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

A period of new beginnings, with excitement and anticipation, spring paves the way to revamping our menus. In Canada, we're blessed with rich and varied growing regions, all of them generating a plethora of gifts which showcase what's fresh and local.

In this issue, we catch up with insiders from three restaurants who talk seasonal menu building—how it works, what it takes to make it happen, and why their customers keep coming back for more. We'll consider the benefits of offering a menu that changes with the seasons, the big challenges that come with this territory and how seasonal menu building can connect us with local producers: peas, morel mushrooms and asparagus in Western Canada, fiddleheads, wild leeks and the like in Central Canada or fresh greens and blueberries over on the East Coast.

Canada's diverse culinary landscape also sets the perfect stage for travellers to explore our country through food, offering them not only culturally rich dishes that tell a story about us but memorable experiences too. On August 3, 2019, Food Day Canada aims to continue to put Canada on the map for Canadians and our international travellers to celebrate our great bounty. We encourage you to get involved in this great showcase of Canadian culinary diversity.

In 2018, tourists, both international and domestic, spent $16.8 billion on foodservice, representing roughly 20 per cent of all tourism dollars spent. And, in the rapidly growing segment of culinary tourism, these travellers are seeking singular food-related experiences that offer personalization, customization and convenience.

To capitalize, Canadian brands are responding with curated travel opportunities that appeal to laidback foodies and adventure-seeking travellers alike. They're offering various platforms, products and services centred around food. They're creating experiences that specifically cater to travellers with dietary restrictions. They're even offering specialty or customized meal plans for travellers to enjoy, from airports to airlines.

With the spring season in full swing and a mosaic of produce in bloom, take this time to continue thinking outside the four walls in regards to your menu, leveraging Canada and our crops. It is up to each of us to write the chapter of new beginnings in this dynamic area of our business and continue to showcase the positive impact that culinary tourism has in our communities from coast to coast to coast.



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Chair of the Board



Shanna Munro
President & CEO



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ON THE COVER:

In this issue of MENU, we're talking about seafood, iconic flavours, cocktail shrubs and seasonal, fresh and healthy dishes for summer 2019. Photograph by Davide Illini.

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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.



Cacao Barry Demo at George Brown College Chef School with Chef Marike Van Beurden

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The nominees have been announced for the Inaugural **National Magazine Awards: B2B**. We're proud to share that *MENU Magazine* is a two-time finalist for the **Best Feature Article: Trade** for the following:



Verifiable: transforming foodservice on the blockchain
By Luke Bradley



Cannabis is Coming
By Stacey Newman

Thank you to the National Magazine Awards!



The Restaurants Canada Shellfish Excellence Award was presented to Olde Dublin Pub of PEI in 2018. The contest is now open to 2019 applicants. To read more about Olde Dublin Pub, please read their story on the next page of this issue.

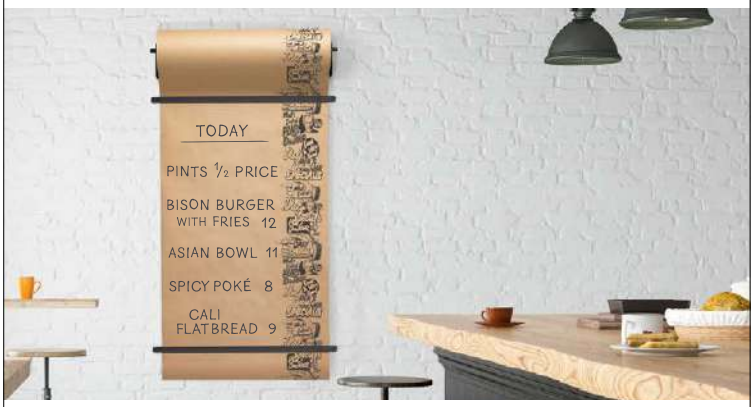
EVENTS

JUNE 1-2	Cold Waters Seafood Festival Lake Charlotte, NS
JUNE 3	FoodProWest 2019 Vancouver, BC
JUNE 3-5	13th Plant Based Foods Summit Calgary, AB
JUNE 6-8	Gatineau Beerfest Gatineau, QC
JUNE 7	BC Seafood Festival Comox Valley, BC
JUNE 14-15	Wine and Spirit Festival Toronto, ON
JUNE 15-23	Niagara Homegrown Wine Festival Niagara Falls, ON
JUNE 24	George Brown College Wine Symposium Toronto, ON
JULY 5-7	Lobster Bash Digby, NS
JULY 9	Restaurants Canada Annual Advocacy Golf Tournament Toronto, ON
JULY 10-14	Shediac Lobster Festival Shediac, NB
JULY 11-13	Festival des vins de Saguenay Saguenay, QC
JULY 16-21	A Taste of Saskatchewan Saskatoon, SK
JULY 26	Toronto's Festival of Beer Toronto, ON
JULY 26-28	Foodtruck Wars Street Festival Saskatoon, SK
AUG 3	Food Day Canada Nationwide
AUG 18	Femmes du Vin: Empowering and Inspiring Women of Wine Toronto, ON
SEPT 19-22	PEI Shellfish Festival Charlottetown, PEI
OCT 18-22	HostMilano Milan, Italy

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THE OLDE DUBLIN PUB

BY WILL DIXON

Nestled in downtown Charlottetown, Prince Edward Island, just minutes from Confederation Landing, is the beating heart of the pub scene, the Olde Dublin Pub.



IT WAS LIKE JUMPING IN THE DEEP END, BUT I HAVE NO REGRETS.

Standing for 36 years now and sporting new ownership, Kent MacPhee as Managing Partner and Kent Scales as Co-Owner. For just under a year, MacPhee has been getting a grip on one of Charlottetown's most beloved watering holes.

"I grew up in family restaurants," said MacPhee. "I spent my early years and my teen years helping family." But he moved into the technology service industry for the next twenty years before waiting for the right opportunity. Within an hour of hearing about the for-sale pub, MacPhee leaped for it. "It's been my favourite bar for years," he said.

Admittedly, for a first-time owner, MacPhee could've picked a better time to take ownership of such an esteemed establishment. Taking the ropes right in the beginning throes of tourist season was a steep learning curve.

"Sales in the summer are almost triple any other time of the year," laughed MacPhee. "It was like jumping in the deep end, but I have no regrets."

Those years of being a loyal customer helped during the transition, MacPhee already knew a lot of the staff which had become like family. "They're an incredible team," MacPhee praised. The pub won Restaurants Canada's Shellfish Award in 2018, with many thanks to Executive Chef Mitchell Jackson. "His talent, poise and humility are incredible. Mitch is the main reason we won, and I am so thrilled we did, having just bought the pub in June last year," said MacPhee. "We didn't do anything that magical because it was already built in." As any maritimer will tell you, it's also

↣ CONTINUED ON PAGE 12





about the quality and freshness of your shellfish. But how does MacPhee manage to continue to bring out the best in his employees every night? In his experience, it's about valuing and appreciating your staff. Any time there's a change of owners, there's going to be some tension or friction.

"We had to prove that we were one of them," said MacPhee. It pays to know the business, and you have to be ready to put a lot up front. "There's going to be long hours, and you don't have much of a chance to slip up. You have to bring your A-game every day." But at the end of the day, it is such a rewarding industry. When MacPhee watched the continued loyalty of customers that kept coming back to support the pub even through a change of hands, it was uplifting.

"We like to tailor to each staff member in the way they like to be recognized," explained MacPhee. Sometimes he likes to bring the chef out to the front to receive compliments first-hand, or maybe it's an extra pat on the back. But what it comes down to, is understanding who's working for you and the best way to reach them.

"I would put our kitchen staff up against any other one I know," said MacPhee. "We want our team to be here a long time." And that's for many reasons, having a long-term team helps the business run smoothly, everyone is already familiar with each other and with the loyal customers. Many of the team members there have a 15 or 20-year tenure.

"They're still just as sharp and passionate as the first time they walked in," said MacPhee. It's a competitive pub scene, and with a population of only 36,000 people in the island's capital city, you have to make sure your talent isn't tempted to leave.

It's been a roller coaster ride of a first year for MacPhee and Scales, but they're in it for the long haul. "I knew I would have fun, but I didn't know it would be this great!"

> **THERE'S GOING TO BE LONG HOURS, AND YOU DON'T HAVE MUCH OF A CHANCE TO SLIP UP.**





Normand's of Edmonton

BY SHAWN GOLDBERG



Normand Lezlie-Campbell always had a dream of having his own restaurant. After 14 years working as a server and in management, the former Hot Box club, where renowned Edmonton jazz pianist Tommy Banks used to perform, suddenly found itself in need of a new tenant. Normand, just shy of 33 years old, finally found a home to realize his ambitions.

His mother, born in Quebec, influenced him greatly when it came to deciding what kind of restaurant he wanted to open. "I always wanted French, some kind of fine dining and continental cuisine. My mother, for instance, always made great homemade soups, and to this day we make our soups from scratch, just like my Mom did," he tells me, his voice laced with nostalgia.

Originally, the restaurant opened as Normand's Cafe and Espresso Bar, with mostly high top tables and chairs. The original plan was to open late, stay casual: get the late-night crowd. But as the customers rolled in, Normand found himself serving more fine dining fare then appetizers and snacks. "More people starting in for dinner. The customers dictated the shift. They loved the food so much that they thought it was fine dining."



"I know I'm on a travel website in China. They want to try the frog legs, the game, the duck."

On the cusp of his second year in business, the transformation was complete.

