting a small farmer and being able to teach our cooks something new that they might not have seen before.

IF YOU ONLY TRY TO COME UP WITH THE NEXT "BIG THING," IT WON'T WORK.



YOU RECENTLY OPENED POPINA CANTEEN WITH CHEFS JOËL WATANABE, ANGUS AN AND HAMID SALIMIAN. SHARE WITH US HOW THIS NEW VENTURE CAME ABOUT AND HOW IT DIFFERS FROM YOUR OTHER RESTAURANT CONCEPTS.

The project had been gestating for the past 4.5 years. It started as individual food stalls in a large space to sharing a common workspace, then common staff, becoming a refined cohesive concept that we all worked together on. Popina is the product of that cohesive partnership. A concept that takes our almost 100 years of combined fine and casual dining experience and using that knowledge to make fast food better in all ways. From where the raw product is sourced and the techniques used to process and cook it, to how we sell the experience. Angus has had very good experience in doing this style of restaurant in the past with Fat Mao, Longtail and Freebird but we took these ideas many steps further. It has been tough breaking new ground in how we are trying to do things with Popina, but the results have been very well received.

YOU'RE CREDITED AS MENTORING EMERGING CHEFS COUNTRY-WIDE. WHAT ADVICE WOULD YOU GIVE CHEFS LOOKING TO OPEN THEIR OWN RESTAURANTS? SHARE YOUR RECIPE FOR SUCCESS.

I'd tell them that the biggest difference between being a chef and a restaurateur is knowing the business both in and out of the kitchen. You have to be an unbelievable manager not just for the back of house but the front of the house as well.

Also, make sure you know the ins and outs of every penny every day as it takes much longer and is much more expensive to open and run a restaurant than you might think. M

FOR MORE FLAVOURFUL INSPIRATION, VISIT CLUBHOUSEFORCHEFS.CA



The Art of Consumable Craft at the Royal Winter Fair Cheese & Butter Competition

THE ROYAL AGRICULTURAL WINTER FAIR IS THE LARGEST INDOOR AGRICULTURAL EVENT IN THE WORLD.

Every year since 1922, The Royal has drawn Canada's finest agricultural artisans from their fields and barns to Toronto for a celebration of regional terroir, farming and food craft. In the lee of the CN Tower and the city's complex labyrinth of highways, crates and trailers are opened to reveal the fruits of hard work done well. Beautiful grains, livestock, cheeses, vegetables and preserves take centre stage in celebration of our national need for, and obsession with, local food.

A short walk or subway ride to the Canadian National Exhibition grounds delivers city folk into the heart of the fair where the richness and splendour of rural Canada are on display as we ease into the holiday season. The Royal is that rare place where people come together to create or renew ties to our rural landscape and the harvest rarely seen outside of the produce aisles and grocery shelves.

Of course, The Royal wouldn't be the grand event it is without a little competition. Over its 10-day schedule, much-renowned food, livestock and equestrian events take place; not the least of which is The Royal Cheese and Butter Competition Presented by Dairy Farmers of Ontario—Restaurants Canada is a proud partner of DFO. Each year, some of Canada's finest cheese and butter makers submit their products to be judged on their technical and aesthetic merits. A Grand Championship win at The Royal can put small-batch, artisanal products on the map or validate long-established cheeses and butters,





opening up new foodservice and consumer audiences to their products.

A few years ago, Canadian cheese experts and educators Lisa McAlpine and Deborah Levy performed an audit of the competition, returning a report with recommendations for improvements predicated on a belief that The Royal's competition brand was worthy of elevation. At the beginning of 2018, they took on the role of Superintendents and started the task of modernizing the annual competition to increase the competition's visibility and extend the value for winning cheese and butter makers.

The winners of this year's competition benefitted from a unique process that paired technical and aesthetic judges with a judging panel facilitator to present, taste and judge each of the 188 cheeses, in a single day. While it was a little hectic, McAlpine is very pleased with the results. "Thornloe Cheese winning Grand Champion for their unsalted, grass-fed butter is a huge deal. First, it's a butter from the north—and it's pretty far north. That an unsalted butter won on its own merits—without the flavour of salt—is outstanding." The butter is made using milk from grass-fed cows, which brings in the terroir of the Temiskaming, Ontario northern region, and people are looking to the food they eat for a connection to the land."

Empire Cheese Co-op has been handcrafting naturally-aged cheese since 1876 in Campbellford, Ontario. Their quiet position as a local treasure is part of what McAlpine loves about their huge win at this year's competition. "The Empire Cheese win for Dairy Farmers of Ontario Grand Champion Cheddar is a really interesting one. Their medium cheddar won grand champion, and it was a clear grand champion. The marks were quite high. They perfectly exemplify the idea of 'the tortoise and the hare'—slow and steady wins the race. They've been around for a long time, using traditional methods. They're extremely local with a devoted community following."

