MENU

CANADA'S FOODSERVICE MAGAZINE

RC SHOW 2019
PREVIEW INSIDE!

VEGAN WINE
Red wine isn't just for red meat

EMPOWERING ECO-CONSCIOUSNESS
Using art + culture to build better habits

LES 3 BRASSEURS
Your kitchen culture is key: no restaurant or hotel is immune to labour shortages



BRAD LONG

TALKS SUSTAINABILITY IN AN AGE OF RECKONING

$18.95
January / February 2019
menumag.ca

400009977

Easy set-up.
Easier payments.

Low cost payment option.

Interac Flash® is one of the most cost-effective options for your payment solutions.

To learn more, visit interac.ca/formerchants



Interac Own your world™

Interac Flash and the *Interac Own your world* design are registered trade-marks of Interac Corp.

This year, Restaurants Canada toasts its 75th anniversary and we want to celebrate with you. Founded by members, funded by members and for the betterment of members and the industry, we proudly remain the authoritative voice of the Canadian foodservice sector; a voice dedicated to sharing stories from across this great nation about our thriving community and the culinary fabric we continue to weave. Reaching this outstanding milestone presents us with an opportunity to reflect and ask ourselves critical questions moving forward:

Where do we shift gears to become more worthy as the preferred choice of Canadians? What does the future restaurant look like? How do we keep on challenging ourselves to step up, 'wow' our patrons and provide a culinary experience outside the limitations of anyone's thinking? How do we remain sustainable, protect and strengthen our bottom line?

Only weeks away, the latest edition of Canada's largest foodservice and hospitality trade event endeavours to provide some answers, while presenting a profusion of innovative products, ideas and solutions to reduce, reuse and save.

In this issue, we introduce you to RC Show 2019's thought leaders. Time and again, these pioneering people have demonstrated the ability to lead us in new and exciting directions. We'll explore the programming that brings you sustainable practices, which contribute to success and the improved quality of our natural systems. Few better alternatives exist when it comes to putting the planet first. We'll even reveal concrete examples where financial gains have been made through these sustainable practices. Consider it profit that's proven.

Beyond this exclusive RC Show 2019 Preview, you will meet acclaimed chefs Mark Brand and Brad Long. For his part, Brand has made it his mission to support local communities enabling upward mobility through employment, training and investing in the future. And Long? As an active advocate for sustainable farming and ethical treatment of livestock, he exemplifies what being a torchbearer of sustainability really entails.

Further featured in these pages is the debut of #ImmigrationMatters, an original editorial series. Aiming to communicate the benefits of immigration at the local level, you'll meet Jeroen van Helvoirt. Creativity and curiosity has taken van Helvoirt from the Netherlands to travelling the world working at renowned patisseries, then ultimately landing him in Canada as the head pastry chef of Ontario's La Rocca Creative Cakes.

We are champions of our own fate; the only limit to our impact is our imagination and commitment. Don't put off tomorrow what you can do today. Just go for it! The opportunities are here, now.



Patrick Saurette
Chair of the Board



Shanna Munro
President & CEO



January/February 2019
Volume 4 Number 1

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

4.1

MENU is published six times per year by Restaurants Canada

Managing Editor
Stacey Newman

Contributors
Andrea Yu
Sophie Mendes
Crystal Luxmore
Galen Naidoo Harris
Marissa Pellegrino
Stacey Newman
Ellen Smith
Mishal Omar
Caeli Mazara

Creative Direction
Boomerang Art & Design Inc.
boomart.net

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

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

© Copyright 2019. All rights reserved. No part of this magazine may be reproduced without written permission of the publisher.

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

Twitter
@RestaurantsCA
@MENUmagCA

Instagram:
MENUmagCA

HST Registration No. #
106866460 RT0001

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

Publication Mail Agreement
No. 400009977
ISSN 2371-4883

Stronger Together
Thank you to our corporate sponsors

PLATINUM

GOLD

SILVER

SOUPS *to* SATISFY

With flavours from **Awesome Thai** to **Roasted Red Pepper Gouda Bisque**, your customers are sure to find a new favourite bowl.



NEW!
Favour flavour *and* lower sodium with our new **Smart Kettle** 7-soup lineup.

Kraft Heinz FOODSERVICE

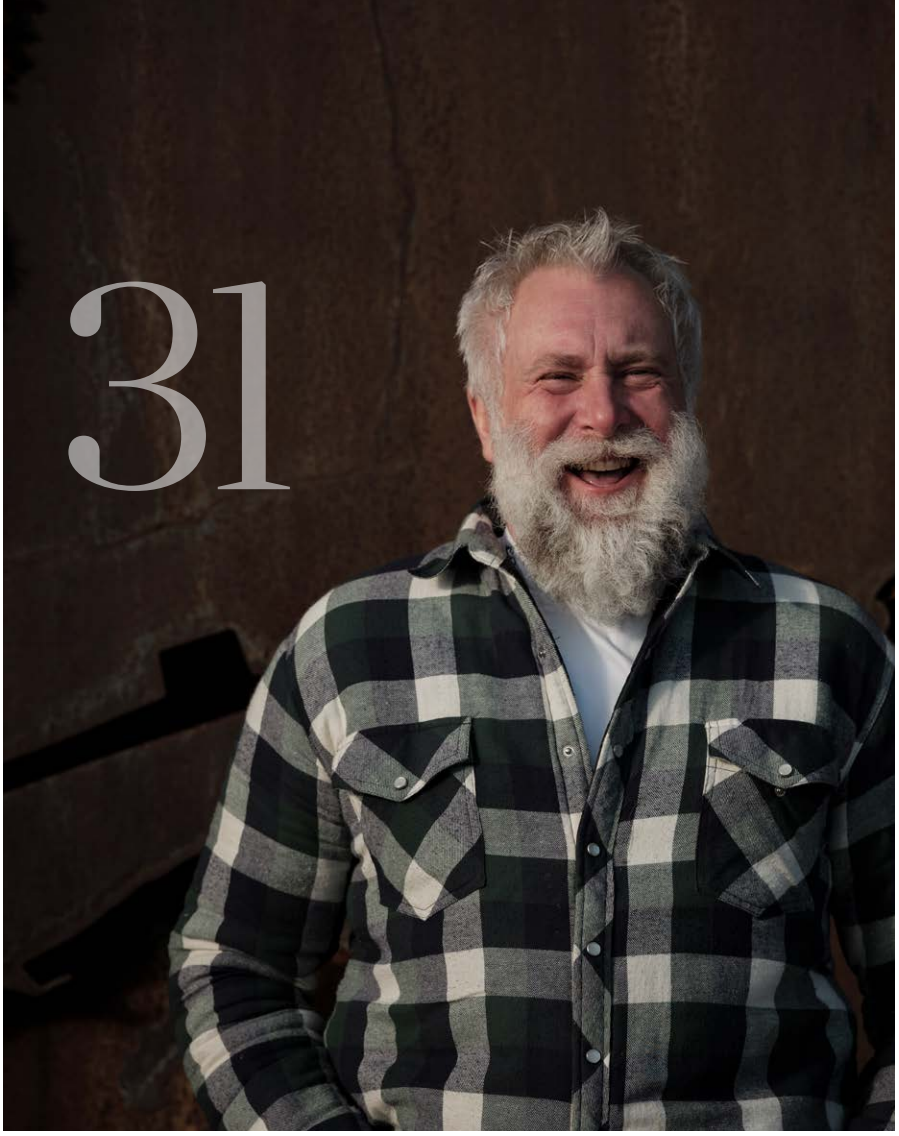
TRUESOUPS by Heinz

WARM UP YOUR MENU WITH OVER 34 VARIETIES OF FRESH AND FLAVOURFUL SOUPS.

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



5 Beer Mistakes Bars Make 24



31

contents



ON THE COVER:

Chef Brad Long is big On Butter. Photographed by Jonathan Bielaski at Cafe Belong.

GATHERINGS

8 Event Calendar



57

YOUR STORIES

11 Women in Franchising
Franchisees are supported by great training and opportunity at OPA! Of Greece

14 Mark Brand
An ambassador for the people who need food the most

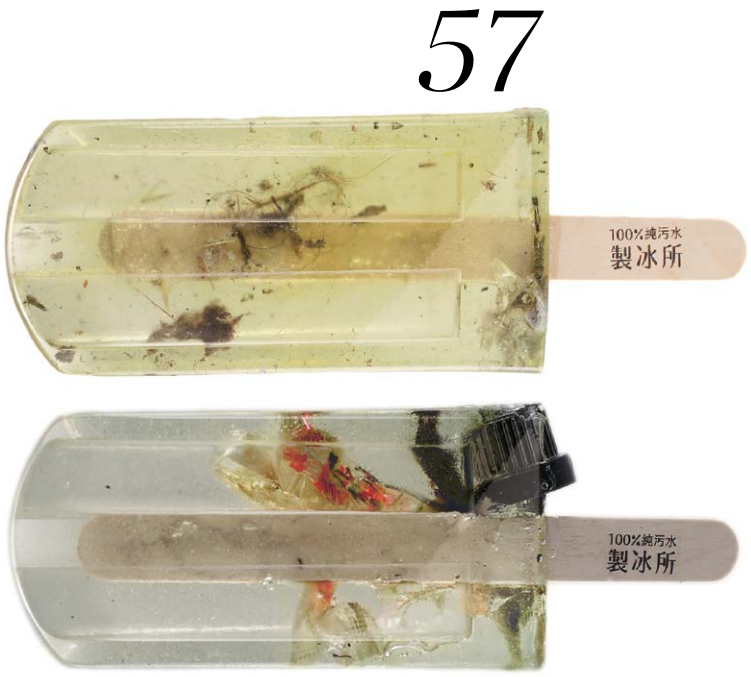
17 Celebrating our members in Restaurants Canada's 75th year: Sou'Wester Restaurant and Gift Shop, Peggy's Cove, NS

MENU









BEHIND THE BAR

21 Vegan Vino
DYK that many wines aren't suitable for those following vegan lifestyles?

24 Five Beer Mistakes Bars Make with Beer

FRONT OF HOUSE

28 Les 3 Brasseurs on building up your kitchen culture

MAIN COURSE

31 Brad Long on sustainability, butter, food and love

FRESH

51 Silver Chef: Building a good industry and giving back well

54 Marketplace
Grow it. Cook it. Eat it. Sustainable products on the edge of tomorrow.

57 Trend Hunter: Encouraging eco-conscious consumption in ways that seamlessly integrate into consumer lifestyles



RC SHOW 2019 – IT'S HERE!

- Pioneering people
- Putting the planet first
- Profit that's proven
- The Best in the Industry compete at RC Show 2019!

www.host.fieramilano.it/en

host Milano

Equipment, Coffee and Food
41st International Hospitality Exhibition

October 18_22, 2019 fieramilano

ITA ITALIAN TRADE AGENCY
U.S. COMMERCIAL SERVICE
Restaurants Canada
ufi Approved Event
FIERA MILANO

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.

FEBRUARY

FEB 1-3	Jasper Beer & Barley Summit Jasper, Alberta
FEB 1-18	South Shore Lobster Crawl Barrington, NS
FEB 15 - 16	Winefest Edmonton Edmonton, Alberta
FEB 22 - 23	Winefest Calgary Calgary, AB
FEB 23 - MAR 3	Vancouver International Wine Festival Vancouver, BC
FEB 24 - 26	RC Show 2019 Toronto, ON
FEB 24 -26	Bellavita Expo Toronto Toronto, ON
FEB 25	RC Leadership Conference Toronto, ON
FEB 25	RC Industry Night Out Toronto, ON
FEB 25 - MAR 3	Chop Chop Restaurant Week Saint John, NB
FEB 26	Breakfast With Champions Toronto, ON
FEB 28	Savour Food and Wine Show Halifax, NS

MARCH

MAR 1 - 2	Winnipeg Whiskey Festival 2018 Winnipeg, MB
MAR 7	Culinaire Premier Food Tasting Experience Victoria, BC
MAR 9-12	National Food & Beverage Management Conference Edmonton, AB
MAR 11 - 12	Advancing Women Conference Calgary, AB
MAR 22 - 23	Edmonton Craft Beer Fest Edmonton, Ab
MAR 23	Alberta Food & Beverage Expo Grande Prairie, AB
MAR 27 - 28	Food Summit Toronto, ON
MAR 20	Gordon Food Service Show Toronto Toronto, ON

APRIL

APR 3	Rendez Vous Quebec Vancouver, BC

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

Ardent Mills

PRIMO MULINO®

YOUR PIZZA. OUR FLOUR.

TAKE YOUR CRUST TO THE NEXT LEVEL.

At Ardent Mills, we're proud to be the brand behind some of the most trusted flour in the pizza business. Our newest addition, Primo Mulino® Neapolitan-Style flour, is perfect for thin pizza crusts, flatbreads, breadsticks and more. Made with a proprietary blend of select Canadian prairie wheat varieties, it delivers the functionality you need for long fermentations, hand tossing and fast, high-heat baking. We also offer a Primo Mulino complete pizza crust mix, that makes it even easier to create perfectly consistent Neapolitan-style pizzas with a signature crisp exterior and delicate bite. Authentic Italian-style flour and mix, trusted Canadian source. That's the Primo Mulino promise—and the Ardent Mills advantage. **For information and samples, contact your Ardent Mills account manager, visit ardentmills.ca or call 888-295-9470.**

GROWN ON FAMILY FARMS



TRUSTED BRANDS



AUTHENTIC BRICK OVEN STYLE CRUST



YOUR PERFECT PIZZA



Ardent Mills

Nourishing what's next.

© 2018 Ardent Mills ULC



Russell Hendrix

First in Foodservice Equipment & Supplies

Russell Hendrix offers a work environment that is dynamic, fast paced, satisfying and challenging. Fairness and mutual respect are central to our relationships with employees, sales agents, customers and suppliers, making Russell Hendrix a highly desirable company to pursue your career with. If you're looking for a rewarding career with the largest foodservice equipment distributor in Canada, apply today!

Visit **russellhendrix.com** for current positions and to apply!



Women in Franchising



FRANCHISEES ARE SUPPORTED BY GREAT TRAINING AND OPPORTUNITY AT ***OPA!*** OF GREECE

BY GALEN NAIDOO HARRIS

"Our goal is to always attract the best, most qualified, most passionate candidates, and talent is equally distributed," said Mickella Lycka, Director of Strategic Sourcing at OPA! of Greece. "Our focus is on being the best, and we know that women are in that group as much as men are in that group." Lycka believes that a key to sustained success in the foodservice industry lies in seeing her fellow members of the OPA! family as individuals first. She believes that the path to equal representation and equal success means truly looking at and assessing each individual primarily by merit. Equality to Lycka means: "we take away all of the identifying features and we assess the skills." What better way to attract the most talented women than to focus on attracting the most talented candidates, period, and removing the baggage and barriers that obstruct women's paths to success from the decision-making process entirely?