Of course, finding your customers is really more about your customers finding you. And what they found at Normand's was wild game meat. At first, he decided to only serve wild game for a month. But like the change from Cafe and Espresso bar to an exclusive high dining

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"Quality, not money, has to be what drives you."



experience, his customers once again, drove the change. "We only did it for the month of November, but the demand was so high, we now not only always have game on the menu, but we have a wild game special every night. It definitely sets us apart from other restaurants."

Due to his distance from the hotel core in downtown Edmonton, Normand's hasn't become a big tourist draw for those visiting the city. However, he's noticed a steady stream of visitors travelling from China due to the popularity of his duck and other game dishes. "I know I'm on a travel website in China. They want to try the frog legs, the game, the duck. They love it," he explains. For locals, it's become a go-to for brunch and a place for celebrating special occasions.

Adjusting for the times has been a challenge, but in a good way. The love and demand for certain dishes has forced Normand to keep these dishes on the menu, sometimes for years. However, he's more than happy to oblige. After all, it's the customers that have been telling him what they want since he first opened. He credits his ability to listen and adapt his vision to their needs, as one of the main reasons for Normand's staying open for three decades. "We try to adjust to the times, offering gluten-free options for example, but at the same time I can't do too much. The customers expect certain foods to be on the menu."

His driving philosophy is personal connection, and having a deep appreciation for his customers. "Raise your prices, but you cannot cut back the portion size. You cannot do both. That is a killer," he says, then continues, "Quality, not money, has to be what drives you. If you want to make a million bucks in the restaurant business, start with two million."

After 30 years, his love and passion for good food and customer service hasn't subsided one bit. The profit margins may still be tight, but he wakes up every day with his heart still telling him this is where he needs to be. "It's definitely a labour of love." Normand's long-time customers seem to agree. ᴍ

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IS IT THE TIME OF YEAR FOR SEASONAL?

BY CAELI MAZARA







SPRING has settled over the country, and with it comes the first fruits and vegetables of the season. For restaurants with a seasonal menu, the reserves are running out, and the menu builders have been looking forward to their fresh spring produce with eager anticipation. The spring yield means a new menu, with quality local ingredients. Canada has vast and varied growing regions, and all yield a plethora of succulent gifts. What's coming up fresh depends on where you find yourself. MENU magazine caught up with insiders from three seasonal-based menus restaurants from across the country to talk seasonal menu building—how it works, and what it takes to make it happen. David Gunawan is the owner and executive chef at Farmer's Apprentice in Vancouver; Dan Sanders has been the executive chef at Globe Bistro in Toronto for over six years; and Cory Urquhart is the co-owner and operator of enVie, a vegan kitchen in Halifax.

CANADA HAS VAST AND VARIED GROWING REGIONS, AND ALL YIELD A PLETHORA OF SUCCULENT GIFTS

First of all, what are the benefits of offering a menu that changes with the seasons?

Dan (Globe Bistro): This is the first restaurant I've worked in that is solely driven by seasonal product, so it's the first time that the local foods that we have in Ontario have steered the direction of the menu. I love that. It's not only supporting local but if it's grown seasonally, it's going to be at the height of its taste, really.

Cory (enVie): From a cooking perspective, our chefs love it. It gives them a better relationship with the food, as well as the people who grow it. From a consumer standpoint, people just like knowing where their food comes from.

David (Farmer's Apprentice): I think the big picture is about food security and food sovereignty. Where you get your food from affects policy-making and things like that. Plus, it's about being more politically engaged and active in that part of the social contract. I think that's the most important aspect.

Are there any big challenges that come with this territory?

Cory: It's like any menu—they all have challenges—but it definitely is a little easier in the warmer months for things like greens, and stuff you go through in bigger quantities. We are super lucky to have a local tofu company as well as a local mushroom guy, which takes care of a few of our more popular items year round.

David: We've been doing it for so long, it's become habit. The challenge for sure is the dedication and the commitment to sourcing ingredients—you're building a relationship with 20 different farmers instead of calling one big supplier.

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SEASONAL

IT'S NOT ONLY SUPPORTING LOCAL BUT IF IT'S GROWN SEASONALLY, IT'S GOING TO BE AT THE HEIGHT OF ITS TASTE,



We can't talk about seasonal menus in Canada without addressing wintertime. What do you do to keep plates full in the winter?

Dan: The winter menu is more challenging for us. It pushes us to be more creative. That includes preserved fruits and vegetables, some we do ourselves, some we get from suppliers that do local preserving. Every spring we go wild leek picking and we ethically forage them. We pickle them all and I have them year-round. So in the wintertime I still have local product, but you have to look ahead and prepare for the winter.

David: In the winter, our menu changes less, based on availability. We do a lot of carrots, beets, squash, rutabagas. In the summertime, there's an abundance of products, so we change the menu day to day.

Are there any outstanding products unique to your growing region that you like to feature?

Cory: For us the biggest thing is tofu. As cliche as it may sound for a vegan place, we use it for so many things and in so many different ways. We have great mushrooms, and smaller things like edible flowers, sprouts, and things like mint, and basil. All that stuff is readily available. We obviously don't use seafood, meat, or dairy, and that eliminates an incredible amount of local options.

David: The variety of salmon that we have is quite unique. The fruit is really good from the Okanagan, and we have a lot of mushrooms for sure, and they're unique to this region.

Dan: Talking really local, a couple of years ago we started this program with a guy who's trying to bring bees back to the city, and he put a couple of beehives on our roof. Over time, our owner got really interested in the bees and started helping out and eventually took over the program. We have four beehives and we get a year's supply of local honey right from our own rooftop.

How does seasonal menu building connect you with local producers?

David: When we select the farmers we work with, we look at quality first of all, and second of all, methodology. Those things are kind of hand-in-hand. If you have a product that's high-quality, naturally it's grown with care and certain intention, and the methodology has to be sustainable. We go to their farm, we build a relationship, and we go from there.

Dan: We deal with a lot of independent, small suppliers. I just phone them up, I say, "We're changing the menu in a couple of weeks, what do you have?" I make the rounds, and the seasonal products that we have to work with based on our farmers and suppliers are what drive the menu.

Cory: We are a very small restaurant with not a lot of storage, so we are seeing these people four or five times a week. We are getting the freshest stuff, and also getting feedback on what these farmers and producers have available. There's always something new and its pretty easy to stay in touch and build relationships.

David: It's a commitment. You can't do it without understanding the impact of it. Committing to the cause, then building those relationships, going to farmers markets, knowing the farmers, really.

Dan: Find your local market, get to know the farmers, build a relationship, and they'll tell you what they've got coming up. Even if you're just a home cook, you can start planning. There's a great movement of farmer's markets all over the city. There's probably one close to everybody. The fun thing about it is getting to know the people who are growing your food. Get out there and meet them. Skip the supermarket. Support local.





With May upon us and June around the corner, menus are going to be changing to include the spring produce. For Vancouver-based Farmer's Apprentice, that means peas, morel mushrooms, asparagus, and early berries. In Toronto's Globe Bistro, the menu should soon feature fiddle heads, wild leeks, and the first harvest of asparagus, and in Halifax, enVie is gearing up for fresh greens and blueberries. For businesses like these, where the menu is a showcase of what is fresh and local, every new season brings a new adventure in food, and their customers keep coming back for more.





#ImmigrationMatters

BY SOPHIE MENDES, FOUNDER OF THE NEW CANADIAN PROJECT

Born in Somalia and raised in Italy, Bashir Munye has called Toronto home for more than two decades.

He says he can still vividly remember two things from his first day in Canada in February 1994: his excitement meeting his distant family members for the first time and the harshness of the Canadian winter.

Only 22 years old and still searching for a sense of identity and belonging, he enrolled in a culinary training program at the YMCA. Pretty soon he began to feel like he was exactly where he was supposed to be.

Throughout his life, food had always played an important role in the way he connected with people and engaged with the world around him.

"Food is a vessel for understanding each other and coming together for social change," he says, which is why Toronto's multicultural culinary scene seemed like a natural place to begin building a meaningful career.

Over the past few decades, he has not only built a reputation for himself as an innovative entrepreneur, but he has also become an inspirational leader for the next generation of Canadian chefs and a fierce advocate for accessible food. Now a member of the Toronto Food Policy Council and completing a Masters in Environmental Studies at York University, Bashir is focused on changing the way that working with food is viewed as merely a trade.

He regularly reaches out to Ontario food producers, helping them tap into Canada's growing market of newcomers and their appetite for nutritious foods that keep them connected to their cultural identity. For instance, a lot of farmers don't know that what they refer to as "pigweed" is an important food staple in many cultures. Its seeds, which can be ground into a meal, have a higher protein content than rice and can be easier to digest than soy, wheat, or dairy.

Through the classes that Bashir teaches as an instructor at George Brown College, he emphasizes the importance of having access to diverse and nourishing food. He instils in his students that the job of a cook goes beyond preparing for the next meal—that they need to think of themselves as community leaders, promoting food literacy and paving the way for a more sustainable food system that will be capable of supporting the future.

You can learn more about Bashir and why #ImmigrationMatters to Canada's foodservice and hospitality industry at MENUmag.ca.



Photo by Murtaza Daud | @MurtazaDaud

"Food is a vessel for understanding each other and coming together for social change"



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WHAT'S ON YOUR PLATE?

How certification can prevent seafood fraud

BY JACO BARENDSE

Research Associate, Nelson Mandela University.

Jaco Barendse works for the Marine Stewardship Council. The DNA analysis presented were carried out by independent laboratories.