McAlpine feels that The Royal is uniquely positioned to triangulate the narrative of terroir, craft and the artisans who make fine cheese and butter to the benefit of a growing number of people seeking stronger connections to the food they serve or consume. "The winning cheese in the variety cheese cow's milk category was Gunn's Hill Artisan Cheese's 5 Brothers farmstead cheese—a handcrafted washed rind cow's milk cheese. It had the highest points of all cow milk cheeses entered into 15 different categories. In that same category—separated by just 0.25 of a mark—was Handeck, another Gunn's Hill cheese. What I love about Gunn's Hill is how the story of the cheesemaker and his family is told across their products. The cheesemaker, Shep Ysselstein, is the eldest of five brothers, studied cheesemaking in the US, Canada and Switzerland, and returned home to Canada to make farmstead artisanal cheese in Oxford County, Ontario. Since opening in 2011, he's developed a reputation for very complex, sophisticated cheeses with a lot of nuances of flavour. He earned the know-how to make mountain-style cheeses in Europe, and now uses Ontario milk to create new world cheeses that are constantly winning prizes and earning distinction."

Long known primarily for its cheddars, Ontario cheeses were dominant across all categories. Quality Cheese in Woodbridge, Ontario won Grand Champion in the Variety Cheese – Goat, Sheep, Water Buffalo and Mixed Milk category for their Albert's Leap Ashley goat cheese. The Grand Champion Cheddar title was bestowed upon Lindsay Bandaged Goat Cheddar from Mariposa Dairy, in Lindsay, Ontario. M



THE MARKETPLACE

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This is our third annual wish list—year-end products and services that are worthy of your "Oooohs" and "Aaaaahs." Bring it on 2019, with these items, you're unstoppable!

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SPHERIFICATOR

Automated Pearls

The Spherificator is the world's first automatic pearl former—a hand-held device that will produce up to 800 pearls per minute. This is a great tool for foodies, chefs, bartenders and anyone who loves to entertain! Say goodbye to your syringes as the Spherificator makes the process incredibly fast and consistent.

Turn just about any flavourful food into pearls—coconut, salsa, mango, blood orange, basil, black raspberry, coffee, ginger and lemon; the possibilities are endless. Basic spherification is ideal to create pearls that will liberate their flavours while bursting in the mouth!

CEDARLANECULINARY.COM

Odds is sweeping across the Greater Toronto Area into restaurants big and small, with its method of turning coupons into prizes. Through its game-based mobile application, Odds is a fresh twist in the mobile app space that goes against the grain of take out, delivery and food-pickup applications. Odds is bringing customers back into restaurants, and making the interactions exciting.

The Odds mobile application is simple and effective at attracting users to play. It builds on habitual behaviour and the gamification of the app differentiates it from other marketing apps. Odds continually performs updates based on user and retailer feedback. Odds is heavily focused on client retention, through beacon technology, analytic reporting and social media integration.

"Odds really works! It's a no brainer!" - Jason Goodis, owner of SMASH Kitchen and Bar.

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There's a new reason to raise a glass this season, and it's uniquely Canadian. Mark Anthony Brands announces the launch of a new Canadian whisky business, BEARFACE SPIRITS, and its signature release, BEARFACE Triple Oak: a Canadian whisky with a bold finish derived from three different oaks, each selected for the distinct flavour they impart. This single grain whisky starts life aging in ex-bourbon-charred American Oak barrels for a minimum of seven years, imparting warm smooth vanilla notes. It is then placed in tight-grained French Oak ex-wine barrels with over seven years of use for the high-end, rich Bordeaux style that their Mission Hill Family Estate wines are noted for, adding luscious dry fruit notes and a deep ruby colour. The final finish, a first in Canadian whisky, is with three-year-old, air-dried, virgin Hungarian Oak, adding rye-like notes and a distinctive rich texture. The combined result: an unapologetically next-generation Canadian whisky.

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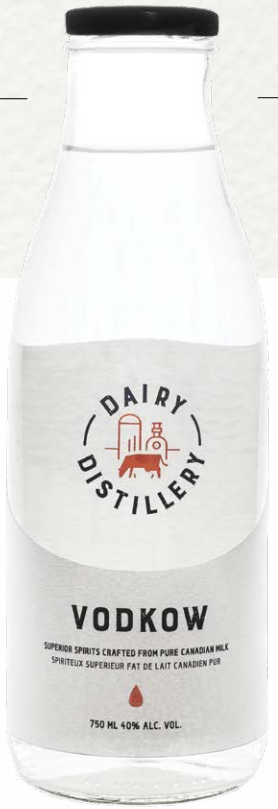
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Dairy Farmers of Ontario is committed to working with chefs, foodservice professionals, and tastemakers to find innovative, sustainable ways to work together to increase access to local foods and protect the quality and integrity of our national cuisine.
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