Not only does OPA! focus on assembling a group of talented people, but it invests equally in support, in putting those people—their people—in a position to flourish. Lycka spoke of a variety of strategies and supports, the availability of coaching, and more put into place by OPA! to offer each individual franchisee an opportunity for success. Every individual, "no matter how talented they are, is going to have strengths and

↣ CONTINUED ON PAGE 12

31%

OF PROSPECTIVE FRANCHISEES ARE **WOMEN.**

According to surveys from the CFA's Franchise Canada Show



EVERY INDIVIDUAL, "NO MATTER HOW TALENTED THEY ARE, IS GOING TO HAVE STRENGTHS AND THEY'RE GOING TO HAVE WEAKNESSES," SHE SAID, AND WHATEVER THOSE STRENGTHS AND WEAKNESSES ARE, OPA! HAS "STRATEGIES TO SUPPORT IN EVERY AREA" OF THE BUSINESS.

they're going to have weaknesses," she said, and whatever those strengths and weaknesses are, OPA! has "strategies to support in every area" of the business.

How effective are these methods in offering equality in practice? That's what I explored with Parmjit "Pam" Singh, female franchisee at OPA!'s Seton location. I asked her whether she had ever felt—even for a single moment—that she had a different experience than a male colleague would on the basis of her gender. "No," Singh told me, "I've never felt that with OPA!" Singh spoke appreciatively about how she's seen an increase in women's involvement in business across all industries in recent years and believes foodservice, a natural fit for many early on their career paths, provides a real opportunity for women like her: women who, with continued education, dedication, or both, can move forward and fill a welcoming niche offered by franchises like OPA! Singh and her husband first bought their location when she was just 21 years old. "It was a growing franchise," she said. So why not join OPA! "where we can make money, make our own schedule and work hard?"



Parmjit "Pam" Singh, female franchisee at OPA!'s Seton location

Singh believes she has always experienced equal treatment on the job and feels OPA! has provided her with more than adequate support over the years. "I think that when you feel you're a part of a family that it's easier to succeed," she explained, and OPA! offers a "strong relationship with franchises and home office." For Singh, joining OPA! was an opportunity to join a team where the corporate side and franchisees "work with each other as a team," where "you work hard, and they also work hard, and we grow together."

OPA! is "actually a really cool office to work in," Lycka told me. "We're a really diverse group. Whether it's origin or gender, our office looks like what the Canadian population looks like because to get the best, you look at everybody." This was a common thread running through my discussions with the individuals who work at OPA! In an industry faced with shrinking margins and increasing food, labour and rental costs, you can't afford to create barriers to success. "If you create any barriers, you're excluding talent," Lycka said, "there's talent in every segment," and excluding women, or anyone else faced with would-be obstacles, isn't just immoral, it's bad business. OPA! aims to provide equal opportunities to individuals from all walks of life, ensures individually tailored support is readily available and practices what it preaches.

> *"foodservice... provides a real opportunity for women like her: women who, with continued education, dedication, or both, can move forward and fill a welcoming niche offered by franchises like OPA!*



Young business owner Stephanie Tieu embraces dynamic freshness with her Pumpernickel's franchise, August 2018

BY JESSICA BURGESS FOR THE CANADIAN FRANCHISE ASSOCIATION



After graduating from Guelph–Humber University, where she majored in marketing, Stephanie Tieu partnered with her uncle to open a Thai restaurant in Aurora, Ontario. Tieu wanted to take her investment in the restaurant business further, and like many millennials, the idea of making her own way and setting the pace for her own success was extremely appealing. Tieu then decided to become a franchisee for Pumpernickel's corporate, office and business catering services. Being a savvy social media user is perhaps an undervalued asset that is second nature to many millennials. Social media helps Tieu make sure her location stays on the cutting-edge of the competitive and ever-growing fast-casual restaurant industry.

A hands-on franchisor–franchisee relationship is extremely important in ensuring locations stay current in the competitive foodservice industry. "Our business is a turnkey operation," Tieu says, which means that each Pumpernickel's franchise is a fully formed business before the franchisee takes over. "The franchisor is very hands-on," she continues. "There is ongoing support from our head office and our head chef. When there's a question, they are always there to assist."

Being a franchise owner often requires an individual to be a "jack of all trades" and to do plenty of on-the-spot problem solving—part of what makes the job of a franchisee challenging but also extremely rewarding. "When I was starting out, sometimes a customer would have questions about the food we offered and I would have to take some time looking through the recipe book," Tieu says. "To overcome this as a new franchisee, I spent the majority of my time in the kitchen, learning by watching and assisting with the food process. There is no better way to learn than by being hands-on." ■





An ambassador for the people who need food the most

BY SOPHIE MENDES

"I BELIEVE THAT FOOD IS THE CONDUIT TO LOVE AND TO SHOW PEOPLE WE DEEPLY CARE ABOUT THEM AND THEIR SUCCESS."

These are Chef Mark Brand's words. He is one of Canada's most engaged chefs in the fight against poverty using a food-focused approach—at home in British Columbia and through his programs across the country.

Brand has experienced homelessness, food insecurity and addiction himself. He knows what it means to need help. But when we asked him what inspired his journey from then to now, he replied with an air of pragmatism: "I started this journey when my aunt started to teach me to cook when I was nine. My family are incredibly generous…Also, because we're supposed to. We're built to help each other!"



Brand has been navigating our industry not only as a chef and a restaurateur, but also an ambassador for the people who need food the most and as an example for his peers around the world. His work as a social activist and entrepreneur has made a difference for thousands of people: feeding them, inspiring them, motivating them and giving them a chance at a better life. "I want to be that person that's there for somebody else when this comes to that place, and I want to build an entire structure that's ready to help people," says Brand.

The classic "3 Ps" are People, Planet, Profit. Brand has come up with his own version—Passion, Purpose, Profanity. His mission is "to support local communities enabling upward mobility through employment, training and investing in the future." And he's doing it. Since 2012, Mark Brand Inc. has served over two million meals, trained 330 women to source and cook for two to three dollars per meal, educated 355 youth on the importance of food security, 48 per cent of this staff are those with traditional employment barriers and 33 per cent are those with developmental disabilities. Brand has also successfully developed 63 per cent of the new businesses he has incubated.

Brand's passion for humanity is ever-present and evident. He has been an inspiration to many other chefs who follow him in the quest for a better world. For example, his contemporary, Chef Charlotte Langley, brought his Greasy Spoon Diner fundraising dinners to Toronto twice in 2018.

Brand received the Restaurants Canada Leadership Award during RC Show 2018—one of many stepping stones for the chef. Since that time, Brand has cooked for the Pope and developed his plans for fighting food insecurity. He has become Professor of Innovation for the University of Southern California's doctoral program in social work. Never slowing down, Brand joined the team at Alight Fund (formerly the American Refugee Committee) as their executive chef, and he launched A Better Life Foundation (ABLF) in additional Canadian cities. Says Brand, joyfully: "I've also made a ton of new friends and allies!"



WATCHING THE PEOPLE WE SERVE SUCCEED THROUGH CARE AND BELIEF RECHARGES THE BATTERIES OVER AND OVER.

Running a restaurant wasn't enough to make the changes Brand envisaged. He has sought one project after another: a brewery, an incubator kitchen, a charitable foundation, training programs, conferences, interviews, events and dinners. "Watching the people we serve succeed through care and belief recharges the batteries over and over. I also have the best team, collaborators and partners on the planet. The work we do is aggressive, often gets politicized and is new," says Brand, humbly adding, "To do that I have to have a rock solid foundation and I've got that and then some."

So, what's next? Brand seems thrilled to answer: "2019 has me ready to unwrap it like a Christmas gift! I'll be in Uganda working in the Bidi Bidi Refugee Settlement shooting a documentary. We'll launch ABLF in the US, and I'm currently looking at brick and mortar spaces for a restaurant like Save On in Manhattan, a 25+ city Greasy Spoon Diner tour, and lots more. I'm crazy excited."



From around the world to your kitchen… it's never been easier to heat up your menu with global flavour!

For these recipes and more menu inspiration:
ClubHouseForChefs.ca

ch4chefs CH4Chefs clubhouseforchefs

*Reg. TM/MD McCormick Canada
®Reg. TM/MD McCormick & Co., Inc. Used under licence

THE SOU'WESTER RESTAURANT & GIFT SHOP

FIFTY YEARS IN PEGGY'S COVE AND ONE OF RESTAURANTS CANADA'S FIRST MEMBERS

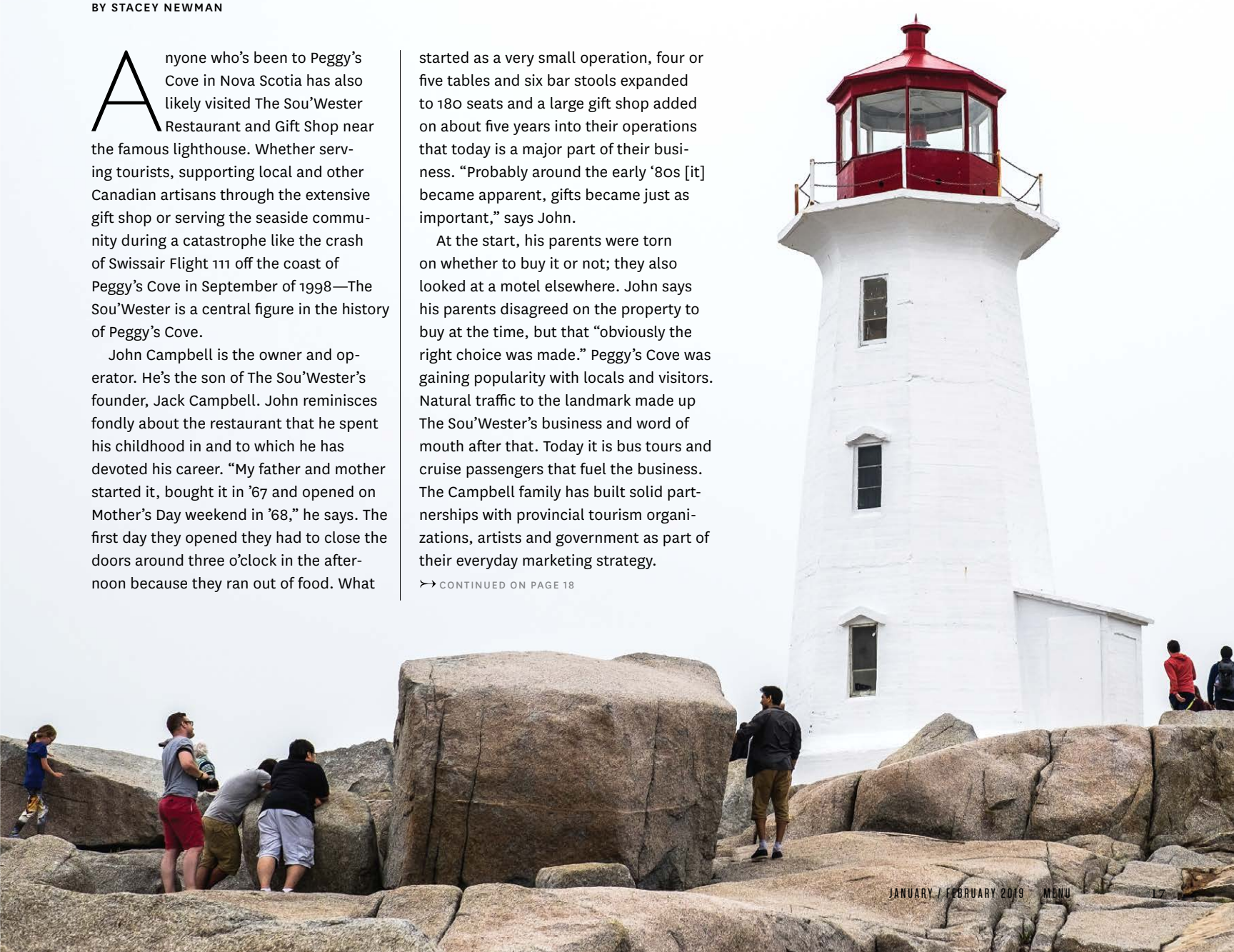
BY STACEY NEWMAN

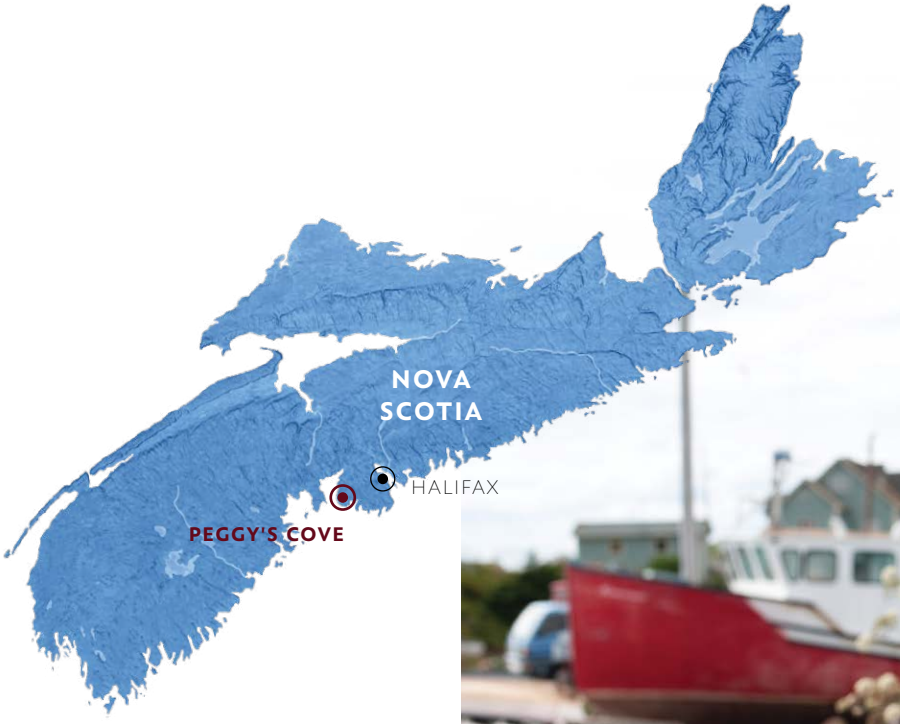
Anyone who's been to Peggy's Cove in Nova Scotia has also likely visited The Sou'Wester Restaurant and Gift Shop near the famous lighthouse. Whether serving tourists, supporting local and other Canadian artisans through the extensive gift shop or serving the seaside community during a catastrophe like the crash of Swissair Flight 111 off the coast of Peggy's Cove in September of 1998—The Sou'Wester is a central figure in the history of Peggy's Cove.