ABOUT 30% OF SEAFOOD PRODUCTS—LIKE COD OR SALMON—ACROSS THE WORLD MAY BE MISLABELLED, ACCORDING TO A RECENT REVIEW.

The analysis showed that on average nearly a third of all fish products that were tested didn't match the species stated on the label or food menu.

Seafood fraud undermines consumer trust and threatens the reputation of seafood businesses and the sustainability of global fishery resources.

It might be easy enough to tell your duck from chicken but when it comes to seafood it's a lot more challenging. From haddock to herring, abalone to clams, there's a huge variety of seafood that can come in many forms. And, as one of the most traded food commodities in the world, seafood supply chains are complex.

Together these factors produce an intrinsic vulnerability to the potential of food fraud.

The motive for mislabelling is usually financial: companies that seek to make more profit by passing off a lower value species for more expensive ones. For instance a restaurant in Brussels was found to be selling cheaply farmed catfish as more expensive wild-caught cod.

But it also happens because of misidentification. This can happen for a number of reasons: a closely related species mixed at point of capture, confusion over common names of species along the supply chain, regional variation of names or the use of catch-all names like "snapper" or "skate."

This is a problem. Firstly, the seafood could have been caught illegally. Secondly, it could hide the fact that endangered species are being sold to unsuspecting consumers. An incident in the UK earlier this year brought the problem to light—DNA tests showed that fish and chip shops were selling endangered sharks.

One way to prevent seafood fraud and mislabelling is to use systems that certify where the product comes from.

In our new paper we used DNA testing to verify if such certification schemes work. The one we tested was the Marine Stewardship Council certification program which includes a system that requires a product's origin to be traceable.

Our research is the largest and most comprehensive global assessment of species validation of Marine Stewardship Council labelled products. We found that only 13 of the 1402 certified seafood products were incorrectly labelled, representing less than 1%.

Compared with an average mislabelling rate of 30%, our results suggest that combining regular DNA testing with documentary tracebacks across the full supply chain can effectively prevent systematic and deliberate species substitution and fraud.

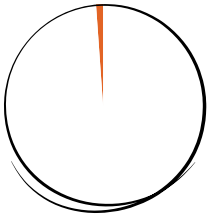
↣ CONTINUED ON PAGE 24

WHAT WE FOUND

From 30% of seafood products mislabelled



To less than 1%



The Marine Stewardship Council is one of the most widely recognised certification and eco-labelling schemes aimed towards creating sustainable fisheries.

It is one of a few that includes a chain of custody traceability system, designed to prevent product substitution and fraud. This requires that every operator in the seafood supply chain implement a system that ensures certified products can be traced and correctly identified at every step. The system is regularly verified by independent auditors.

Working with two independent laboratories—TRACE Wildlife Forensics Network and Science and Advice for Scottish Agriculture we tested the system which is currently used by over 4000 businesses at more than 44 000 locations in 100 countries.

We used DNA barcoding to validate the species identity of 1402 certified seafood products derived from 27 species across 18 countries.

To identify the species in a product, a DNA sample is taken and queried against a global database—the Barcode of Life Data System – which contains sequences from hundreds of thousands of species. This has been a successful forensic tool in identifying mislabelled seafood, including some firm favourites—like sushi.



THE RESULTS SHOWED ONLY 13 WERE INCORRECTLY LABELLED, REPRESENTING LESS THAN 1%.

For these mislabelled products, records were obtained from each company at each step in the supply chain. Trace-backs revealed that only two of the samples could be confirmed as intentional substitutions with species of non-certified origin. The companies implicated had their chain of custody certificates suspended.

Although the system works, its impact as a global solution to fraud is limited because the system is voluntary. Companies have to choose whether they want to follow the processes and be certified. And so it ultimately depends on consumers choosing products because they are certified and creating that market incentive.

The good news is that consumers are starting to demand certification. In a global survey of 25 000 consumers in 22 countries, over 70% demanded independent verification of sustainability claims in supermarkets. This is a strong incentive for companies to use traceability systems and have certified products in store, on fresh fish counters and on restaurant menus.

With the right systems in place, seafood fraud is preventable. Consumers can create a change by demanding sustainable and traceable seafood, and by holding dealers accountable for their products. M

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11th mile

BY STACEY NEWMAN

Jennie Wilson and Peter Tompkins are husband and wife as well as partners in running 11th mile in Fredericton, NB. As a chef-owned, 40-seat restaurant, 11th mile focuses on Maritime hospitality and modern Canadian food, the menu is built for sharing but can function in a traditional app/main format if people prefer.

Just in time for summer 2019, Wilson speaks to us about their craft cocktail program, the first of its kind in Fredericton, along with a curated selection of wine and local beer and about what's most important in their operations today.

11th mile was based at another location for a year and a half, but that building was slated for demolition. They moved to Fredericton's historic Mazzuca building—renovating through Jan/Feb and opening March of this year. Tompkins is the chef, having worked for 16 years in Toronto at Quince Bistro, which became Noorden Food Bar (2016 nominee for



keeping the hospitality in foodservice

11th mile is super focused on hospitality, and according to Wilson, that means speed and consistency. "Yes, great things take time but it's just not fun to wait 20 minutes for a drink. It's important that bartending become less ego-driven. We all love a little flair and drama in a restaurant, but at the end of the day, people just want to eat, drink and focus on their company," says Wilson. To that end, she says they're finding shrubs—consistent flavour with no mess during service, consider using a strawberry shrub as opposed to muddling fresh strawberries—to be an efficient way to keep things moving. Another time saver is that classic stirred drinks can be batched ahead of time.

Another big part of hospitality is making sure that guests enjoy their evening whether they want to drink or not. Says Wilson, "I think in 2019 you'll continue to see a focus on interesting non- and low-ABV drinks." At 11th mile, they make their own shrubs in-house. Two original cocktails they've been serving since Cinco de Mayo: Cinco de Mayo Yolo made with blanco tequila, their raspberry shrub, club soda and Slow Burn made with reposado tequila and their ginger/pineapple shrub.

"when the front and back of house work together, great things happen."

Top Ten Best New Restaurant in Canada by Enroute; Tompkins also collaborated on Little Sister (Top Ten Nominee 2015)).

What's important today? "I think we will continue to see chef/bartender collabs turning out solid technique-driven cocktails. When the front and back of house work together, great things happen. Bartenders are realizing that chefs make perfect partners in our development process—chefs see through a recipe to the technique and then can help you find lots of applications." As an example, she refers to 11th mile's current menu—they wanted a coconut syrup but in NB they have to make many of these products from scratch as the oft-used liqueurs and Amari are not available to them. "Through a lot of feedback and help from the kitchen we finally set upon a process that gave us a consistent, non-oily product—part of the secret is toasting dry, unsweetened coconut before making the syrup," says Wilson. Reiterating that chefs bring great palates to the table and give valuable feedback on pairings and flavour profiles.



Peter Tompkins and Jennie Wilson of 11th mile

a return to simple

Wilson believes it is important to be confident in the balance and integrity of a well-made drink. “You don’t need hand-harvested unicorn tears in order to make a terrific cocktail. You just can’t beat a well-made negroni or whiskey sour. Part of this confidence means that we don’t need to hide behind elaborate garnish.” Too often, Wilson says that garnishes are a waste of time, product and effort. “The customer immediately removes it from the drink and places it on the table or tosses it in the drink, which changes the carefully made cocktail, so that garnish better be chosen carefully!”

At 11th mile, “cleanly presented” suits their style, aligning with their Scandi-industrial design. Says Wilson, “I think that comes through in everything we do. The hard work is behind the scenes.” **11thmile.ca**



getting into the shrubbery

BY COLLEEN GRAHAM

In drink terms, a shrub is a concentrated syrup that combines fruit, sugar, and vinegar. The result is a sweet, acidic mixer that can be enjoyed on its own or used in a variety of mixed drinks. Quite often, herbs and spices are also used to created interesting flavour combinations. You may also see shrubs referred to as drinking vinegars.

Combine 1 ounce of shrub with 5 to 6 ounces of water or soda over ice for an easy drinking beverage

Making your own shrubs is very easy and the flavour possibilities are endless. The process is similar to making simple syrup or homemade infusions and there are two methods, one cold and one warm.

The first step is to choose at least one ingredient from each of the following categories to create your custom shrub:

sugar

As with simple syrup, you can experiment with the type of sugar you use. One may work better with a particular fruit-vinegar combination than others. White granulated sugar is perfectly fine to use, though some shrub makers prefer raw sugars like turbinado or demerara, or even regular brown sugar.

vinegar

The majority of the time, you will see shrubs made with red wine vinegar or apple cider vinegar. Some will use balsamic vinegar. While distilled white vinegar is fine, the extra flavours of the other options are preferred.



fruit

Berries are a favourite shrub fruit, though almost any fruit can be used. Apples, figs, pears, plums, and even cucumbers or rhubarb are good options as well.

extra flavourings

Herbs and spices will add dimension to your shrubs and are an optional ingredient. Peppercorns, basil, rosemary, thyme, and fennel are just a few options that have appeared in shrubs.

Typically, 2 cups of fruit are used with 2 cups each of vinegar and sugar. Herbs and spices can be added to taste, though 1 tablespoon is a good place to start with most ingredients. This will yield a nice amount of shrub for experimentation and quite a few drinks. Most of the time, you'll use just one or two ounces of shrub for each drink.

When deciding which herbs and spices to pair with a particular fruit, think about natural flavour pairings. For instance, strawberry and basil work great together. Apple with either ginger or rosemary is very nice as well.

Excerpt reprinted with permission from thespruceeats.com

hot method

The hot method is the most popular way to make a shrub and it is very easy. Some people prefer to begin by making a simple syrup of water and sugar. They will then add the vinegar after cooling and just before bottling.

- Heat equal parts of sugar and vinegar on the stove, stirring constantly until the sugar is dissolved. (Adjust the ratio to taste.)
- Add fruit and any herbs or spices and simmer to release the juices and flavours into the syrup.
- Cool the mixture.
- Strain out any solids through a double layer of cheesecloth.
- Bottle into a clean glass jar and allow it to rest in the refrigerator for two to four days. More sugar or vinegar can be added to taste.

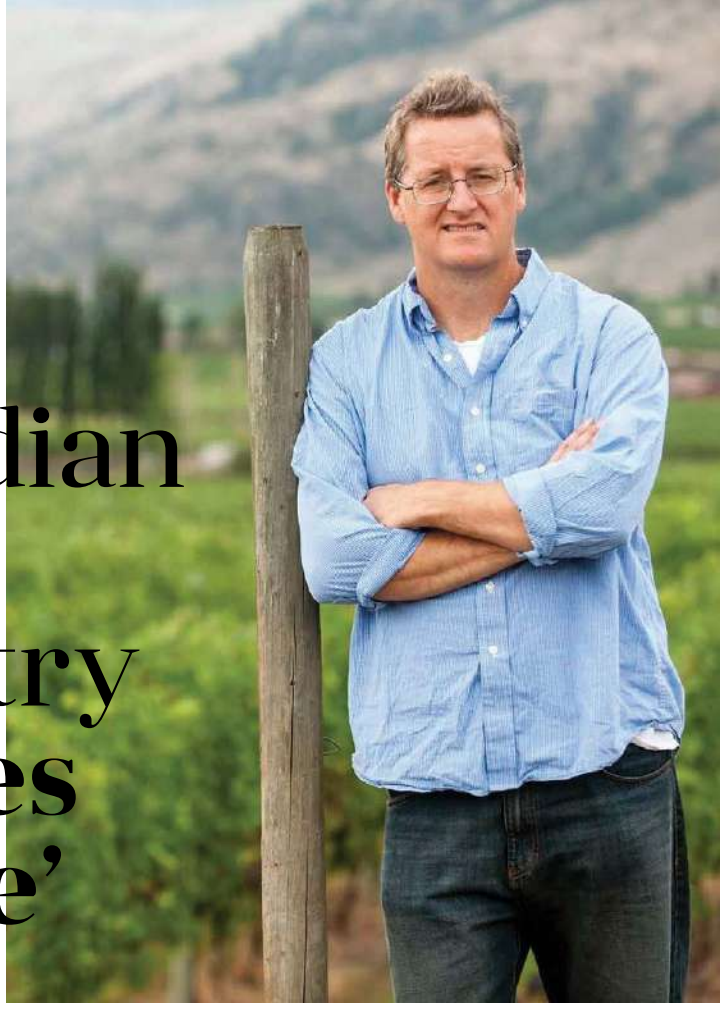
cold method

Many shrub makers have experimented with cold methods for shrubs. While there are a few different approaches you can take, this is a basic method.

- Use one part each fruit and vinegar and add them to a jar with a tight-fitting lid.
- Shake vigorously for about 20 seconds and then allow it to infuse at room temperature for about a week. Give it a good shake once a day.
- Strain out the solids through a double layer of cheesecloth and pour into a clean glass jar with a tight-fitting lid.
- Add one part sugar and shake until it is completely dissolved.
- Refrigerate for about one week (more or less time to taste). More sugar or vinegar can be added to taste. M



The Canadian Wine Industry **'Comes of Age'**



Born out of a bold vision that by harnessing the effects of climate change it would now be possible to produce +$100 elegant, Burgundian-style Chardonnay in a very unexpected place, British Columbia's Okanagan Valley: CheckMate Artisanal Winery has been awarded a perfect 100-point score for its 2015 Little Pawn Chardonnay—the first time a Canadian table wine has ever achieved a perfect score!

"This is a momentous achievement for the entire Okanagan Valley," said proprietor Anthony von Mandl. "The realization that wines of this calibre are meticulously grown in our family's own vineyards in the Okanagan Valley make this recognition even more gratifying."

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"Twenty years ago, it would not have been possible to make a wine of this calibre in the Okanagan. The world's wine map is changing. This is largely the result of changes in climate that have shifted wine styles in some regions. For the Okanagan Valley, climate change has transformed it into a magical place to grow and ripen fruit and produce world-class wines such as Chardonnay, Merlot and Pinot Noir," says Dr. Gregory Jones, one of the world's most preeminent experts on climate and viticulture.

Australian-born winemaker Philip McGahan was enticed to leave Williams Selyem Winery in Sonoma to come to the Okanagan with the sole purpose of working within this new climatic band for winemaking to craft 'New World' Chardonnay with 'Old World Elegance' at CheckMate Artisanal Winery. These extremely small lots of Chardonnay and Merlot are the culmination of more than three decades of sustainable farming and pushing the boundaries of winemaking in the Okanagan. "Winemaking is like the game of Chess, it requires the winemaker to think many steps ahead, anticipating the impact each move will have at a later point in time," said McGahan.

THE FIRST TIME A CANADIAN TABLE WINE HAS EVER ACHIEVED A PERFECT SCORE!

The 100-point 2015 Little Pawn Chardonnay is available only at CheckMate Artisanal Winery. CheckMate's current Chardonnay and Merlot vintages and library wines are available to order via the winery's website at **checkmatewinery.com**.



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HOW AND WHY THIS ICONIC BRAND BECAME A CULT CLASSIC THAT'S JUST AS RELEVANT TODAY AS IT WAS IN 1940



It was in your grandparents' cupboard, in your parents' cupboard; it's in your cupboard and chefs' spice pantries across North America—the little red, yellow, blue and square snap-top. When opened, it releases its iconic aroma, evoking memories of seafood boils, lobster rolls, chowders, BBQs and potato salad, steamed cob corn and a sense of classic summer gatherings.

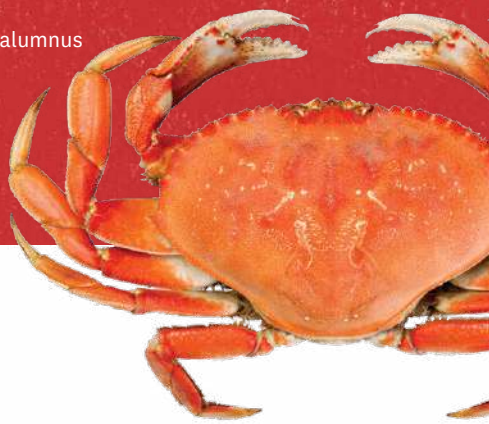
OLD BAY is a cult classic that keeps on giving. Having garnered a loyal fan-base across North America for over 75 years, the Chesapeake Bay-inspired seasoning—its history, its branding and its iconic flavour—is a time-honoured staple for chefs that continues to be used as a central ingredient in contemporary and unconventional recipes. How did this specialty brand become what it is today?

SIMPLE, ELEGANT, INNOVATIVE AND SO DARN GOOD

A unique blend of 18 herbs and spices, OLD BAY exudes charisma and charm. The complex ratio of ingredients has proven its worth as a most-versatile seasoning for everything from seafood to meats, pizza to pasta, vegetables to cocktails. More than this, OLD BAY has kept up with the times, consistently allowing chefs to blend its iconic flavours with the pop culture du jour and recipe innovations.

> "I've been using OLD BAY for the 25 plus years I've been cooking professionally. My grandmother introduced me to the seasoning growing up in South Carolina in the '60s; she loved OLD BAY for the subtle flavour it added to her dishes. This was the opposite for many people in the Mid-Atlantic area who become introduced to the taste more boldly on crabs and other seafood.

Greg Nalley,
Baltimore, MD chef and *Chopped* alumnus



> "They put OLD BAY on everything in Maryland [crabs, of course, but also pasta, pumpkin seeds, Cheetos, even chocolate]...Soon you will, too.

Christopher Ingraham, *Washington Post*

↦ CONTINUED ON PAGE 34

1939
Creator and German refugee Gustav Brunn arrives in Maryland

1940
OLD BAY Seasoning has its official launch in Baltimore

1985
Brunn sells his company, Baltimore Spice, to Smith Corona Machines

1990
McCormick & Company purchases OLD BAY for its roster

2014
The first ever OLD BAY television advertisement is produced

2017
A record number of 8.5 billion containers of OLD BAY are sold



WHY IS OLD BAY SO POPULAR? IT'S THAT GOOD. AND WORD OF MOUTH.

From the time Brunn landed—carrying his prized possession, his favourite spice grinder—the flavour inventor relied very little on marketing and more on taste and word of mouth. Sold to them as some kind of best-kept secret, Brunn would approach Maryland chefs personally to convince them it was the ingredient they needed, especially for their chicken and seafood dishes.

Brunn's only major competition? McCormick. To keep the company and any copycat products at bay, he had fewer ingredients printed on the label than the actual recipe, and it worked, right up until his sale of the brand and eventual passing.

Like Philadelphia has had their cheesesteaks and Chicago has had their deep-dish pizzas, Baltimore finally had a claim just as big and worthy of its own, and the brand has continued to amass fans ever since.

Pop culture love for OLD BAY has been expressed and exalted in the form of tattoos, clothing lines, sports mascots, supply deployments for overseas fans; there has been no distance too great for chefs and consumers who love and support the brand. Tying a great product to meaningful memories with terrific marketing—this makes for very good business.