John Campbell is the owner and operator. He's the son of The Sou'Wester's founder, Jack Campbell. John reminisces fondly about the restaurant that he spent his childhood in and to which he has devoted his career. "My father and mother started it, bought it in '67 and opened on Mother's Day weekend in '68," he says. The first day they opened they had to close the doors around three o'clock in the afternoon because they ran out of food. What started as a very small operation, four or five tables and six bar stools expanded to 180 seats and a large gift shop added on about five years into their operations that today is a major part of their business. "Probably around the early '80s [it] became apparent, gifts became just as important," says John.

At the start, his parents were torn on whether to buy it or not; they also looked at a motel elsewhere. John says his parents disagreed on the property to buy at the time, but that "obviously the right choice was made." Peggy's Cove was gaining popularity with locals and visitors. Natural traffic to the landmark made up The Sou'Wester's business and word of mouth after that. Today it is bus tours and cruise passengers that fuel the business. The Campbell family has built solid partnerships with provincial tourism organizations, artists and government as part of their everyday marketing strategy.

↣ CONTINUED ON PAGE 18







John Campbell is a natural storyteller. He shares his thoughts on a few major elements of The Sou'Wester's history and success.

HIS FAVOURITE COOKING EQUIPMENT AND INGREDIENTS: Rationale and that type of technology; it helps them to provide consistent quality. He is passionate about the quality of the seafood they serve—10,000 lobster suppers a year, not to mention their famous seafood chowder and their fish and chips. "It's really important to me, I take pride in the food we serve, important to serve fresh fish," says John.

ABOUT CHANGE: "For me, the change has been what the customer wants and now more than ever people want quality, they want fresh, people want to know that they're eating healthy, that's probably the biggest change in the last ten years. The more local you can do the better." This presents some challenges, he admits, as fishing has taken downturns in the history of their operations.

ABOUT CONTRIBUTING TO THE COMMUNITY: The Sou'Wester employs over a hundred people, and the province and various organizations have recognized them over the years for their contributions. Especially in an around events that would change Peggy's Cove forever. Events such as the crashing of passenger jet Swissair Flight 111 into the Atlantic Ocean off the coast of Peggy's Cove in 1998. At the time, the Campbell family also operated a whale-watching boat, and John was out on the water about an hour after the crash. Peggy's Cove was closed to the public for the following week, and during that time, The Sou'Wester became the search and rescue hub where emergency response personnel, press, law enforcement and families of victims congregated and were fed.

Another memory John shares is from September 11, 2011. The restaurant had passengers from a cruise ship visiting at the time of the first plane going into the tower—most of the clientele were New Yorkers "so they were finding out while they were in Peggy's Cove. I distinctly remember, there was a woman there and her son worked in the towers. You can imagine she's getting bits of pieces of this unthinkable thing happening," says John. He then remembers that someone who worked for the local company that brought them out told him she had found out her son was okay.

Being part of the community in which he is located, this is one of the elements of his business that John values most, a value passed on to him by his parents.

ADVICE FOR OTHER RESTAURATEURS AND HOSPITALITY OPERATORS: having experience and knowledge. "The restaurant business overall for most people is low margin; it's just real important to keep your eye on things and realize … food costs and that are really important. The upside, to me, there's a lot of pride associated with the restaurant because there's nothing that feels better than having great compliments about meals and experiences people have there," John finishes. M

Being part of peoples' lives, being part of events and contributing to the community, this is why John Campbell says operating The Sou'Wester is a rewarding business.

HIGH LINER
CULINARY

WRAP UP HAPPINESS



IT'S TIME TO CELEBRATE SEAFOOD

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

SEAFOOD IS BETTER™

© 2017 High Liner Foods. All rights reserved.



Keep your kitchen staff looking sharp shift after shift

Outfit your kitchen staff in quality, comfortable uniforms, that they will feel proud to wear. Cintas® and Chef Works® have partnered together to provide cutting-edge culinary apparel with a time-saving rental program, to help get your business **Ready for the Workday®**. Through the Cintas rental program, we pick-up, professionally launder and return your clean garments each week. We also manage inventory and take care of repairs, so you can focus on your business.

800.CINTAS1 | cintas.ca/chefworks

UNIFORMS | FACILITY SERVICES | FIRST AID & SAFETY

CINTAS®
READY FOR THE WORKDAY®

Vegan Vino







The popularity of plant-based diets is on the rise. But most consumers and restaurant industry workers don't realize that many wines aren't suitable for those following vegan lifestyles.

BY ANDREA YU

On a crisp fall evening in Yorkville, one of Toronto's poshest neighbourhoods, a team of chefs at the vegan restaurant Planta is meticulously assembling an impressive 120 plates of agnolotti to serve to a packed house. Thin rounds of beetroot folded in half serve as the "pasta" shells, enveloping a flavourful dollop of pureed rapini and pine nuts with the citrusy zest of lemon confit. One chef carefully applies dots of pale yellow and vibrant green puree to accent the dish. Another wields a set of long tweezers to distribute leafy garnishes on the plate just so.

But it's not only the food that's being fussed over this evening—a special one-off event for plant-based diners and those curious about

↣ CONTINUED ON PAGE 22



"I think we're going to see more wine lists with a little note to mark what would be considered vegan, or biodynamic, or organic, or sustainable," predicts Huether. "It's because people want to know."

Vegan Vino



Canadian Master Sommelier Jennifer Huether

the lifestyle. As these plates are being assembled, Master Sommeliers Jennifer Huether and John Szabo are wielding their own tools—microphones, talking the crowd through the wine they've selected to accompany the beet agnolotti that are about to be served. As it turns out, red wine isn't just for red meat.

The earthy, slightly bitter flavour of raw beetroot makes an excellent companion for a pinot noir. And if you're vegan, there's a wine for that! Vegan wine is a thing; it's all about how the wine is made. Or rather, what it's made without. To clarify the wine before bottling, many winemakers use animal-based products such as egg whites, gelatin, even animal blood and fish swim bladder, in a process called fining. The fining agent "collects" small particles, like dead yeast, as it settles to the bottom of the vat and the crisp and clear liquid that wine drinkers desire is decanted off the top. While none of these animal products ends up in the bottled liquid, the use of these items makes the resulting wine unsuitable for those following a plant-based lifestyle. But vegan wines see no animal products used in the wine-making process.

"A lot of people who are not in the wine business, and don't understand what's used in filtering and fining, would probably assume that wine is vegan," says Jennifer Huether. "There's a lack of understanding and awareness."

It isn't just the winemaking process that affects whether a wine is considered vegan. For most that follow plant-based lifestyles, the use of manure for fertilization or sheep to graze unwanted foliage from vines would not be accepted. Strict vegans might even be conscious of the type of glue used to affix a label to the bottle and also avoid wines with caps dipped in beeswax.

There are a few reasons why vegan wine is flying under the radar, according to Huether. A lack of accreditations to certify vegan wines makes it difficult for consumers and industry members to identify which wines are actually vegan when, in fact, many wineries are

already making vegan wines. "If you're a wine drinker, 20 percent of the wines you happen to consume and love could be vegan," says Huether. She also believes that there could be a stigma attached to labelling a wine as vegan, similar to the stigma around vegan food, for being less flavourful or enjoyable. "But you would never know," Huether attests.

As the popularity of veganism grows, Huether believes that plant-based lifestyles are on the rise and that consumer demand will increase in the future. Similarly to how some restaurants denote vegan food options on their menus, wine lists may soon adopt a similar marking system.

"I think we're going to see more wine lists with a little note to mark what would be considered vegan, or biodynamic, or organic, or sustainable," predicts Huether. "It's because people want to know."

But with the lack certifications and accreditations, Huether says the best approach for restaurant and bar owners looking to highlight or add more vegan options to their wine lists is to simply ask their suppliers which options qualify as vegan. Then select a few vegan options—a sparkling, rosé, a couple styles of white and red—round out to their wine list.

Sommeliers and restaurant staff can also beef up (pun intended) on pairing vegan food with wine. While wines are traditionally matched with the fish or meat served, Huether presses that plant-based dishes still offer a wide range of flavours to play with. "With vegan food, we get a lot of umami flavours from dashi, certain vinegars, Worcester, tamari," Huether explains. "You can play off of those flavours with an older red wine like a Cabernet Sauvignon or Bordeaux which has a lot of umami in it."

While vegan wine list denotations are rare at the moment, Huether encourages restaurant and bar owners to become early adopters. "It's an opportunity to interact, to engage, to show yourself as an industry leader and as somebody who is ahead of the curve," she says. "Because this lifestyle is not going away." M



Robin Moodie, Assistant Manager of Market Wines in Calgary, shares a few of her favourite vegan wineries and wines:

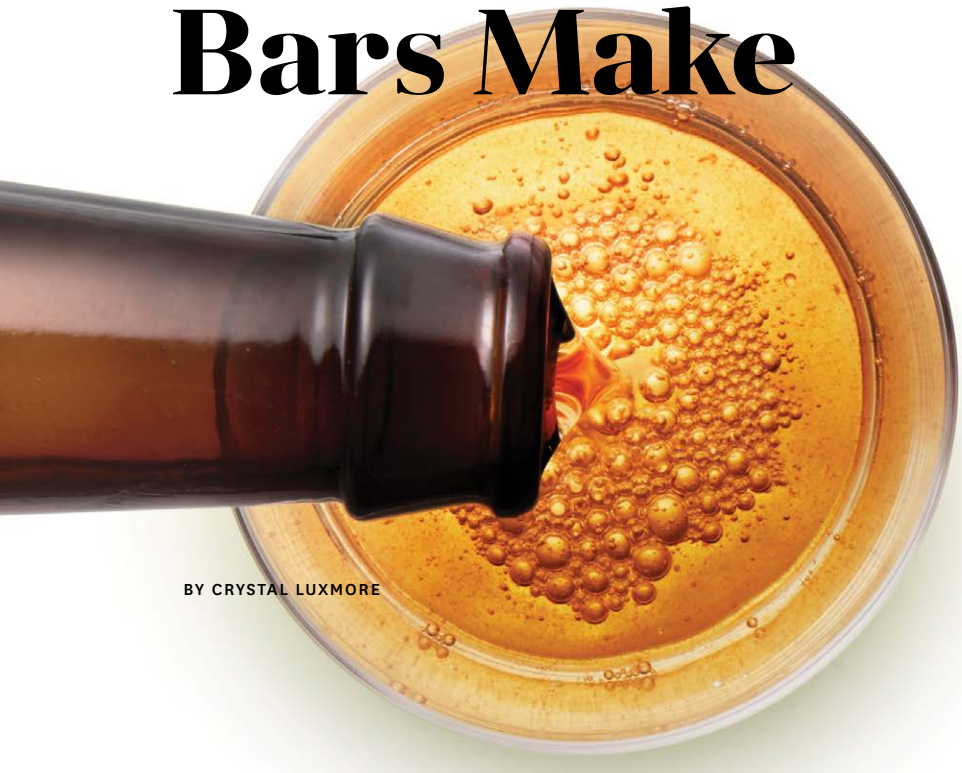
SUMMERHILL ALIVE ORGANIC, OKANAGAN VALLEY, BC, CANADA
Summerhill wines are biodynamic, organic and vegan. The Alive White is predominately Pinot Gris and Viognier and offers refreshing crispness and a subtle hint of sweetness with ripe peach aromas. Pair it with a cashew cream alfredo or a crisp salad. The red is juicy, bold and fruit-forward, making it perfect for super spicy eggplant curry.

MASTROBERARDINO LACRIMAROSA ROSATO, CAMPANIA, ITALY
The name is representative of the way in which the wine is made: Lacrimarosa means "pink tear," indicative of the delicate press of the grapes to achieve this perfect blush colour. Honey, strawberries and currants shine alongside a slightly floral aroma. There's a rosé for any day, so try this one next time you make a fresh sweet pea risotto or are catching up with a friend.

STELLAR ORGANICS CABERNET SAUVIGNON/ PINOTAGE, WESTERN CAPE, SOUTH AFRICA
Organic, fair trade, vegan and it tastes great. What more could you ask for? This bottle offers flavours of wild berries and plum balanced by notes of cocoa and a slightly chewy texture. Try it alongside roasted root vegetables or "beet" bourguignon.

GLENTERRA VINEYARDS PINOT NOIR, COBBLE HILL, BC, CANADA
Wild fermentation brings out the fruity aromatics and flavours of this wine which exhibits cherry, berry, spice and subtle oak elements. A minimalist and natural approach, no enzymes used at crush, Indigenous yeast fermentation, no animal based fining products, vegan friendly and made with minimal use of sulphites.

5 Beer Mistakes Bars Make



BY CRYSTAL LUXMORE

"Do you want the IPA again?" The bartender asked me. I was at an upscale brewpub in Ontario. "Yes please," I said, handing her my empty glass. She took it, expertly inverted it over the glass rinser (a circular device that sits below the tap handles and shoots water into the glass) and squeezed down.

And just like that all of my germs and bacteria from the used glass were transferred to that glass rinser—and to every subsequent pint glass of beer that is filled at that bar until the next time they clean that rinser.

There's a myth that only cheap bars make mistakes with beer—but as an Advanced Cicerone and veteran beer critic, I can tell you that mistakes like this happen in even the most beer-centric joints. Want to check if your restaurant is on point when it comes to great beer service? Read my five mistakes that bars make and then observe your bartenders at work.

DIRTY GLASSWARE

Here's a test to check if your glasses are "beer clean." Pour beer into a couple of your glasses and check if there are any bubbles clinging to the sides of the glass. Bubbles will only stick to oily residue or dirt, so a "beer clean glass" should have carbonation cascading up the centre of the glass, but no bubbles clinging to the edges.

If your glasses aren't beer clean, check the following: make sure you're using restaurant-grade, non-petroleum detergent designed for glassware. Invert your glasses on a perforated rack with good air-flow when drying, and when you use sanitizer, make sure you let the glass fully dry before putting the glasses away—sanitizers need to dry to take effect. Finally, don't stack glasses, and when you're ready to serve give your glass a quick cold water rinse before filling to rid it of any leftover sanitizer or dust.