Today, OLD BAY is a key ingredient that brings dishes to life with a kick of unique, bold flavour anchored in celery seed, paprika and mustard. OLD BAY Seasoning's blend of herbs and spices provides its distinct flavour and lends its popularity and charm to menus across North America. M

OLD BAY FACTOIDS

- **In 2012,** Flying Dog Brewery began to sell 'It Gose Like This,' a specialty beer made with 25 pounds of OLD BAY per 50-barrel batch. They released a follow-up OLD BAY-flavoured beer, 'Dead Rise OLD BAY Summer Ale,' two years later.
- **McCormick** & Company once submitted a cease and desist letter in 2017 to Pittsburgh's Primal Palate over marketing of a 'New Bae Seasoning.'
- **Once,** a Maryland delegate's attempt at parodying a mumbo sauce complaint from the then-D.C. mayor was met with great backlash. The politician had tweeted, "Is anybody else annoyed by OLD BAY Seasoning? I wish people would stop suggesting that it is quintessential MD. I'm just saying I was a full-grown man before I had heard of OLD BAY Seasoning! So there, I've said it." Then, after being told to ask his jurisdiction about OLD BAY Seasoning, it turned out 83 per cent of his jurisdiction favoured the condiment!

OLD BAY, NEW IDEAS

Try OLD BAY Seasoning in a variety of menu features like fries and meat-based poutines, snack mixes, peanuts and popcorns, appetizer dips and guacamole, gelatos and ice creams (YES!), corn cobs, roasted vegetables and cocktails, rims or otherwise.

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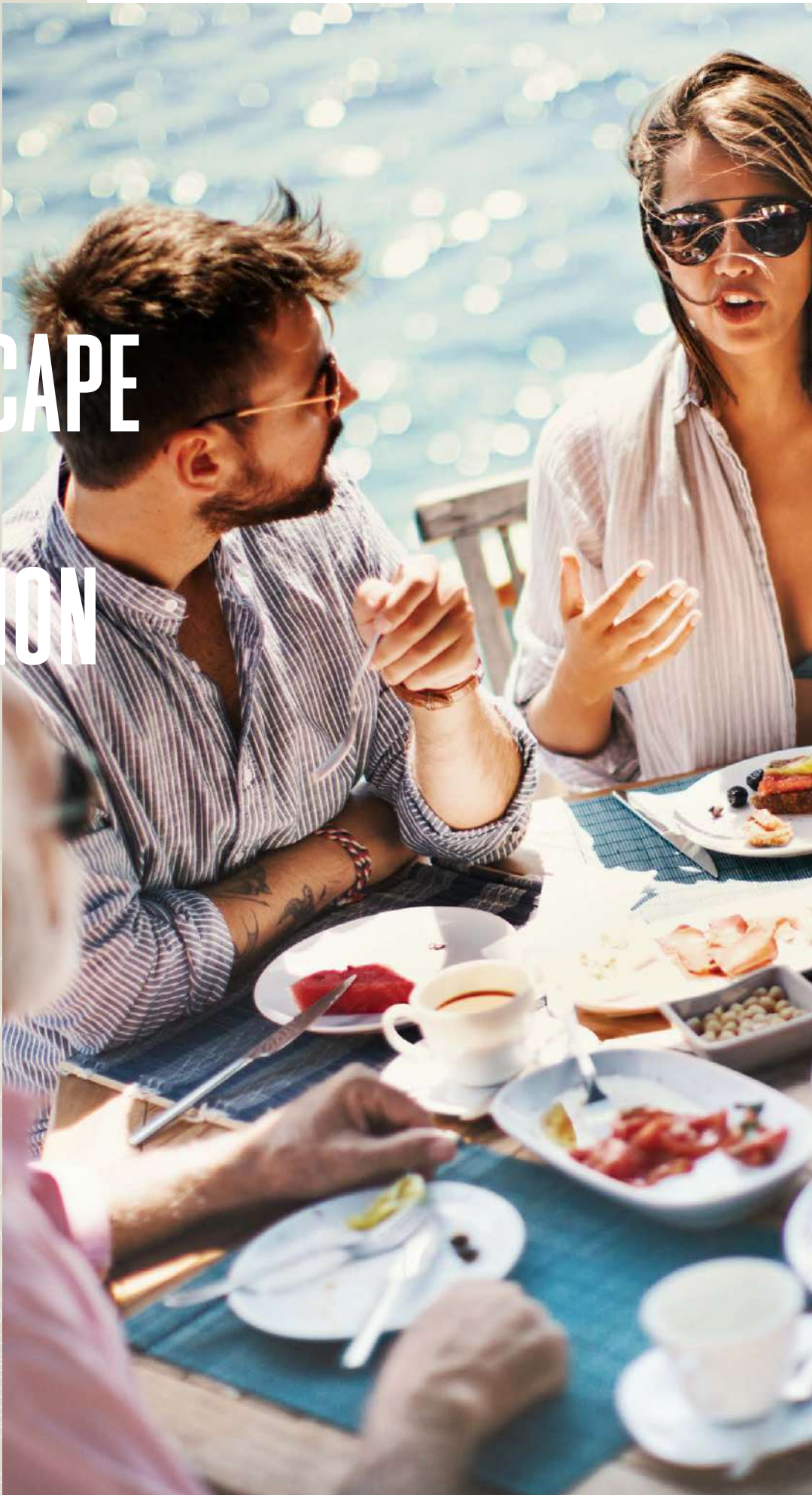
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EXPLORING CANADA'S FOOD LANDSCAPE THROUGH CUSTOMIZATION

The role of customization in Canada's growing tourism industry exists in curated experiences, airline enhancements, and dietary accommodations.

BY ELLEN SMITH AND MISHAL OMAR



Canada's diverse culinary landscape sets the perfect scene for travellers to explore the country through food, offering memorable experiences and culturally rich dishes that tell a story about the nation. In the rapidly growing segment of culinary tourism, travellers are seeking unique food-related experiences that offer personalization, customization and convenience. Canadian brands are responding with curated travel opportunities that appeal to laidback foodies and adventure-seeking travellers alike.



CURATED CULINARY EXPERIENCES

Though the concept of culinary travel is not new, brands within the tourism space are enhancing the role of culinary tourism by offering various platforms, products, and services that are centered around food. From tours to food travel-specific apps, these services prioritize curated experiences that speak to a specific but crucial aspect of touring another country. By honing in on this niche, travel brands have the opportunity to go beyond traditional tourism services, which rely largely on recommendations in regard to the culinary industry. Carving out business opportunities that can transform consumers' travelling experiences—not just as they relate to flight and accommodation, but over the duration of travellers' stays–establishes brand loyalty in a more authentic and pervasive way.

To capitalize on the connection that food can provide, a Toronto-based company dubbed Foodies on Foot takes guests on an immersive tour of the city's eclectic culinary scene. Foodies on Foot takes a more literal approach to culinary tourism, by offering a highly curated on-foot exploration of some of the city's top-rated neighbourhoods. Pairing popular hot spots with hidden gems, Foodies on Foot invites guests to enjoy an assortment of small-portioned bites that have been thoughtfully paired with local settings. One of these local settings includes Toronto's Graffiti Alley, which is tucked behind the bustling Queen Street West neighbourhood. On this particular tour, guests will learn about the diverse street art that covers the walls of this tourist destination, while enjoying some of the best street food the neighbourhood has to offer.

IN-FLIGHT ENHANCEMENT

The process of dining pre- or in-flight is notoriously unappetizing, however, many airports and airlines are aiming to counter this stereotype by offering specialty or customized meal plans for travellers to enjoy. In a space that prioritizes cost-cutting and convenience above all, the shift away from those factors and into services that provide enhanced experiences for travellers is a welcomed move. Whether in the form of pre-selected high-quality meal plans, or exclusive eateries specific to the airports they're

↣ CONTINUED ON PAGE 38



located in, these services appeal with both the comfort and the luxury associated with flying first-class–without having to be so. In an era where personalization is extremely valued, and to an extent–expected, by consumers, the process of tweaking culinary offerings in simple but significant ways appeals directly to that fact.

Some airlines are expanding their menus to offer more food options to the onboard passenger, while others are ensuring comfort and convenience in-terminal, with an expansion of pre-flight services that can make travelling a more enjoyable experience. Toronto's Pearson airport perfectly exemplifies this, as it's currently partnering with UberEats to offer travellers in-terminal food delivery. Through the service, travellers can use the UberEats app to order food from the various restaurants in the airport. Once prepared, a courier will bring the order to the customer's location. This pilot program, which will run until the third quarter of 2019, is the first of its kind in the world, offering travellers enhanced convenience, and the opportunity to enjoy a pre-flight meal, without the stress and time management required to navigate the vast airport terminals.

DIETARY PRIORITIZATION IN TRAVEL

Whether self-imposed or due to health concerns, dietary restrictions are increasingly common and increasingly catered to–with the tourism space being no exception. Brands related to food and hospitality industries are creating curated products or experiences that specifically cater to travellers with dietary restrictions–offering convenience and enhancing community for more cautious travellers. Services like this can be observed in everything from vegan hotel suites to diverse vegan in-flight menus, and come in reaction to the changes brands have seen in the consumption patterns of the average consumer. Once again relying heavily on personalization, the accommodation of such hyper-customized culinary experiences reveals the importance of shedding the one-size-fits-all approach to business.



BRANDS RELATED TO FOOD AND HOSPITALITY INDUSTRIES ARE CREATING CURATED PRODUCTS OR EXPERIENCES THAT SPECIFICALLY CATER TO TRAVELLERS WITH DIETARY RESTRICTIONS

Those leading healthy lifestyles are often looking to connect with like-minded people, and merging that desire with customization creates the perfect opportunity for a personalized travel experience. Toronto's new Vegan Boat Cruise is helping to bridge that gap, offering plant-based consumers the opportunity to mingle while supporting a worthy cause. Vegan vendors are aboard the ship, serving an eclectic assortment of cruelty-free goods as the boat tours the Toronto Islands. On-site DJs provide the entertainment, helping to create a pressure-free social space where people can gather and connect. Both educational and customized, this unique experience fosters connectivity through the commonality of plant-based lifestyles. M



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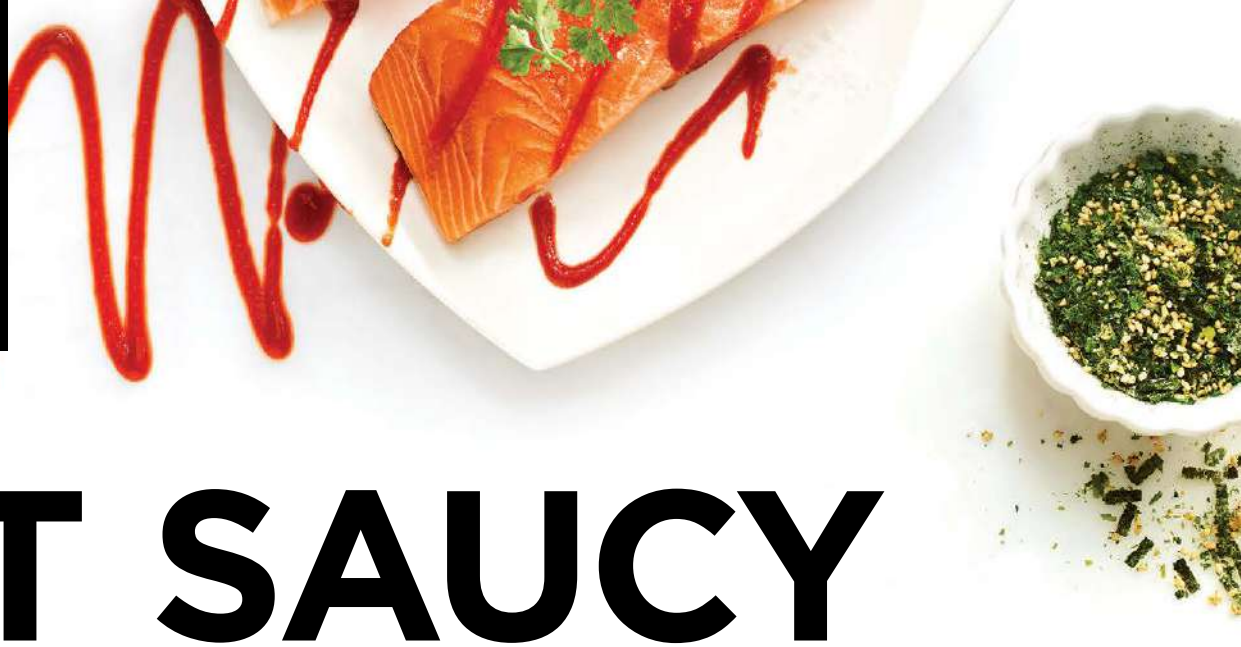
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MODERN FARM TO TABLE: WHAT'S NEXT?

MARIANNE EDWARD OF SHELDON CREEK DAIRY SHARES HER PERSPECTIVE ON THE NEXT FRONTIER OF FARMING: STORYTELLING.

About 98 per cent of Canadian farms are family businesses, many of them multi-generational and characterized by deep knowledge of farming practice, a sense of heritage and tradition, and strong community, environmental, and social roots. However, like most modern Canadian businesses, farming is rapidly evolving and innovating, imbued with a new sense of value and purpose and a vision that reflects the ideals of an increasingly engaged and curious consumer group.

Consumers have become more vocal and selective about the way their food is grown, raised, and produced. Farmers don't see this as a threat. They are proud of what they do, and encourage the interest and the opportunity to engage in meaningful, honest dialogue with both the food industry and consumers. Many young and not-so-young farmers have embraced social media platforms, sharing their on-farm work and life with openness and honesty.

The iconic overalls and rubber boots may remain practical uniforms of the profession, however the vision and outlook of the people who feed our nation has shifted in line with universal social and generational ideals. Modern farmers are informed, educated, and sophisticated business owners, like Marianne Edward, Marketing and Operations Director at Sheldon Creek Dairy in Loretto, Ontario, a perfect representative of the new generation of Canadian farmers.

Speaking with Marianne, you're immediately struck by her intelligence and her straight-talking manner. She does not pull punches or shy away from truth of a profession and lifestyle

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she's very proud of. What social and economic forces do you feel have shaped Canada's dairy and general agriculture industry over the last 10 years?

"Fifteen years ago, I went to a conference and the big question was how are we going to feed the world in 2020. In the ensuing years the ag industry has developed technology to grow food well, more efficiently, with less pesticides, and with fewer people in the fields and barns.

There is more data and more technology in place to guide farmers in efficiency, crop and animal health for a more sustainable outcome. You hear talk about 'the good old days' when we used a horse and buggy to plough the fields, but we have to adapt to technology because there are a lot more mouths to feed. We adopted technology and efficiencies and honed in on how to grow good, safe, high-quality food for a growing population that does not feed itself. It's almost 2020 and we're sustainably putting food on people's plates."

SO, WHAT'S NEXT?

"We have to start telling our story because we haven't had to before. Our new job as farmers—and this is the real challenge—is educating the disconnected. As dairy farmers, we are really good at taking care of our animals, our crops—we can get completely caught up in it. This is a different sort of life than any other business out there. It's like having 55 dogs with distinct personalities, names, and needs. You wouldn't do this if you didn't love it. Most dairy farmers are the most humble, community-driven neighbours you could find, but typically they don't crave the limelight, so there's a challenge. It's up to us as farmers to tell our story, and no one is going to tell it better than we will. We should be very, very proud of the quality and sustainability of our dairy industry. Everyone is following the same rules.

A few years ago, the Egg Farmers of Ontario campaign put a face to the eggs on your table, creating a connection with consumers. We're starting, which is crucial because other people have been telling our story for us and it's wrong. We need to be our own myth busters.

The way milk gets from farm to table is all the same, whether it's grass fed, organic or regular. It's all the same. Somehow, we need to use our own stories to describe our product, not shelf-level descriptors like non-GMO, grass-fed, etc., because our base product's journey from farm to table is all the same. Take beef for example…If you buy Canadian, you didn't get any hormones or antibiotics in your beef, but big companies market these features as though they were exceptional. It's marketing, and we have to tell our stories as farmers first, but we need to do it collaboratively. As farmers behind the raw product, we are all here to provide a superior product that will give you the nutrition that you need. We're doing it the way our grandparents did, but we use technology to improve quality and best practices.

That's what chefs are doing. When they buy our milk and they use it to make a beautiful creme fraiche, there's a conversation that comes from that. Chefs are truly bringing terroir and the story of taste to their plates. Customers see that our cream really does rise to the top. That's where the opportunities and the trust come from, between the farmers and the chefs."

The relationship between farmers, chefs, and consumers is an important one as its bias

↣ CONTINUED ON PAGE 44





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is toward simplicity and authenticity over marketing. How important is this relationship to agri-business? "Chefs are truly our front-line marketers. They are the people who craft our ingredients and products into something that's more amazing than they already were. They bring it to the table and tell the story of where the food came from and the people behind it. Relationships with chefs, restaurants and buyers are pivotal, and they usually start with a phone call. That direct connection is crucial to accessing the underlying agricultural community that mirrors the underground chef culture. Everyone knows everyone and is connected. If a chef makes a personal connection with farmers, they will begin to access the community goodwill of a much larger group.

Too often, we answer our phone and we're bombarded with questions—are you non-GMO? Organic? Local? Look, we'll tell you the truth, we'll invite you out to the farm, we'll be completely transparent—that's farming. If you call me and ask about the product, I'll happily walk you through everything and anything you want to know, because we want you to tell our story."

You are a millennial. What impact do you think the values and ideas that define your generation will have on Canadian farming and Canadian food?
"Our generation is looking for something unique. When we go to the grocery store, we're not necessarily looking for a discount. Greenhouse farming has made strawberries available in February and this has changed our palates. We don't just want beets and potatoes in the winter. We want what we want and we're willing to pay a little more for it.

We are not stuck in our traditional plate. We branch out of our habits and try other types of foods and dishes. We're not eating just the local, seasonal products. We're eating as we feel we want and we're looking for quality, uniqueness, and flavour.

WE WANT ORGANIC, LOCAL, NON-GMO, AND WE WANT TO PAY VERY LITTLE FOR IT

The challenge is our generation is very busy. We want fast food, but healthy fast food. We want organic, local, non-GMO, and we want to pay very little for it. But…you can't get fast, quality food cheap. If you want that, buy an apple.

It's tough for agriculture to respond to the demand of people liking good food, but not understanding the effort that goes into producing it. If you have money in your pocket, you have food in your mouth. Most Canadian-born millennials have not experienced a food crisis—we should be very appreciative of that."

You are also a consumer, and a mother. When making food choices for your family, what matters to you most?
"Like any mother, you want the best for your kids. I want to ensure my kids live great lives, and become the best people they can be. For me, when I'm making those decisions, I'm doing the same as every other mother.