CLEAN GLASSES & THE PROPER POUR

When a customer comes back and asks for a refill, give them a clean glass. It prevents contamination. Pour slowly down the side of the glass until it is three-quarters full, then straighten the glass and pour down the middle to get a proper head. Just make sure the faucet never touches the glass or the liquid—these are two easy contamination points.

FOAMY PINTS

Beer is foam—when that fluffy white stuff condenses down two-thirds of it turns to liquid beer, so if you're constantly overflowing your glasses or cutting foam off the top of the beer then you're literally pouring money down the drain. To get the perfect pour you want first to check that your tap lines are pouring pure liquid beer (no foam) when they're fully opened. If they're not, you've got an issue with the draft system (likely temperature related), and you need to solve it.

Once you've got liquid coming from the taps, make sure to use the right pouring technique. Bartenders should always pour with two hands: one on the bottom of the tap handle, and one on the glass. They should be holding the glass at an angle while pouring liquid down the side, keeping as little space between the glass and the tap as possible to prevent excess foaming. Once the glass is three-quarters full, they should straighten it up to get a full head without overflowing foam into the drain.



OVER-ORDERING

Think of beer as liquid bread, over time it will develop stale flavours through a set of reactions known as oxidation. Hop-forward beers, like IPA's and Pale Ales, will show degradation first because hop aromas are the first thing to go mute, after that malt flavours will shift, developing sweeter caramel or honey characteristics, then hop bitterness dies off, and finally, papery flavours start to come through.

Warm temperatures speed up these reactions so always keep your beer cold: put kegs and cans right into the beer fridge on delivery. Always check date codes on kegs, bottles and cans when you receive them and send anything back that's passed, or very close to, code. Order only as much beer as you need for a short period (many of the best beer bars order weekly). Keeping stock low, means you're keeping beer fresh.

LIGHT IT UP

Ever opened a green bottle of beer to be greeted with a sulfuric whiff of skunk spray? That's because hops (which are found in every beer) are light-sensitive, and when fluorescent lights or sunlight strike beer, the hops will produce a skunky odour. This reaction happens in less than a minute. Cans and brown glass block all, or almost all, of the harmful rays, but green and clear beer bottles are extremely sensitive. When storing these beers, it's essential to keep them out of the light at all times. Even a minute or two in direct light will produce a sulfuric aroma and ruin the nose of the beer. Pro tip: Miller Genuine Draft and Miller High Life are made with a special type of hop product that will not produce this compound. M

Crystal Luxmore is the Canadian Program Representative for the Cicerone Certification Program. When consumers want great beer, they need help from a server who really knows beer flavours, styles, and service. The Cicerone® Certification Program offers independent assessment and certification so that industry professionals—as well as consumers—can be sure of the knowledge and skills possessed by current and prospective beer servers.

"IF YOU'VE GOT MY FAVE FRIES I,M THERE."

#1

41% of patrons go out of their way to find their favourite fry.*



LambWeston®

SEEING POSSIBILITIES IN POTATOES

Do you have their favourite? Ask our fry experts at **LambWeston.com/FryExperts toll free 888.593.7866**

©2018 Lamb Weston Holdings, Inc. All rights reserved.

*Lamb Weston Proprietary Research, 2017



MADE IN CANADA

Garland Canada, a Welbilt Company, is the leading supplier of foodservice equipment in the Canadian market. Garland Canada is committed to delivering high quality, reliable, innovative solutions that address operator needs. A high focus is placed on delivering operational and energy efficiencies, labour savings, menu execution and service and support solutions. Garland Canada and the portfolio of Welbilt brands deliver unmatched value and peace of mind.

WELBILT PROUDLY MANUFACTURES THE FOLLOWING BRANDS IN CANADA:



GARLAND®

Inspired by Chefs, Engineered by Experts

*Including US Range & Sunfire



CLEVELAND

Timeless Quality, Tested for Life



LINCOLN

Consistency you can Count on.

VISIT US AT WWW.GARLANDCANADA.CA

GARLAND® CANADA
A Welbilt Company

WELBILT®

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

#ImmigrationMatters

BY SOPHIE MENDES, FOUNDER OF THE NEW CANADIAN PROJECT

Jeroen van Helvoirt is originally from the Netherlands, where he trained as a pastry chef. His creativity and curiosity led him to travel the world and work at renowned patisseries, such as Joost Arijs in Belgium and Dobla in Vietnam. But what brought him to Canada was love. He fondly recalls following his fiancée to Toronto on June 27, 2017. "I am not good with dates," he says. "But this one I remember clearly. That same weekend, we celebrated Canada's 150 years and our arrival."

That twist of fate worked out well for La Rocca Creative Cakes, where Jeroen now works as their head pastry chef. Bringing 15 years of international experience to the role, Jeroen supervises purchasing and production for the family-owned business in Richmond Hill and is helping develop new products for their customers across North America.

His eye for design, his knowledge of pastry and chocolate, as well as his strong leadership skills and passion for innovation have quickly made him an invaluable member of the La Rocca Creative Cakes family.

And feeling at home in Canada has come easy for Jeroen. He remembers being quite stunned by the diversity of cultures he found when he first arrived. "I was also surprised and touched that everybody seemed to want to help," he recalls. "Especially during our first month." Looking back he says it makes a lot of sense since so many Canadians are immigrants, they have empathy for newcomers because they remember what it was like.

Adapting to Canadian cuisine has also been a pleasure for Jeroen. When asked to name his favourite thing to eat in Canada, with no hesitation he responds: "The bacon is really amazing here! It is my favourite thing, although I really like poutine too." Then he quickly adds: "And we ate here the best cherry tomatoes of our lives. They were like candy! Canada seems to be a good land for tomatoes."

When he wants a meal that reminds him of home, Jeroen says his go-to is Boerenkool Met Worst, a dish composed of mashed potatoes and kale, topped with sausage. "It's my first memory of home," he says. "I use the recipe from my grandmother's cookbook."

You can learn more about Jeroen (including his Boerenkool Met Worst recipe!), La Rocca Creative Cakes and why #ImmigrationMatters to Canada's foodservice and hospitality industry at MENUmag.ca.



Photo by Murtaza Daud | @MurtazaDaud

His eye for design, his knowledge of pastry and chocolate, as well as his strong leadership skills and passion for innovation have quickly made him an invaluable member of the La Rocca Creative Cakes family.



LES 3 BRASSEURS ON BUILDING UP YOUR KITCHEN CULTURE

BY MARISSA PELLEGRINO

Ask those who have worked a kitchen job, and the majority will tell you the same thing; it's not as glamorous as social media makes it out to be. The hours are long, the schedules are tough and the kitchen is your life. For some people, when food and creativity are your passions, this might be great. For those who simply need to work, it's not ideal or attractive.

Laurens Defour, CEO of Les 3 Brasseurs, is trying to change the image of the kitchen job to make it more appealing to individuals, as well as building on loyalty and passion. According to Defour, "there is no quick fix, each company will choose its strategy according to its own needs. Les 3 Brasseurs have chosen to work around a key theme, passion: the passion of the job, the passion of good eating and the passion of the customer."

There is no restaurant or hotel that is immune to labour shortages in the kitchen. Not everyone is cut out for this hectic and demanding job; the turnover rates are typically high. Hotels and restaurants are regularly faced with the problems of recruitment, retention and loyalty. A lot of times, even the individuals who have received training from specialized schools will tell you that they have chosen a path in foodservice by chance.

The turnaround rate is perhaps highest amongst kitchen staff, Defour explains, because often working conditions for kitchen staff are unattractive, in addition to the long and unusual schedules. "No wonder the industry is struggling to find recruits willing to train or to retain the existing ones," says Defour. He suggests that operators and chefs should start with upfront, clear expectations and explain to potential staff that the job, like any other, will have its set of rules and restrictions and returns, including the promise of an exciting job that can offer a great career path.

Les 3 Brasseurs is working on building loyalty and commitment. Are they doing anything different to set themselves apart from the rest? "Above all else, we put the passion of the profession at the top of fundamental values which are the basis of our profession and that we sometimes tend to forget because of an endless race to reach the performance of our industry," says Defour.

It might also come down to supply and demand; the restaurant which offers the highest salary will often win the labour game. However, this does not always build loyalty, as another restaurant might move around in six months time and offer just a little more.

Les 3 Brasseurs has chosen to take the approach of instilling passion in their employees to foster a culture of commitment, loyalty and pride in the work that they do. They have taken the direction of "recruiting passionate people and inspiring those currently working with them through the love of work that is done well."

While some might think working in the kitchen offers the most creative outlet, restaurants have standard recipes "that don't always give way to the creativity aspect, but we are at the service of the customer experience, and we join together around a very simple concept, to make people happy around a beautiful plate, to put love in our dishes."

To change the game, Les 3 Brasseurs is an industry pioneer working to retain and attract employees; they began looking at and paying attention to certain values that may not always be a top priority. "Cooking is a passion," Defour emphasizes, and, therefore, "we must put the business back in the spotlight as a key element of the company's strategy and success." Yes, maintaining a profitable business is essential, however, if you do not have the employees to help you run this business, you are out of luck. Being able to maintain a roster of talent via motivation is a challenge, however, "in small and medium-sized businesses, a sense of belonging to a business is essential to keeping employees. This pride of belonging is also a way to make people accept more difficult working conditions."

It's important to note that while a commitment to the job is important, it is balance that will lead

to a happier team. You must be able to offer something the competition either cannot or is not willing to offer. Les 3 Brasseurs has come up with a list of things they are trying to implement to build this passion to the job, as well as loyalty. A "balance between personal and professional life, by proposing more flexible schedules," is one key element. They are also looking to offer opportunities for people to improve their skills by offering not only proper training when starting the job, but the chance to earn diploma certificates, as "continuing education secures, values and retains employees." And certainly, having pride in the work you produce, whether you are part of a chain restaurant or a five-star dining experience, is key. Les 3 Brasseurs offers events that promote the fresh produce that they use and the chance to visit the farms and producers that supply them, as well as take part in the harvest, allowing staff to work hands-on and understand all that goes into the making of the food they work with. Dedicated staff do not want to "simply open a bag of frozen product," but rather cook from scratch and put their skills to work.

When asked why someone would choose his restaurant over another, Defour says, "the economic profitability of a company does not always make it possible to be able to pay certain levels of wages and to offer a plethora of advantages. One must thus reconcile the financial aspect with the human aspect, to find the right balance especially for a network like ours, which currently has 19 restaurants." He also points out that each business offers it's own variation of benefits so while it is hard to stand out from the competition, "it is the sense of belonging that we can create vis-à-vis our brand, taking precedence even over the financial benefits."

It takes time to change an industry that is very much set in its ways. However, "results in terms of reduction of turnover are already perceptible, cooks are more committed, more proud of what they cook and serve our customers, a feeling of practicing their profession, a sense of work" can be found in their employees. Defour says it best, that "the employee is at the heart of the company on a human scale." And your employee is your greatest ambassador. "For this, we know that we can also count on our current cooks, and for some that have been in our company for ten years and who are our best ambassadors. They will allow us to accompany this transformation and new vision of the job at home."

It is an ongoing task that has proven to yield positive results thus far, though Defour points out that "the road is still long, but we are convinced that putting the job forward through the pride of a job done well and around good taste will help to retain our employees and attract new ones, it is for us a step in the right way."



new

bubly™

sparkling water

beverage



no calories • no sweeteners • all smiles™

Trademarks owned by The Concentrate Manufacturing Company of Ireland. Used under licence. © PepsiCo Canada ULC, 2019.

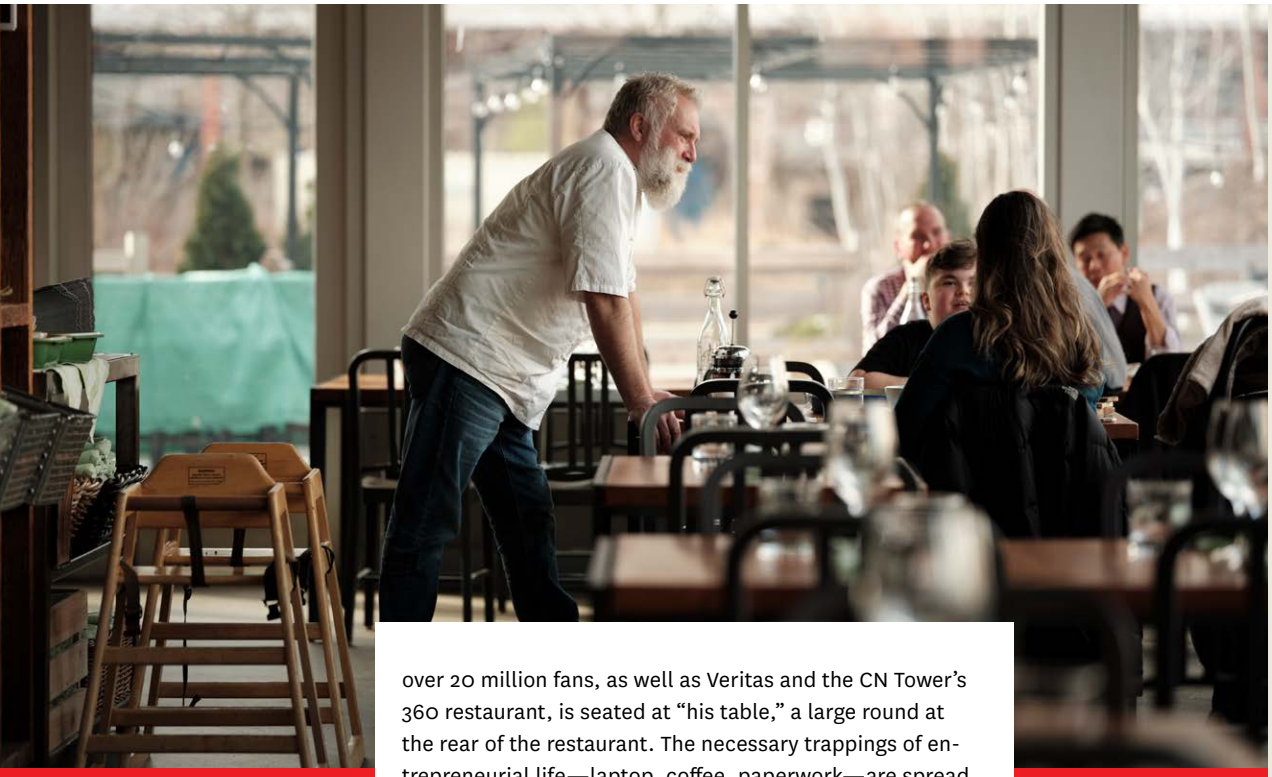
BRAD LONG ON SUSTAINABILITY, BUTTER, FOOD & LOVE

By Ciabh McEvenue in conversation with Brad Long



Chef Brad Long's restaurant, Cafe Belong, is deliberately curated, yet utterly unpretentious; much like its owner. The Cafe lies at the heart of the Evergreen Brick Works in Toronto, a heritage industrial site in the Don Valley credited with once producing the brick used to build the Ontario Legislature and now a city park and community environmental centre. Cafe Belong offers a true local and sustainable food experience along with a meaningful approach to restaurant and menu design, and the way we think about what we eat.