I'm looking for local, high-quality food and I will spend more because I know it's being grown close to home. I maybe know a little too much about the food industry, and that plays into my decisions too.

When I buy my food, I don't just go to one location. I get my chicken up the road, vegetables from Alliston. I will go the distance to get my food because I know the quality is high. I would never want to produce a product that wasn't superior, because we drink and eat it too.

I will wear less expensive clothes or worn-out shoes to make sure my kids have the quality of food they need. Hopefully they'll continue to make good food decisions as they grow and move forward in their own lives, and be truly informed consumers."

What do you want consumers to know or understand about dairy farming in Canada?
"There's no food like it. It's been around for centuries. It has 16 essential nutrients. Not a factory in the world can make this product.

Only nature can, and that is magic."

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A BETTER WAY

BY CHRIS METLER

So, you've got an exceptional new brand and want to crack the Canadian foodservice sector, or are looking to ambitiously expand your brand's reach nationwide. Or, you're an operator seeking that unique product to set you apart from your competition and bolster your menu.

Who you gonna call?

As a supplier, you could try getting a listing with one of the dominant regional or national distributors; only they're already pressed for storage space and favour products with guaranteed turns. Your company could try hiring a local food broker, only that approach often leads to patchwork pricing and varying service levels for brands looking for national representation. You could even try establishing your own in-house sales team and build a dedicated distribution system; only it can prove onerous and time-consuming. Plus, the associated costs entail a prolonged payback period.

Entering the Canadian marketplace is not easy for new brands or brands originating from other countries. And, if you're an operator seeking unique and innovative products to give your venue a critical point of difference, it can be especially challenging.

No wonder Paul Bourrie and the Tree of Life National Foodservice Partners decided there had to be a better way.

The vision was to create a national foodservice brokerage network to support brands looking for service across provincial borders. Bourrie's goal, along with his partners, was to market a diverse portfolio of products to the foodservice industry. Bourrie himself has been the architect behind many brand launch strategies and a key go-between that markets brands to operators.

He cut his teeth in the brokerage trade over three decades ago at Thomas, Large & Singer, a preferred value chain solutions provider. Today, McCormack Bourrie represents dozens of foodservice brands across all categories. Think BeeMaid, Dare Foods, Tyson Foods, Sara Lee, Tetley, Hershey's, Hain Celestial and Sabert, just to name a few.

Here's where this particular story picks up:

"We all know that freight has gone crazy," Bourrie laments. "That's adding a lot of cost at the restaurant level. Very few companies have the mass scale to service the Canadian market. We have a lot of geography with very few people. Getting products to market is a challenge. The challenge was complex… How could we create a system to service the Canadian marketplace?"

"The common denominator for all us is really simple: grow the foodservice business," Bourrie muses.

Bourrie did not foresee a future in establishing his direct-to-store delivery system, as he simply did not have mass volume and all the logistical requirements. However, he certainly did contemplate how collaboration with Tree of Life Canada could work. Tree of Life Canada is the largest Canadian retail distributor and marketer of branded specialty and natural foods. They have all the necessary built-in logistical requirements.

When the partnership was being contemplated, Tree of Life was only dabbling in the foodservice channel through their national foodservice broker network. They certainly had the ability to expand. Together with Bourrie, they approached other key foodservice brokers to discuss a national, "made-in-Canada" brokerage solution.

"We took a minority interest in four broker partners in an effort to help create a national network," Jamie Moody, president of the Tree of Life, explains. "We thought we could capitalize and leverage the Tree of Life's retail warehousing and logistics services and apply it to foodservice. Plus, we could provide added marketing and financial support to our broker partners."

↣ CONTINUED ON PAGE 48



That is for the foodservice distributor; it's not our game. Instead, we are providing the backend logistics and warehousing to support distributors.



A new partnership was formed between Tree of Life Canada and McCormack Bourrie, Binner Marketing & Sales in Western Canada, Performance Courtier Alimentaire in Quebec and Concord National in Atlantic Canada. What resulted was the Tree of Life National Foodservice partnership, a first-of-its-kind national brokerage network with all the built-in backend service logistics.

"The common denominator for all us is really simple: grow the foodservice business," Bourrie muses. Indeed, if a manufacturer or operator needs coverage regionally or nationally, the Tree of Life National Foodservice quintet can execute it. Tree of Life itself has no less than six distribution centres from Ontario to the west coast. "We can now help brands from the logistics end, and we can execute from a sales and marketing perspective," he adds. "There's no sunk start-up costs. There's no hiring people or buying trucks to roll out a brand."

Indeed, brokers that don't have "feet on the street" usually only call on larger chain operators who are going to move the needle, because the distributors won't list a product unless there is enough volume to warrant shelf space. Conversely, Tree of Life National Foodservice is looking to provide the same support to independent operators well, by providing distributions with just-in-time service for their specialty products.

Tom Nist, vice president of sales and marketing for Fresca Mexican Foods, agrees. "We sell specialty Mexican products. We don't move trailer loads or pallets. This combination has been described by distributors as the best brokerage system in Canada. This new system now makes it as easier to service Canada as servicing the American market. We decided to participate in the national RC Show this year because this brokerage network allows us to service operators nationally."

Moody still clarifies that Tree of Life National Foodservice is not delivering directly to operators. "That is for the foodservice distributor; it's not our game. Instead, we are providing the backend logistics and warehousing to support distributors."

Tree of Life will provide just-in-time delivery, so distributors don't have to warehouse brands that don't necessarily churn as fast. Distributors can now expand their product mix without impacting warehousing, which remains one of their largest cost drives. They



are also working with distributors to identify brands that may be pain points from a sales or distribution stance to help them further improve efficiencies.

"We will expand the array of products available to operators, as we are in a unique position to provide a range of healthy and sustainable offerings that we carry in our retail division. These are products that are now being demanded by millennials," Moody continues. "And, on the brand side, we can enable regional or national reach for those growing brands and can establish national pricing and service level programs. Immediately, we're able to do what others can't."

Sure enough, the advantages of a one-stop shop that offers sales and marketing, warehousing, inventory management and logistics services to the entire Canadian foodservice industry are readily apparent. And make no mistake, it's a win for distributors and for brands that want listings they may not be able to otherwise obtain.

Shifting to chain operators, one clear benefit is greater efficiency across Canada thanks to standardized products and representation. If a service problem arises, Tree of Life National Foodservice will make assistance available. "We have 60 salespeople dedicated to foodservice across Canada, all are well-established in their respective markets," Bourrie contends. "We now have the largest specialty products sales force in Canada."

So far, so good. Although Bourrie will admit the pioneering partnership that's still in its first year remains a work in progress. Each of the four regional brokers and Tree of Life Canada continue to represent different brands. But, down the road, Bourrie sees all aligning so that Tree of Life National Foodservice is representing all the same brands from coast to coast. "That's where it's going to evolve to, and we're working on strategies collectively to drive us to that goal...What we can now offer a brand coming to Canada, or one that is already here, something that nobody else can. This is truly a 'made in Canada' solution."

A better way, indeed.

In May, Paul Bourrie joined Restaurants Canada's trade mission to Milan and visit TUTTOFOOD, the international B2B show dedicated to food and beverage, organized by Fiera Milano. There, he scouted out new trends and brands for Canadian operators.





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How to talk to your guests about the sustainability of Canadian chicken

FROM CHICKEN FARMERS OF CANADA



Sustainability is important to Canadian consumers. They want to know where their food comes from and they want to know that the work behind producing it is environmentally, economically and socially sustainable. Canadian chicken farmers take this stewardship seriously. They are proud and transparent about the innovation and hard work they put in every day.

Chicken Farmers of Canada's (CFC) key values of sustainability: protecting bird health and welfare, producing safe chicken for Canadians, preserving the health of the land and of our farms, providing value to Canada and affordable food to Canadians through supply management.

Chefs and foodservice professionals can proudly assure consumers that Canadian chicken is a responsible food choice—environmentally friendly, sustainable, and ethically produced.

Canadian chicken is a protein choice you can feel good about serving to your guests. Why?

- Over the last 40 years, Canadian chicken farmers have adopted practices on the farm to reduce environmental impact resulting in 37 per cent lower carbon footprint, 37 per cent reduction in non-renewable energy consumption, and 45 per cent less water consumption.
- Over 90 per cent of Canadian chicken farms are family owned and operated.
- Per kilogram of protein, the carbon footprint of Canadian chicken is lower than that of the other livestock commodities produced in North America.
- When considering the average carbon footprint of chicken in different regions around the world, Canadian chicken production has the lowest carbon footprint overall.
- Of all the energy used to produce one kilogram of Canadian chicken, 62 per cent comes from renewable sources.
- All Canadian chicken farmers follow the Raised by a Canadian Farmer Animal Care and Food Safety programs and the Canadian chicken sector has banned the preventive use of Category I and II antibiotics, the two categories most important in human medicine.

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entandem

MUSIC LICENSING FOR YOUR ESTABLISHMENT

ALL IN ONE PLACE

To simplify music licensing for hundreds of thousands of organizations across Canada and to source and return more earned royalties to Canadian songwriters, composers, publishers, labels and performers, RE:SOUND and SOCAN have created Entandem!

Co-owned and overseen by RE:SOUND and SOCAN, Entandem brings the music licensing, now managed separately by each organization, into a single, jointly-operated business.

With Entandem, restaurants, nightclubs and myriad other organizations that use music will be able to complete their legally-required licenses in a single transaction.

The new joint venture, which builds upon a successful 2017 pilot project that combined music licensing for both parent organizations via an online portal, will be launched in July 2019. “Entandem is all about simplicity,” said Ian MacKay, president of RE:SOUND. “For most businesses that use music, a single licensing organization means a simplified experience, by interacting with one organization instead of two, with one payment for both RE:SOUND and SOCAN music licenses, and one point of contact to answer questions and resolve issues.”

“It’s about time—literally,” said Jeff Stinco, member of Simple Plan and owner of Mangiafoco, one of the many great restaurants of Montréal. “Mangiafoco welcomes Entandem’s one-stop service because it will save us time. We strongly believe that the music we play at the restaurant brings value, otherwise we wouldn't use it, and it’s only fair that the owners of the music that we license gain fair royalties for their work.”





DID YOU KNOW?

Whether recorded or live music, it is the law in Canada that businesses must pay for the music they use so that those who made the music can be fairly compensated, just as restaurants pay food suppliers and nightclubs pay for the liquor they serve.

Entandem will administer the licensing process as RE:SOUND and SOCAN do today, bringing royalties to Canadian songwriters, composers, publishers, labels and performers. SOCAN CEO Eric Baptiste added: "RE:SOUND and SOCAN getting together for Entandem means a strengthened ability to reach more businesses that should be paying both music licenses that provide vital support to music creators, especially the emerging and middle-class ones. By making the process easier, we expect stronger engagement across the country and, with that, increased realization of earned royalties for Canada's songwriters, composers, publishers, labels and performers."

Entandem will be a partner with businesses that use music, helping them to use music more effectively, increased use of live music, improved audio systems and more, with the essential truth that, the better the music experience, the better the customer experience. An improved customer experience results in extended stays, increased spending, loyalty and, importantly, recommending the business to others.

For more information, visit socan.com.



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BEEF CATTLE BELONG IN CANADA'S LANDSCAPE, MAINTAINING HEALTHY ECOSYSTEMS

The environmental benefits of beef is a powerful untold story that needs to be heard.

Canadian grasslands capture the carbon emissions of 3.62 million cars annually and the grazing of beef cattle is what maintains the pastures and prairies so that they can continue to support this carbon capture capacity. This is an important point to consider in green house gas discussions. Cultivating these lands releases these carbon stores. And to provide the Canadian perspective, cattle are responsible for 2.4% of Canada's greenhouse gas emissions, while transportation accounts for 28%. Are cattle the problem in Canada or part of the solution?

Cattle pastures and grasslands are lands that are too rocky, hilly or dry to support growing crops. Cattle feed is primarily grass or forage feeds made from grass. Only 9% of Canada's cropland is used for cattle feed and it is usually feed that is not suitable for human food. Cattle are 'upcyclers'—as ruminant animals, they have a digestive system that enables then to take 'food' (grass) that we can't digest and turn it into one of nature's most powerful protein foods for us. By having cattle graze, we are able to grow our food capacity from land not suitable for other forms of agriculture.

Grasslands can't be taken for granted as they provide a fragile ecosystem to many bird and wildlife species that have adapted to live in these spaces over thousands of years. If cattle don't graze grasslands, they are quickly overtaken by shrubs or brush, changing the habitat and what can live there. Our wide expanse of prairie has been a major contributor to the evolution of the species that live there. Without cattle grazing, Canada will loose 68% of the wildlife habitat capacity that comes from our agricultural land. Conservation experts from groups like Bird Studies Canada and Ducks Unlimited are working with ranchers and beef farmers to help keep grasslands tended by cattle as a way to preserve species at risk by maintaining their habitat. With 74% of Canada's native grasslands already lost to cultivation or other development pressures, cattle grazing is key to preserving these important spaces. To learn more about the Keep Grazing initiative visit https://mhhc.mb.ca/keep-grazing-project/.

Soil is not dirt. Healthy soil is key to life supporting the food systems we need to survive. Soil is alive with millions of microorganisms that help sustain soil. The grasslands provide cover to protect soil from baking sun and pelting rains. Cattle make an important contribution to enriching soil with manure as a natural nutrient source for soil health. Ranchers and farmers will place feeding and water stations around in a pasture to encourage cattle to walk and wander, spreading manure around to promote healthy grass and healthy soil.

Cattle are a perfect fit with Canada's climate, pasture and prairie ecosystems. Their remarkable contribution to our agriculture systems and food security should not be taken for granted and needs to be part of the environmental footprint discussion. M

Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. With offices in Canada, Mexico, Japan, Hong Kong, China and Taiwan, Canada Beef works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts increase demand and value for Canadian beef.

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Club House's Piri Piri seasoning blend is reminiscent of the famous sauce from Portugal, and it's a good thing, too, with 27 per cent of consumers likely to order Mediterranean dishes more than once per month*. This rich and unique combination of warm earthy spices, lemon, lime, herbs and vegetables easily adds a spicy, tangy character to a wide variety of dishes on the menu. For menu inspiration and product information, visit www.clubhouseforchefs.ca.

**2017 Canadian Ethnic Food and Beverage Consumer Trend Report, Technomic.*

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A2 MILK:

A DELICIOUS & NATURAL DIGESTION SOLUTION FOR DAIRY LOVERS

Sheldon Creek Dairy in Loretto, Ontario is well known for its innovative and creative line of on-farm milk and dairy products including butter, ghee, kefir, labneh, smoothies, and limited-edition flavoured milks like Neapolitan and salted caramel. Now, Sheldon Creek is also the first and only dairy in Ontario to offer 100 per cent A2 milk.

A2 milk has the same taste and texture as all farm-fresh milk, but comes from cows that naturally produce milk with the A2 version of beta-casein, rather than the more common A1 version of the protein, which can affect digestion. When a cow decides she is ready to be milked, Sheldon Creek's state of the art voluntary milking system identifies her as either an A1 or A2 cow. The milk from A2 cows is segregated and run through a separate milk line that flows into a dedicated A2 milk tank, ensuring that the milk from the A2 cows never comes into contact with milk from a cow with A1 protein, guaranteeing the highest quality.

Sheldon Creek Dairy's A2 milk and regular milk and dairy products are available at sheldoncreekdairy.ca or through 100km Foods.



Delivering a smooth, refreshingly fruity take on the taste of the classic Red Bull Energy Drink, Red Bull Summer Edition Beach Blend started hitting shelves just in time for the warmer days ahead and will be available for a limited-time only beginning May 6, 2019.

Red Bull Summer Edition Beach Blend has an initial tropical fruit profile, which then blooms into a warm coconut finish that's light and crisp. Packaged in a bright turquoise can, this summery flavour is sure to be the hit beverage of the warmer season ahead.

Red Bull Summer Edition Beach Blend is available in 250ml and 355ml cans as well as 250ml 4-packs.

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Professional Catering in all of its many forms takes centre stage at HostMilano

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Catering in all of its many forms: from ovens to stoves, from chopping to the more recent food processing methods, from laundry to the most innovative food preservation systems. The 41st edition of HostMilano (organized by Fiera Milano and set to take place from 18 to 22 October 2019) promises to exceed the numbers achieved at the previous event, with the Foodservice Equipment—Bread, Pizza, Pasta macro-area being the best represented in terms of product offering and number of sector companies present (48 per cent of the 1,426 companies registered to date). At present, 44 different countries will be represented (compared to the same period in 2016), with two new entries (Albania and Latvia) joining larger countries such as Germany, Spain, France and the United States. Scouting activities continue in parallel, thanks in part to the close collaboration with the Italian Trade Agency, resulting in over 1,500 buyers from 80 different countries in attendance at Host 2019, with a turnover rate of almost 80 per cent, and a targeted focus on a number of markets such as the USA, Canada and the Middle East.

Professional Catering:
Italy as the third largest global exporter

Professional Catering—Bread, Pizza, Pasta macro-area is enjoying a period of particular prosperity. In 2017 global trade in Professional Catering Machinery, Equipment and Accessories was worth 52.8 billion euros, with an average annual growth rate of 6.1 per cent in the 2009-2017 period. The latest ANIMA/Assifoodtec data also bodes well. For 2018, estimations point to increases in production (+2.7 per cent), exports (+2.9 per cent) and investments (+8.2 per cent). In terms of exports, in particular, currently worth over 3.54 billion euros, Italy is the third largest exporter subsequent only to China and Germany, yet for sales in the Premium-Price cooking segment (stoves and non-electric ovens), the Italian peninsula is giving Germany a real run for its money.

If the global golden era for the catering industry has seen the rise of an all-encompassing, comprehensive offering (from full-service restaurants to 'quick' alternatives, from bars to takeaways, from street food to vending machines), set only to expand further, then in recent years, the entire Italian food-cooking industry has cemented its status on an international scale according to the Host Observatory.

Outside of Italy, people are no longer content solely with Italian food, but they want to experience a touch of the world-renowned Italian lifestyle as well: from the use of specific ingredients, primarily flours, to the use of equipment and the skills of professionals. The 'experiential trend' is, however, only one of the many fashions being represented at HostMilano, the event that has, not for nothing, seen the Professional Catering and bread, pizza and pasta industries merge, thereby once again highlighting the increasingly close relationship between catering in its many forms and the baking sector.

A trend that, over the years, has become prevalent worldwide, with the arrival of mixed-concept establishments that jointly offer bakery, confectionery, coffeehouse and gourmet food products. All with the aim of immediately connecting with and meeting the needs of everyday customers who are more informed about and attentive to what they eat, as well as being used to having everything in one place there and then. M



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