It's winter, and the floor to ceiling glass walls in the dining room have the effect of bringing in the dormant gardenscape and empty boardwalk. The austere, yet honest decor is a reminder of the seasonality that governs the menu based on locally sourced food. The celebrity chef who once presided over the MLSE kitchens feeding NBA and NHL players and



"It has to be about the food, and where it came from and who grew it or who raised it. Now, I want to know who you are, why you're a farmer, why do you grow that or raise that animal—how do you do it? That's the fascination part for me."

SUSTAINABILITY, BUTTER, FOOD & LOVE

over 20 million fans, as well as Veritas and the CN Tower's 360 restaurant, is seated at "his table," a large round at the rear of the restaurant. The necessary trappings of entrepreneurial life—laptop, coffee, paperwork—are spread out across the table. Entirely absent is the cult of personality one might expect to find around one of Canada's most noteworthy chefs.

Brad Long is ready to talk and share his advice on what it takes to conceive and successfully operate a sustainable, artistically credible and honest venue founded on principles earned through his trade as a cook. We thought it best to share his unscripted thoughts in his own inimitable words.

ON Cafe Belong

"The short version of that is I worked pretty much every aspect from my perception of this industry ... through all the ranks, all the different styles of service from hot dogs and beer to fine dining feeding billionaires and millionaires to the average person...and somewhere in that process, you find yourself. You find what matters to you. At first, as a chef, you're like, 'This is my food and you can't change it.' And then, for me, anyway, I slowly morphed from that to, 'What do you want? And I'm going to try and cook that.' And that's what this place is.

"I had run a lot of big operations, I had big teams, made a lot of money for other people...put my politics and my opinions aside about where things come from and what they're supposed to be, and then I realized there's something ever so slightly easier, I suppose, about doing it with someone else's money...I felt that the honourable thing to do in the cycle would be to do it as an entrepreneur in a place that was supposed to matter, so I'm at Evergreen Brick Works, doing local, organic, sustainably harvested food, where my landlord is a national environmental charity, in a place that is essentially an environmental community centre. I felt that the path kind of brought me to here.

"I have really good staff retention and, for the most part, morale too, because there's a palpable thread to how and what you buy and why you buy it that when a cook—even a cook who just walks in here—looks in the fridge or at what's in mise en place—there's a sudden realization, 'Oh, you have all the actual, fresh good food. You must be cooking here.'"

ON sustainable, local procurement

"Sourcing and procurement...part of that epiphany moment where I realized what the most important thing is. That came at a moment where I was tooling up to do a lot of molecular gastronomy...and I was looking at how dangerous it was. I started to listen to the voice at the back of my head saying, 'This is a lot of the things that we're doing to foods that are changing them from what they're supposed to be.' And, I think at that moment one of my farmers walked into my kitchen talking about what he was harvesting this week that was amazing, and said, 'Here, try this carrot.'

"It has to be about the food, and where it came from and who grew it or who raised it. Now, I want to know who you are, why you're a farmer, why do you grow that or raise that



animal—how do you do it? That's the fascination part for me…The food comes out of the people and the processes and the soil and the animals and the complexity of it all. I know that that's the most vital portion of what I do.

"Knowledge is power. Food knowledge is power and life. I know I'm focused on one part of this, but it's important because we all need to eat. The people I buy from, I'm paying them so that they'll be there next year. I want their carrots and their chicken. I want to support them, not make them give it to me for less money…I think the idea of cheap food has its place, but it should not be the criteria from end to end in an industry. Cheap dictates just that: cheap.

"Paying for something not only means you're going to get something better, but you're securing the idea that it will be there next time you come back. I don't want to kill the farm. I want the farm to thrive. I want the farmer to be the celebrity. The chef is just the guy who's really taking the credit for what the farmer does, in a lot of ways.

It makes sense to have the source of the ingredients of what I sell invested in me and me in them so that the quality and flow of it never abates. I want to know I'm getting really good stuff, and I want to know I'm getting it from really good people who are doing the right thing, and then I want to just celebrate that—Yay! We're all in this together. If that sounds flakey, maybe it is. But you can definitely do this—at this level—sustainably. It perpetuates doing it again. Everyone wants to do it again and the resources to do it again are there."

ON cheap food

"Keeping food cheap is the worst thing you can do, because we can't have cheap food for socially marginalized people who need it if there isn't a range of pricing for food. All food being cheap negates good food for all. A range of food builds stability and sustainability. We need fine dining in the cycle, because we need the ability to pay for the great stuff, because the great stuff creates the mid-range stuff, and the cheap stuff, and the free stuff.

"We're definitely at a point where waste—what was seen as garbage—is now thankfully being seen as usable. Do you want to know what a key to that is? We became very wasteful when we stopped hiring tradespeople; trained cooks. As a cook, I was trained never to waste anything.

"Everybody wants a set of compostable takeaway dishes, but whenever something says 'compostable,' it also says in really small print, 'Where facilities exist.' If there's any task I have for the future, it's trying to figure out a way to have a plate, cutlery and a glass of some kind you can take with you. We need a better way, but I don't know what that is yet."



ON Butter

Unlike many chefs, Brad Long never really felt he needed to produce a book. When approached by Tracy Bourdain, Toronto book producer and editor, to work on a chef-to-reader series based on ingredients, Long acquiesced. "I said, 'Read me the list.' And she opens her computer, pulls up the list and goes, 'Butter,' and I went, 'Stop. I'll write a book on butter right there.' And then, if you read the book, you realize why. It connects me to my family—my mom and my grandmother, and…I love it…and it's one of those old chef's cheats, but it's not really a cheat…it's supposed to be bad for you but it's not bad for you. She just said it, and it rang a bell.

"I don't feel that anyone needs a book from me, but if you're going to have one, you're going to have to endure me. That's what *Brad Long On Butter* is. What I want people to take away from it is that joy of the food; that you can make delicious things from things that are around you, things that you have around you every day, all of the time.



"What I want people to take away from it is that joy of the food; that you can make delicious things from things that are around you, things that you have around you every day, all of the time. I'm just trying to pull the curtain back a little bit."

BRAD LONG'S RULES FOR SUSTAINABLE RESTAURATEURSHIP

1. *Learn how to cook.*

"There's a misdirection in this industry where food became less important than any other aspect. To understand this business, you actually have to learn how to cook. You have to understand where food comes from. It wouldn't hurt to actually spend some time on a farm before you open a restaurant."

2. *Do what you believe is the right thing to do.*

"Don't copy someone else, don't open a restaurant based on your grandmother's amazing lasagna recipe. Open a restaurant that serves and does something you not only understand, but give a shit about. The best restaurants we've ever all been in is some little place where someone was doing most of it directly or with a team that all actually care about what it is."

3. *Cultivate creativity.*

A good chef will leave you room to be creative. In this business, you'll see a lot of these guys saying, "This is my recipe, this is how we make this, this is the menu, there will be no variation." My response to that is, "Do you choke everything out like that? Do you just kill everything you come across? Do you just make everything a dead, lifeless thing? Because if you don't let everybody in their role contribute creatively, it just lays there on the plate."

4. *Learn about systems.*

"You're never going to do all the fluffy stuff chefs want to talk about—or at least I do—if you don't have systems. This is something you'll never hear a chef say, but you need a really good accounting package, general ledger, a really good point-of-sale system and a really good inventory system. You can't blather on for hours about all the weird, esoteric things you believe in if you don't have any money in the bank and some way to pay your staff, your suppliers and your rent."

5. *Build a community.*

"I perceive my suppliers as my partners, not my enemies. To survive in this industry, it is all about how we're going to endure the worst days. And, you're going to endure the worst days on the boring principles of math and the beautiful principles of trust and faith that food matters. And, that the people you partner with are going to save your ass. I totally believe that; I really do. The farmers I buy from are people who have probably helped me survive. Most restaurants don't make it to their eighth year. Where farmers save my butt, I will save theirs. If you were a Bay Street broker, that would sound like an unstable industry. What stabilizes an industry is community."

6. *Own the land you cook on.*

"One last piece of advice? Don't open a restaurant unless you own the land it's on. But I've never taken that advice...I think it's valid to say it, because I'm really sure."



I'm just trying to pull the curtain back a little bit.

"One of the most important recipes in that book, and the one that I got a lot of feedback on, was just how to boil greens. People were like, 'I tried that recipe and it was amazing!' and I said, 'You mean the one where you boil greens and put butter on them...?' I realized that people didn't know how to cook greens. I'm at that point where I don't know what anyone knows about food anymore."

ON good fat

I talk to dairy farmers, and I want to get more cream ... butter ... high-fat butter... These are things are tools, in my mind, that build flavour and convey nutrients. Fat's a great delivery system for nutrients. You want the presence of fat, because if you get rid of the fat, it doesn't deliver the nutrients. I have a coffee shop, and people are constantly asking, 'Why don't you have 2% milk?' and I say, 'because I have 3 3/8%. It's called whole milk, and you'll be okay."

ON food

"I basically curate now. I built this place, I designed this place. I wrote every letter on the first menus. I made the menu weird. There's no apps and mains. There's cold and hot with bigs and smalls, and you can have them any way you want. I broke all the rules. I did it in a different way, and then I handed it to the team ... I don't call myself a chef, I say I'm a cook. I'm a cook and a restauranteur, but my trade is 'cook.' That's a really honourable trade.

"As someone who knows food, I want to convey the ability to get nutrients. I want people to have fun. I don't mind eating by myself, but I'd way rather sit around a table with a bunch of people and we're all talking and passing stuff—I like that interaction. I came from a big family, and I think that's something that makes us healthy too. Eating with someone else and feeling good is another important aspect of eating.

FOOD IS LOVE

"The sharing and enjoyment of food is something that is for your soul. You don't have to do that. You really don't. It just sort of pulls it all together for me. That's why restaurants exist."

CANADIAN DAIRY: INNOVATION WITHOUT COMPROMISE



THE CANADIAN DAIRY sector is guided by an enduring commitment to producing milk and dairy products that exceed expectations for fresh, high-quality and sustainably-produced local food. In recent years, escalating demands from restaurants, foodservice and consumers for innovation have presented the industry with a complex challenge: people want more variety and specialized options, but not at the expense of the foods' essential nutritional and ethical production qualities.

2019 is looking like a breakthrough year for sustainable innovation within the Canadian dairy sector.

INNOVATIVE RECYCLABLE PACKAGING FOR CANADIAN MILK

Two of Canada's largest dairy processors have invested in new packaging technology to protect the quality of the 100 per cent Canadian milk they contain. Both Parmalat Canada's Lactantia premium milk and Saputo's Joyya ultrafiltered milk are packaged in recyclable and BPA-free



PET plastic bottles, which significantly extends the shelf life of the milk when refrigerated and unopened—without the use of additives or preservatives.

PET 100 per cent recyclable plastic containers are ideally suited to the dairy industry for their unique barrier features that protect the quality of the products they contain. PET mitigates the negative effects of oxygen, light and microorganisms that can affect the taste and quality of milk and dairy products, and offer superior cap sealing features that lock in freshness and taste. The flexibility of PET as a packaging material also broadens the potential of the container design, resulting in unique sizing and specialized ergonomic features.

Graham Lloyd, general manager and CEO of Dairy Farmers of Ontario, commends the sector innovation, saying, "The nutritional benefits of milk for consumers are clear, but the unique and innovative, fully recyclable PET packaging is an important upgrade for restaurants and foodservice in particular, as the extension of the 'best enjoyed by' date, prior to opening, helps manage inventory and lower costs resulting from food waste. The ergonomic design and different volume options offered by the new containers are ideally suited to consumers of all ages and applications."

INNOVATION WITHOUT COMPROMISE

SUSTAINABLE, NO-WASTE DISTILLING

In Almonte, Ontario, a small town near Ottawa, the food scene is growing, finding a ready home in the original limestone heritage buildings that give the town its distinct charm. It is here in 2018 that entrepreneur partners, Omid McDonald and Neal McCarten, decided to open their new, state-of-the-art micro distillery: Dairy Distillery. Their flagship product, Vodkow, is a spirit with a clean, creamy smoothness quite unlike any vodka you've ever tasted.

Like all spirits, Vodkow is made from sugar, but this is where the artisanal story takes a turn to science and innovation. Vodkow's secret ingredient is milk permeate, a sugar (lactose) rich liquid that is an unexploited by-product of dairy processing.

While the enterprise is new to both partners, Founder and CEO Omid McDonald got his start with a home still, making moonshine in his basement. Neal McCarten, director of operations was inspired by childhood summers spent on his uncle's dairy farm. When they first explored the idea of opening a craft distillery, sustainability, community and environmental best practices were important to both partners.

"We started with science and an idea, not knowing precisely how our product would turn out. We were just blown away by the result. Vodkow is so smooth it's sippable on its own. In blind taste tests, Vodkow is the clear favourite when compared to other premium vodkas," says McDonald.

After many calls to different dairy processors in hopes of finding a stable ingredient source, they connected with Parmalat Canada. The company agreed to support Dairy Distillery, supplying the permeate from an Ontario plant.

It takes about 20 litres of permeate to create a single bottle of Vodkow. Dairy Distillery started fermenting 6,000 litres of permeate a week, but enthusiastic reception to the new spirit exceeded supply almost immediately. In June, Dairy Distillery will increase capacity to 30,000 litres of permeate per week to produce 200,000 bottles per year for the Ontario market.

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



Congratulations to our Foodservice Energy Challenge Participants

Restaurants are among the most energy-intensive commercial spaces, this makes utilities one of the highest costs facing restaurateurs. With low-profit margins, any monetary savings from increased energy efficiency significantly benefit their bottom line. Restaurants Canada, along with ENERGY STAR and Save On Energy, have selected four foodservice operators to participate in the Foodservice Energy Challenge:

- LeChaim Catering
- York University
- SIR Corp Jack Astor's
- Manitoulin Hotel & Conference Centre

The goals of the Foodservice Energy Challenge are to demonstrate the savings and associated benefits that energy conservation can make in the foodservice industry.

"I am not always informed of what options are available to save money on my energy consumption," says Jack Ponte of LeChaim Catering, "this would be a great way to receive and implement any energy saving options."

Each participating operator will have their baseline energy consumption established through an on-site energy audit. Then will be provided recommendations on measures they can take. Over the next several months, participants will implement various electricity, gas and water efficiency measures.

Serving more than 135,000 customers annually, the Stong College Cafeteria at York University "represents a major opportunity to achieve energy savings, improve the work environment for our kitchen staff and better serve our students, while reducing our impact on the environment," says Janet Walls of York University.

Their year-long energy saving journey will be documented and written case studies will be created, along with a full report of the findings. Their journey will be highlighted at RC Show 2020 with the case studies published shortly after the show.

"We plan to implement these changes in all future renovations. Our goal going forward is to become more energy efficient across all our restaurant brands," says Sartaj Bajwa, facilities manager, at Service Inspired Restaurants (Jack Astor's). Over at the Manitoulin Hotel & Conference Centre, Corey Stacinski says, "the winter months are slow and challenging, we would like to know where to invest and become more efficient to become profitable."

Those who were not selected for the case study will have the opportunity to take advantage of partner incentives so they too can learn how to make their foodservice business more energy efficient. You can also follow along as we document the experiences of each participant in upcoming issues of MENU and on our website, menumag.ca.

Presented by:

ENERGY STAR HIGH EFFICIENCY HAUTE EFFICACITÉ
SAVE ON ENERGY POWER WHAT'S NEXT
Restaurants Canada
ENBRIDGE
silverchef
Russell Hendrix
LEAF
newspring

PEOPLE, PLANET & PROFIT

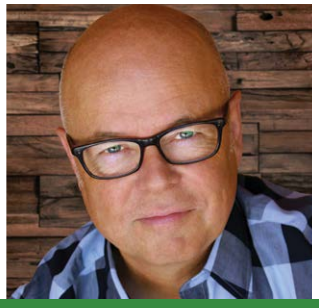


Sustainability

Sustainability considers how natural systems function, remain diverse and produce what's needed for the ecology to remain stable. Today, an overwhelming majority of CEOs claim it is fundamental for achieving success and consumers are partial to sustainable brands that they trust are acting responsibly. The definition of 'sustainable' reflects much more than just going green.

Sustainability relates to and affects ***people, planet and profit***–the triple bottom line–a process by which your business can manage its social, environmental and financial impacts, obligations and opportunities. This is a concept that challenges us to balance the way we operate, leaving the world a better place for future generations to inherit. Canada's largest foodservice and hospitality trade event, RC Show 2019, is leading the conversation around the true meaning of sustainability:

» **PEOPLE**
Sustaining your people by supporting and empowering your employees. Staff want to work for and support businesses engaging in sustainable practices.



RC LEADERSHIP CONFERENCE TAKES ON THE TRIPLE BOTTOM LINE

Hosted by marketing consultant **Tony Chapman**, our annual RC Leadership Conference is headlined by keynote speaker **Terry O'Reilly** (brand and marketing expert of CBC's *Under the Influence*), **Angela Donnelly** (the founder of leadership program Corethentic), **Natalie Green** (the Head of Industry: Food & Beverages at Google) and **Donald Burns** (The Restaurant Coach™ and author of *Your Restaurant Sucks!*).

This influential group will address how to cultivate sustainability by shifting intent, using unconventional wisdom to solve your business' problems and expose the number one operational mistake restaurants make.

The conference will also host Canada's top data research companies–**Ipsos**, **NPD Group** and **Technomic**–who will be under the same roof for the first time ever. Led by Restaurants Canada's Senior Economist, Chris Elliott, they'll share how foodservice industry growth is impacted by using consumer-grounded data and forward-looking strategic insights. **Read more about data-driven marketing on page 41.**

WHERE: Toronto Theatre, Hotel X Toronto

WHEN: Monday, February 25 [8:30 a.m. - 12:30 p.m.]

PRESENTED BY: PepsiCo Canada, Diversey, Gordon Food Service & KPMG



Sustaining your customer base is of equal importance. Customers reward sustainable organizations with their loyalty and hard-earned dollars.

» **PLANET**
Sustaining the planet by making choices that reduce your ecological footprint. Minimizing waste, energy and water consumption is only the beginning.

» **PROFIT**
Sustaining your profits through successful business operations that take your own organization's impact on people and the planet into consideration. This is how you will prosper while still respecting the environment we depend on to survive.

You cannot ignore the escalating public advocacy for restaurants and foodservice operations to put people and the planet on par with profits. The 74th edition of RC Show delivers everything you need to achieve triple bottom line success, while providing you with solutions to reduce, reuse and save.





Tackling Business Sustainability From All Angles

Across a floor covering over 250,000 square feet, RC Show 2019 can help you build brand equity and customer loyalty, maintain and grow your workforce, reduce costs, as well as contribute to a positive future for the planet. Meet the thought leaders. Explore the programming that brings you sustainable practices, which contribute to foodservice success and the improved quality of our environment. Discover real examples of where financial gains have been made through these sustainable practices.

Join us as we continue counting down to our industry's must-attend event of the year!

THE INDUSTRY'S ELITE ASSEMBLE AT RC SHOW 2019

Learn how to build an environmentally and economically sustainable brand, as well as what it takes to thrive in today's shifting and uber-competitive market. Join **Gordon Food Service**, **Russell Hendrix Foodservice Equipment**, **Flanagan Foodservice Inc.** and **Sysco Canada** at **Distribution Leaders Discuss the Evolution of Foodservice Delivery**, our discussion on navigating the supply chain system and the future direction of distribution. Presented by the National Foodservice Distributors Association.

The next afternoon, **Interac** and **Restaurants Canada** present the **CEO Panel**. Hear from the brass at some of the largest restaurant chains in the world. **Frank Hennessey** (Recipe Unlimited), **John Betts** (McDonald's Canada), **Mike Conway** (Starbucks Canada), **Nivera Wallani** (KFC Canada) and **Susan Senecal** (A&W Canada) will open up about why their companies have staying power. They'll provide insight into how the latest in sustainable food technologies and innovations can attribute to success.

WHERE: Speaker Stage, Enercare Centre

WHEN: Sunday, February 24; Monday, February 25 [both run from 2 p.m. - 2:45 p.m.]

PIONEERING PEOPLE



The "Gamechangers" at Breakfast With Champions

Breakfast With Champions brings together the entrepreneurs and business-savvy creatives who continue to lead our industry in new and exciting directions. This year's breakfast will showcase the "gamechangers" who have transformed their trade by being the first to make a move.

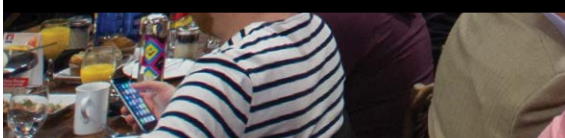
Adam Corrin ranks as one of these "gamechangers." Corrin is the COO of Freshii, the Canadian franchise founded in 2005. Freshii has expanded globally. By the end of 2019, Freshii is expected to have 760 locations worldwide. Inspired by small, independent corner delis that offered fresh food and great service, but lacked recognizable branding, Corrin and his brother Matthew sought to stimulate the fresh food market by creating a chain that had it all. Their healthy, fast-casual eateries capitalized on the health movement as it was becoming a trend, providing an on-the-go concept to meet the needs of health-conscious consumers. From a franchisee-first philosophy to the importance of focusing on the millennial customer, Corrin's secrets for success will provide further inspiration for your own business.

The same can be said for the marketing, branding and sales strategies shared by beer baroness **Manjit Minhas**. The Alberta-born entrepreneur used her engineering background to manufacture ales that minimized the amount of gas, electricity, water and water treatment chemicals used in the brewing and distilling process. The first profitable brewery and distillery to enter the Canadian beer industry in many decades—now the ninth-largest group of breweries in the world, with over 6 billion pints sold and more than USD $187 million in revenue—Minhas' products aren't only carried across Canada, but in almost every U.S. state and at least a dozen other countries in Europe, Asia and South America.

If you're looking to shake up the hospitality landscape, all roads lead to ***Breakfast With Champions.***

A CHEF-DRIVEN AFFAIR

Designed to bring business leaders together to learn about what's trending and on the horizon for foodservice, it wouldn't be ***Breakfast With Champions*** without also serving the breakfast of champions! Sponsored by **PepsiCo Canada** and **Dairy Farmers of Ontario**, in partnership with **Diversey** and **Egg Farmers of Ontario**, our innovative morning menu will be developed by **Chef Charlotte Langley**, RC Show's culinary curator. Langley has established a reputation as a creative multitasker utterly dedicated to the art and craft of cooking. Taking her cues from fresh, local and seasonal ingredients—what she calls "urban-dweller foraging"—you can count on the Prince Edward Islander's bright and imaginative offerings for inspiration. As a delicious reminder that it's the independent chefs who are influencing the market, the meal alone is worth the price of admission.





The Consumer Behaviour Expert

Millennials are a powerful and influential force in foodservice. They're already outspending their baby boomer counterparts and, as both groups inevitably age, they're poised to become an even more important segment. Competing for this younger generation's attention is vital for restaurants today. However, their tastes and demands are changing, and it will require you to offer foods that align with their values and their preferences…but how?

Marketing advisor **David Allison** has written three books on various market-motivation techniques. Our keynote speaker at ***Breakfast With Champions***, Allison is part of a growing collective who view big data as your competitive advantage.

Millennials make a habit of shopping, socializing and banking online. They don't mind sharing information. In fact, the idea of data being collected from their social media accounts, browsing histories or purchases doesn't tend to concern them. Millennials don't want to merely be 'sold to,' either. They expect your business to engage them; to entertain or inform them. They expect customized service, as well as personalized and highly-targeted offers.

Businesses employing big data to deliver this kind of value and stay relevant are finding success. Allison cautions against blurring the lines between big data's potential and solely categorizing consumers by age-based demographic groups, though. He believes the latter is a narrow way to profile the wants, needs or expectations of any age bracket, including the so-called millennials. Instead, Allison promotes the use of shared values as a remarkably effective method to cluster people for the sake of creating market segments or audience profiles. It's why he spent two years building a database guided by the basic principles of sociology, psychology and consumer behaviour. The underlying theory is that people's values determine their behaviours.

The result? Valuegraphics, the first big data tool that can detect what a target audience really wants, and what messages will motivate them the most. Statistics have already shown Valuegraphics are as much as eight times more effective than using traditional demographic segmentation alone.

Big data turns numbers into a commodity and a lot of these numbers point to millennials, since they are the source of most of it. With Allison's help, you'll become versed in everything relevant about these findings, how to take advantage of them and how to start cashing in.

Catch our featured speakers at Breakfast With Champions on Tuesday, February 26. The event runs from 7:00 a.m. to 10:00 a.m. at Hotel X Toronto in the Victory Ballroom. Space is limited. View the full agenda online at RCSHOW.COM and book your ticket today – individual seats and tables of eight available.



GET AHEAD OF YOUR COMPETITION

For 50 years, **Technomic** has provided foodservice clients around the globe with the research, insights and strategic consulting support they need to enhance their business strategies, decisions and results. Its services include category and channel analyses, customer satisfaction studies, market opportunity assessments and strategic entry planning, benchmarking programs and brand equity enhancement.

Before David Allison and the "gamechangers" take their respective turns at the ***Breakfast With Champions*** table, you'll hear from Technomic's Regional Vice President of Business Development, **Jessica Cravero**, about what's driving top restaurant concepts, menus and flavours, as well as the shift toward more sustainable foodservice operations.



PIONEERING PEOPLE

The Customer Service Specialists

You can have a state-of-the-art facility and top-rated talent on the payroll, but your establishment will fall flat if you don't offer the right experience at the front of house. We often lose sight of how important face-to-face interactions are and the little things you can do to make a difference. For **Patrick Kriss**, the chef and co-owner at Toronto's Alo (deemed our country's finest restaurant by *Canada's 100 Best*), growing his operation meant realizing he couldn't devote 100 per cent of his time behind the line. Kriss decided to promote his executive chef to mind the kitchen, then migrated to an alcove near the dining room's entrance. Night after night, it puts him where it counts: right in front of his patrons.

Kriss joins a conversation led by **Carolina Avaria**. Carolina Avaria is the president of Les Clefs d'Or Canada and was recently welcomed by Four Seasons Toronto as its new Chef Concierge. A leader with Les Clefs d'Or, the professional organization for the world's best hotel concierges, her reach is global. Kriss, Avaria and **Stephen Wancha**, hotel manager at Four Seasons Toronto, will explore how you can personalize and stand out from the crowd to keep your customers coming back. It's a can't-miss dialogue.

DRIVING YOUR BUSINESS THROUGH CUSTOMER EXPERIENCE

WHERE: Speaker Stage, Enercare Centre

WHEN: Sunday, February 24 [1 p.m. - 1:45 p.m.]

PRESENTED BY: Four Seasons Toronto



BRUCE MCADAMS: THE ADVOCATE FOR A MORE SUSTAINABLE RESTAURANT INDUSTRY

The very first job Bruce McAdams had was as a dishwasher. A transient gig for some, but McAdams felt so drawn to the restaurant business, he proceeded to build a two-decade career in operations. His résumé is highlighted by a 13-year tenure at Oliver & Bonacini Hospitality, where he was involved in the expansion of the acclaimed group and named its vice president of operations. McAdams eventually left O&B to continue his education, earning an academic rank and starting the University of Guelph Sustainable Restaurant Project (UGSRP). He has co-authored numerous peer-reviewed journal articles on restaurant food waste, as well as how to embed triple bottom line approaches at hospitality colleges. As far as the industry veteran is concerned, it's all about moving toward a sustainable foodservice sector. How can you do it yourself? Where should you start? Moderating a panel of experts, featuring **Lucy Cullen** from Terus, **Rebecca Mackenzie** from the Ontario Culinary Tourism Alliance, **Stephen Dixon** from Knowenergy and **Zak Weston** from The Good Food Institute, McAdams will steer the conversation through helping you minimize waste and conserving energy, all the way to understanding how to integrate both local and plant-based foods into your menu. **Read more about our panel on page 44.**

SUSTAINABILITY IN YOUR OPERATIONS: HOW LESS CAN BE MORE

WHERE: Speaker Stage, Enercare Centre
WHEN: Monday, February 25 [12 p.m. - 12:45 p.m.]
PRESENTED BY: ENERGY STAR, Save on Energy, LEAF & Waste Management





THE DUO TURNING WASTE INTO COCKTAILS

A cocktail exists for every mood or occasion, but mixologists and bartenders produce more waste than they may realize. Fresh fruit and herb garnishes, water to make ice from energy-consuming machines and empty bottles contribute to global waste. Successful operators need to be aware of the impact drinks are having on the environment. Enter Trash Tiki, a pop-up and online platform founded by Canadian-born **Kelsey Ramage** and Australia's **Iain Griffiths**. Ramage and Griffiths seek to fashion every single ingredient for a tiki bar from items otherwise destined for the garbage bin, such as offcuts, unsold products or other raw materials. The pair will demonstrate why contemporary cocktails don't have to be wasteful; how simple techniques and equipment can be used to create delicious libations.

HOW SUSTAINABLE DRINKS CAN HELP SAVE ON COSTS AND LOWER WASTE

WHERE: Bar & Beverage Stage, Enercare Centre
WHEN: Tuesday, February 26 [12 p.m. - 1 p.m.]

The Cannabis Counsellor

Cannabis is legal, so what's next and what does it mean for the foodservice industry? **Lisa Campbell** has a few ideas. As the CEO of Lifford Cannabis Solutions, which works with top-shelf brands to help navigate the emerging domestic cannabis industry, Campbell has made a habit of being ahead of the curve. You can credit some of her success to her considerable experience in international drug policy. For over 15 years, she worked in harm reduction at Toronto's Queen West Community Health Centre. From 2013 to 2015, she was Outreach Director for the Canadian Students for Sensible Drug Policy. The *badass lady in the cannabiz*, as Campbell was once nicknamed, also founded the Toronto Chapter of Women Grow Toronto, which connects, educates and empowers the next generation of female cannabis industry leaders. Joined by Canadian Hemp Farmers Alliance's **Dan Carter** and The Nomad Cook, **Travis Petersen**, Campbell will help you understand what you need to know about the regulations, as well as how to enter into the exciting market of edibles and drinkables.

FUTURE OF CANNABIS IN CANADA: WHEN WILL POT BE IN OUR POTS?

WHERE: Speaker Stage, Enercare Centre
WHEN: Tuesday, February 26
[12 p.m. - 12:45 p.m.]

The Hospitality Juggernaut

You know those ambitious, enterprising types who wield the Midas touch? Then surely you're familiar with **Charles Khabouth**. Since the 1980s, Khabouth has forged an entrepreneurial path across Toronto's hospitality and entertainment scene. His achievements are embedded in the ethos of his INK Entertainment empire, as well as his forays into the club scene, urban eateries and boutique hotels. According to Khabouth, the ability to completely turn expectations on their head should be rooted in the DNA of any successful entrepreneur or organization. It's about more than merely setting the bar high. It should be about authenticity, while reshaping a consumer's ideas. This isn't something that always comes easy. That's why Khabouth joins an impressive lineup of revolutionary players to head up our discussion about rising to the top. Let them motivate you with their collective acumen.

ONES TO WATCH

WHERE: Speaker Stage, Enercare Centre

WHEN: Monday, February 25
[3 p.m. - 3:45 p.m.]



PUTTING THE PLANET FIRST

INTEGRATING SUSTAINABLE PRACTICES INTO YOUR STRATEGY & OPERATIONS

Sustainability has emerged at the forefront of issues facing our world today. Foodservice is both part of the problem and emerging as part of the solution. There is $31 billion worth of food wasted in Canada annually, creating 21 million tons of greenhouse gas emissions. With restaurant food waste contributing 15 per cent to these statistics, there are still opportunities for improvement. Likewise, restaurants are amongst the most energy-intensive commercial spaces, making utilities one of the highest costs facing restaurateurs. Significant positive improvements to the bottom line can be achieved by those who implement energy efficient appliances and fixtures, which would also have a significant positive impact on the planet.

This is why RC Show 2019 has planned three days of dedicated programming around sustainability, anchored by our back-to-back **Sustainability in Your Operations: How Less Can Be More** panel and **Sustainability Restaurant Discussion**.



Joining the former are a diverse group of industry experts, including **Lucy Cullen** (Terus) and **Stephen Dixon** (Knowenergy). Terus has so far diverted 69,541 pounds of waste and 6,600 plastic straws from landfill, while Dixon offers four decades of energy management experience, encompassing more than 800 energy assessments and 1,700 energy management workshops. **Tyler Pronyk** from A&W Food Services of Canada Inc. participates in the latter. Demonstrating its commitment to becoming a more sustainable operation, A&W Canada is the first North American fast-food chain to phase out plastic straws and became Canada's first national burger chain to strike a partnership with Beyond Meat. **Read more about Beyond Meat on page 46.**

WHERE: Speaker Stage, Enercare Centre
WHEN: Monday, February 25
[12 p.m. - 12:45 p.m.; 1 p.m. - 1:30 p.m.]

Steps Towards Sustainability

REDUCING WASTE IN FOODSERVICE

If you were inspired by Lucy Cullen's panel contribution, this is your chance to delve deeper into her strategies on how to diminish food waste. Hosted by **Terus**, the intent is to turn the misconception that waste reduction is costly and impractical on its head. Cullen will emphasize how a strong business case can be made for restaurants to be more sustainable.

WHERE: Eco Stage, Enercare Centre
WHEN: Sunday, February 24 & Tuesday, February 26 [12 p.m. - 12:30 p.m.]

SAVE ON ENERGY FOODSERVICE FORUM

Restaurants Canada, the **Ontario Restaurant Hotel & Motel Association** (ORHMA) and the **Independent Electricity System Operator** (IESO) have partnered to host a free half-day event focused on teaching the foodservice sector how to be more energy efficient, save money and identify which programs and incentives are available to achieve these goals.

WHERE: Toronto Theatre, Hotel X Toronto
WHEN: Monday, February 25
[1:30 p.m. - 4:30 p.m.]

FEAST ON 'BEST OF FOODSTOCK'

Feast On will host chef and farmer collaborations to highlight the best of local food and drink, while demonstrating the positive impact of shopping local. **Ricky Gasipe** and **Olivia Simpson**, whose collective passion for building community through great food is well known, are just two of the standout Ontario chefs serving up a bounty of local, sustainable fare.

WHERE: Local Stage, Enercare Centre
WHEN: Sunday, February 24 [12:45 p.m., 2 p.m.]; Monday, February 25 & Tuesday, February 26 [12 p.m., 2 p.m.]



RECOGNIZING LEADERS IN SUSTAINABILITY

The second annual **LEAF Awards** will be presented at RC Show 2019. Amongst other honours, the Eco-Innovator Award will acknowledge one restaurateur's achievement in implementing a new technology or innovative solution to a problem, which results in a significant reduction in the environmental impact of the establishment or facility. Based on a combination of factors, including current LEAF score and most recent audit results, areas of greatest impact, and improvements and innovations, the winner will be chosen by the LEAF Board.

WHERE: Speaker Stage, Enercare Centre
WHEN: Tuesday, February 26 [3 p.m. - 3:45 p.m.]



The Highest Standards of Environmentally Accountable Foodservice

To feel confident you are part of the sustainable solution when eating out, choose **LEAF Certified** restaurants or become LEAF Certified yourself. LEAF Certification offers accreditation to eateries demonstrating efforts in environmental and sustainable foodservice practices. Each restaurant must undergo an on-site review and meet minimum requirements in ten key areas of sustainability, including energy use, waste and recycling, water use and the like. The idea began a decade ago when Janine Windsor, LEAF's founder, identified a need to help the Canadian foodservice industry reduce their environmental footprint. Working in it herself during university, Windsor was distressed by the amount of waste she encountered on a daily basis. Taking action, she gathered a group of experienced environmental and foodservice professionals together to develop the criteria for what LEAF has become today: Canada's only nationwide, non-profit foodservice certification program. Since 2010, LEAF has worked with well over a hundred restaurants from coast-to-coast.

LEAF will run the **LEAF Certification: How to Make It or Break It** workshop. Learn about how becoming a green restaurant offers wider marketing and publicity opportunities, and why reducing environmental impact across your operations can be an important step towards visibility within your community.

WHERE: Eco Stage, Enercare Centre
WHEN: Sunday, February 24 & Tuesday, February 26 [2 p.m. - 2:30 p.m.]

POSITIONING PLANT-BASED MENUS FOR SUCCESS

Hosted by **Forward Food**'s Julie MacInnes and Riana Topan, this workshop will review successful case studies for integrating plant-based options, call attention to tips and best practices, as well as provide resources to help your business increase its offerings of appealing plant-based dishes. **Read more about plant-based protein on page 46.**

WHERE: Presentation Theatre, Enercare Centre
WHEN: Tuesday, February 26 [12 p.m. - 1:30 p.m.]
PRESENTED BY: Pacific Foods



PROFIT THAT'S PROVEN

Pillars of the Plant-Based Movement

Plant-based eating isn't just here to stay, it's primed to continue taking over menus and market share in 2019. **Kiki Adami** is the force behind Veganizer. Whether deciding to go fully or partially vegan, Veganizer has helped dozens of omnivore establishments make more money. According to one client, gross sales increased by a staggering 371 per cent upon partnering with Adami's plant-based food consulting and marketing agency.

Similarly, **Rio Infantino** is the founder and owner of Copper Branch, a quick service plant-based restaurant. Since first opening in Montreal in 2014, Copper Branch has capitalized on Canada's burgeoning meatless lifestyle to expand across the country.

Ultra-popular Beyond Meat offers more proof that this red-hot food movement is going mainstream. The Los Angeles-based producer of plant-based meat substitutes, founded in 2009, is going public to raise the money it needs to grow its portfolio. Chief Growth Officer, **Chuck Muth**, who joined Beyond Meat in 2017 on the heels of nearly three decades at Coca-Cola, suggests Beyond Meat is capitalizing on a disruptive opportunity.

Veganism is not on the fringes anymore and flexitarians are a rising demographic. Plant-based foods have come a long way, with sales jumping 20 per cent in the past year to at least USD $3 billion. Our panel explores some of the exciting fare and flavours emerging on the market today. If you find yourself inspired and ready to take the next step, don't forget to attend Food Forward's **Positioning Plant-Based Menus for Success** workshop.

"VEGANISM IS NOT ON THE FRINGES ANYMORE AND FLEXITARIANS ARE A RISING DEMOGRAPHIC."

CAPITALIZING ON PLANT-BASED MENUS: THIS IS JUST THE VEGANING
WHERE: Speaker Stage, Enercare Centre
WHEN: Tuesday, February 26 [11 a.m. - 11:45 a.m.]
PRESENTED BY: Pacific Brands



AMPLIFY YOUR SPORTS BAR'S EARNINGS

Plant-based eating isn't the only bankable foodservice trend on the rise. Canadians are crazy about their professional sports teams, too. Which means playoff fever can prove a reliable recipe for your tavern to augment its revenue. However, while tapping into Canada's love of sports is a lucrative path, it requires more than wings, beer taps and clear sightlines to the television. At our **Elevated Sports Bars** seminar, spring training comes early. Industry titans like **MLSE**, the largest sports and entertainment company in Canada, and **Labatt** will describe what it takes to enhance your guests' experiences for the win. They'll also address the big swings necessary for your pub's bottom line to hit a home run.

WHERE: Bar & Beverage Stage, Enercare Centre
WHEN: Monday, February 25 [11 a.m. - 11:45 a.m.]



RC Show
THE HOSPITALITY EVENT OF THE YEAR

ENHANCE EVERY ASPECT OF YOUR BUSINESS

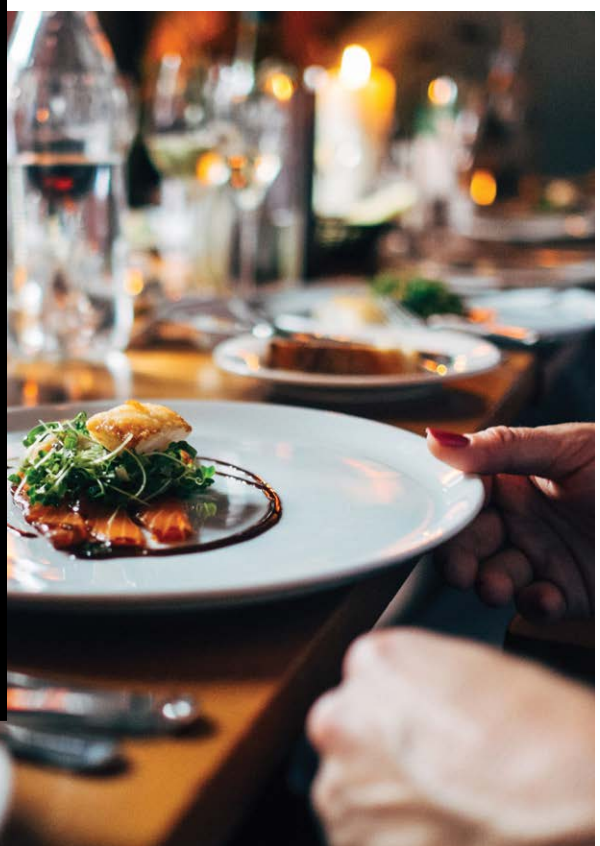
There's a lot more than omni-channel payments, delivery innovation and dining room tech changing the way restaurants currently do business. If you need advice and inspiration on what else it takes to adapt and become commercially successful, our **Learning Lounge** will have the relevant specialists, authorities and pundits on hand. Leaving no stone unturned, they'll enthusiastically dispense the guidance you seek, from designing a hip, contemporary restaurant space (**Food Consultants Society International**) to accommodating food intolerances into your menu (**Canadian Digestive Health Foundation**) and serving diners with allergies (**Food Allergy Canada**), confronting mental health in the workplace to meeting #MeToo standards (**Workplace Safety and Prevention Services**)—and plenty more.

Flourish in a Crowded Marketplace

First impressions matter, particularly when it pertains to your restaurant's online presence. On an average day, tens of millions of visits are made by Canadians to the country's 80,000-plus food venues, generating annual revenues for the industry in the double-digit billion range. **Find Your Community Through Social Media Marketing** will teach you how to establish an identity, develop a strategy and execute your plan. Moderated by **Andreas Duess** from Nourish Food Marketing, Canada's only full-service marketing agency working exclusively with clients in the food, beverage and agricultural industries, you'll hear from social media success stories like **The McEwan Group**, who have used the medium to build their brand, while boosting their followers and bottom line.

WHERE: Speaker Stage, Enercare Centre
WHEN: Sunday, February 24
[3 p.m. - 3:45 p.m.]





DIVE INTO THE DIGITAL WORLD

Learn how you can reach new customers outside your bricks and mortar footprint—beyond your Facebook and Instagram profiles. Meet the companies who can connect you to your next customer. Grow your top line using insider insights. Just consider **Marketing Beyond Your Walls** as the gateway and our panelists from **Search Engine People**, **Yelp**, **Uber Eats** and **Eagle Eye** as your guides. They'll unveil how tapping into (and understanding) search engine optimization, online reviews and digital loyalty programs can further your reach and increase your sales.

WHERE: Speaker Stage, Enercare Centre
WHEN: Sunday, February 24
[11 a.m. - 11:45 a.m.]



THE BEST IN THE INDUSTRY COMPETE AT RC SHOW 2019

Recognizing where restaurant, bar and café culture is headed has become as central to RC Show as our curated exhibitions and top-trending categories themselves. Acquaint yourself with the culinary, cocktail and coffee competitions ready to take the stage.

GARLAND CANADA CULINARY COMPETITION

Vying for over $5,000 and additional prizes, several of Canada's best chefs will collide in front of a live audience and three celebrity judges.

WHERE: Culinary Stage, Enercare Centre
WHEN: Sunday, February 24 - Tuesday, February 26 [starting at 11 a.m. daily]

LATTE ART 2019 NATIONALS

Presenting their finest cuppas, baristas from across Canada will square off to see whose latte art reigns supreme.

WHERE: Coffee Competition Stage, Enercare Centre
WHEN: Sunday, February 24 & Monday, February 25 [starting at 12 p.m.]; Tuesday, February 26 [starting at 2 p.m.]

COFFEE IN GOOD SPIRITS COMPETITION

Pitting baristas and mixologists alike against each other, participants will develop coffee cocktails that highlight the best of both worlds.

WHERE: Coffee Competition Stage, Enercare Centre
WHEN: Sunday, February 24 & Monday, February 25 [starting at 12 p.m.]; Tuesday, February 26 [starting at 11 a.m.]

BEST ONTARIO VEAL SANDWICH COMPETITION

Hosted by Food Network Canada's John Catucci, culinary students will rise to the task of creating Ontario's best veal sandwich.

WHERE: Local Stage, Enercare Centre
WHEN: Sunday, February 24 [11 a.m. - 12:30 p.m.]

BEYOND THE RAIL

Canada's premier bartenders will be challenged to craft cocktails that aren't just imaginative, but sustainable, too.

WHERE: Bar & Beverage Stage, Enercare Centre
WHEN: Monday, February 25 [3 p.m. - 5 p.m.]

SPEED RACK COCKTAIL COMPETITION

Leading female bartenders will go head-to-head in a fierce battle of the cocktails, with $10 from each ticket sold donated to breast cancer research.

WHERE: Industry Night Out, The Rec Room
WHEN: Monday, February 25 [9 p.m. - 12 a.m.]

BOCUSE D'OR CANADA

The country's up-and-coming chefs will duel for a chance to represent Canada at the toughest, most prestigious gastronomic competition on the planet.

WHERE: Culinary Stage, Enercare Centre
WHEN: Tuesday, February 26 [1 p.m. - 4 p.m.]

JOHN BIL RASPBERRY POINT OYSTER SHUCKING COMPETITION

A matchup of speed, precision and presentation will unfold at our inaugural oyster shuck-off.

WHERE: Bar & Beverage Stage, Enercare Centre
WHEN: Tuesday, February 26 [3:15 p.m. - 4:00 p.m.]
PRESENTED BY: Raspberry Point Oyster Co.

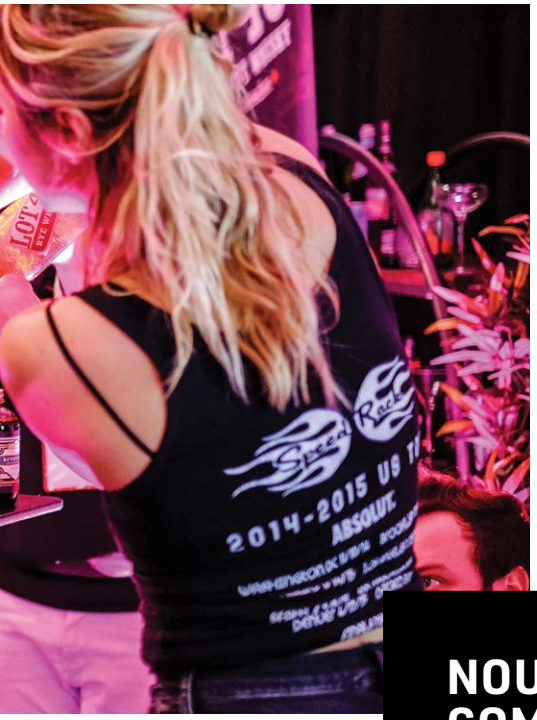














Don't miss the best of the rest!

Here are some further examples of RC Show 2019's dynamic programming:

BELLAVITA EXPO

Learn traditional tips and innovative ways to create the iconic Neapolitan pizza from Ciro Iovine, owner at Song' E Napule NYC, awarded as Best Italian Pizzeria of the Year 2018 by the Gambero Rosso's Top Italian Restaurants guide. The cooking demo is brought to you by Molini Lario flours, Marra Forni ovens, Galbani Professionale mozzarella cheese and Pizza University & Culinary Arts Center.

WHERE: World Pavilion, Enercare Centre (with Masterclasses on the Culinary Stage)
WHEN: Monday, February 25 [3:15 p.m. - 4 p.m.]

FOOD IS MEDICINE

Check out this panel discussion spearheaded by the **Food Innovation & Research Studio**, in partnership with the **Canadian Digestive Health Foundation** and **Freshii**, where you'll find out about affordable superfoods and how to incorporate the right nutrients into your menu.

WHERE: Speaker Stage, Enercare Centre
WHEN: Sunday, February 24 [12 p.m. - 12:45 p.m.]

NOURISH YOUR COMMUNITY

There are many ways foodservice providers can improve the environment and provide benefits to communities by reducing, reusing, recycling and sharing uneaten or unused food, rather than throwing it away. **Second Harvest** and their new web-based **FoodRescue.ca** initiative will be at RC Show 2019 to put this into practice.

DELICIOUS SUSTAINABLE SEAFOOD

Discover the benefits of adding sustainable seafood to your menu when representatives of the **Ocean Wise** seafood program, **Marine Stewardship Council** and leading processor, **High Liner Foods**, unite.

WHERE: Culinary Stage, Enercare Centre
WHEN: Monday, February 25 [1:15 p.m. - 2 p.m.]

HOW HOTELS ARE DRIVING CULINARY TOURISM

Learn from the foremost hotels driving culinary tourism by understanding their customers' needs and evolving their menus and dining experiences to create a sense of discovery, satisfaction and loyalty.

WHERE: Speaker Stage, Enercare Centre
WHEN: Monday, February 25 [4 p.m. - 4:45 p.m.]

WHY BUYING CANADIAN IS MORE IMPORTANT THAN EVER

Sit down with the players that represent some of Canada's top food commodities, like Canada Beef, Chicken Farmers of Canada and Dairy and Egg Farmers of Ontario, as they examine why you should buy Canadian and how to innovate with Canadian products.

WHERE: Speaker Stage, Enercare Centre
WHEN: Tuesday, February 26 [1 p.m. - 1:45 p.m.]

CANADA BEEF PRESENTS THE 'CANADIAN BEEF PAVILION' LOCATED IN THE CANADA PAVILION.

Beef producers, packers and strategic partners, such as Victorinox, will be working together to showcase beef innovation. Visit booth #2449 to learn more about the Canada Beef e-Learn program, see the Marketing Library and experience the Roundup App while tasting the best beef has to offer.



The Restaurant of the Future—Now!

Inspired by today's technology and tomorrow's aspirations, our sustainable restaurant concept invites you on an interactive journey, showcasing the most sustainable, ethical and traceable industry practices. Whether you're looking to start a new business, improve your existing operation or take things to the next level, RC Show 2019 is opening the doors for you. Welcome to the **Restaurant of the Future**!

DISCOVER SUSTAINABILITY FROM A DESIGN PERSPECTIVE

Conceived by award-winning, fully-integrated design studio **Navigate**, the layout will demonstrate that design isn't just about aesthetics, it also drives method, longevity and sustainability. Leading commercial furniture maker **Contract Supply**, known for its commitment to the highest quality standards, will produce the furniture from refurbished materials. **BUILD IT By Design** will bring the space and build elements to life using the most sustainable and cost-effective materials. **Caesarstone** will contribute stunning quartz countertops which meet stringent product emissions standards and have very little impact on indoor air quality. **ANONY's** lighting design combines a thoughtful approach to their product's life cycle with judicious use of materials and minimal manufacturing.

WITNESS THE NEXT GENERATION OF FOODSERVICE

Discover new technologies. Meet cutting-edge service partners like **SilverWare POS**. Preview what's coming next in data analytics, drone delivery and virtual iCloud restaurants with **Uber Eats**. And **Alan Smithson** will break down what's happening in AI in terms of the future of menus, training and 3D printing. Glimpse the new wave of gadgets and autonomous robots making its way into our dining experiences when **Autonetics Universe** presents two of their programmable robot options.

LEARN WHAT ENERGY-EFFICIENT EQUIPMENT CAN BRING TO YOUR BUSINESS

Tour an operational, fully-sustainable kitchen curated by **André Larivière**, author of *The Next Course: Reinventing the Modern Urban Restaurant*. See the **ENERGY STAR**-certified appliances that provide the most efficient transfer of energy to food, and adaptable gear like ovens from **Merrychef**. Check out the innovative products from the **World's Best Pans**, as well as natural wood, dishwasher-safe boards, and the **Ecoburner** and **Eco Server**. Experience future-forward features like smart controls, which can automate repetitive work or provide sensors to allow equipment and staff to respond rapidly to changes in production pace and volume. Larivière will be on-site for book signings and to answer questions!



TASTE & SEE THE BEST

Exhibiting a small ecological footprint, our café features the best in forward-thinking grab-and-go options, the most sustainable, traceable, local food, coffeemakers and some of the finest fair-trade roasters. Capitalizing on the marine green trend, Ocean-wise Ambassador and chef **Ned Bell** will unveil his seaweed brownie. **LEVO's** assortment of at-home and commercial-ready machinery will demonstrate how the infusion of oil and butter from dry cannabis flowers can be as easy as the touch of a button.

Our bar spotlights top mixologists, bartenders and sommeliers who are value-adding to their bottom line. **Trash Tiki** duo Kelsey Ramage and Iain Griffiths will host a pop-up, slinging a special menu of their waste-based cocktails, flavoured with toasted avocado pits, watermelon rinds and wilted herbs. **Top Shelf Distillers**, who plant a tree for every bottle they sell, will pour spirits crafted from locally sourced, natural ingredients. **Walter Craft Caesar** will debut a new vegan mix, using dulse (edible seaweed) in place of clam juice for a true Caesar taste. **Lifford Cannabis Solutions** will address the emergence of terpenes in wine, and educate visitors about innovations in wine and cannabis.

Our dining room will serve up new, sustainable items, current trends including nose-to-tail and root-to-stem cooking to put on your menu, courtesy of the best in the business. Presenting three different chefs each day, the lineup curated by RC Show culinary curator **Charlotte Langley** includes **Alexandra Feswick**, **Brad Long**, **Matt Dean Pettit**, **Michael Kirkwood**, **Suzanne Barr**, **Trevor Lui** and more.

Visit the **Restaurant of the Future** to experience for yourself how design and technology can build your business, and be immersed in an unforgettable guest experience!

BUILDING A GOOD INDUSTRY

AND GIVING BACK WELL

BY CAELI MAZARA



The foodservice industry is one that is constantly in motion, experimenting with the new, reinventing the old, striving to meet the changing demands of consumers seeking something different, something classic, something local, something gluten-free, something Instagrammable. The challenges of this global landscape-in-flux provide an opportunity for leaders to emerge: problem-solvers, innovators, altruists. Silver Chef is one of our industry's truest leaders.

In 2018, Silver Chef took on the paper cup. Canadians throw away millions upon millions of single-use paper cups every year, and with fewer than two per cent of coffee drinkers willing to bring their own mugs or tumblers, these staggering numbers are not going down in a hurry. While some chains have introduced incentives like small discounts for coffee served in reusable cups, and other businesses are exploring alternative materials, such as corn-based biodegradable plastics, the takeaway cup remains an enormous burden on waste and recycling resources. In the wake of this weighty problem, Silver Chef came up with Brewing for Sustainability, which they launched on October 1, 2018—International Coffee Day. The Brewing for Sustainability program took place in five cafés across Canada, one in Ontario, one in British Columbia and three in Alberta, all of whom were stocked with specially-printed mugs that customers were encouraged to fill with coffee, take home and return (or trade with a mug of their own).

"This initiative is designed to be self-sustaining beyond Coffee Day," says Robert Phelps, Silver Chef Canada president. "One of the aspects we've been looking at in Canada has been around the environment. This idea was to provide a simple, convenient, reusable alternative to single-use coffee cups. It was all about sustainable choice, providing an option for consumers."

One of the Brewing for Sustainability partners was Mount Currie Coffee, with locations in Whistler and Pemberton, BC, which had been running a similar program for some time, collecting used mugs from secondhand stores and offering them to customers, who would use one and bring it back. This "boomerang mug" program was quite successful, and Mount Currie owner, Chris Ankeny, was happy to get on board when Silver Chef approached his business about participating in the Brewing for Sustainability initiative. He and his staff rolled out the project at the Whistler location. The beautifully-designed mugs were gone in about five days, says Ankeny. Customers were excited and happy to participate. The only drawback was that not many of the mugs came back. Regardless, Ankeny says the idea isn't really about the mugs—it's about a behaviour shift.

"Basically, it's just about getting people to start thinking about the idea of not using a paper cup, trying to change their habits," he says.

Ankeny draws comparisons between the pa-



BASICALLY, IT'S JUST ABOUT GETTING PEOPLE TO START THINKING ABOUT THE IDEA OF NOT USING A PAPER CUP, TRYING TO CHANGE THEIR HABITS

per cup epidemic and single-use plastic bags, which now cost a few cents at many retailers, including some of the biggest supermarket chains in the country. The Canadian Plastics Industry Association reports that voluntary reduction strategies—encouraging consumers to make environmentally-friendly choices but not mandating that they do so—has decreased plastic bag use by as much as 68 per cent in some provinces. Ankeny would like to see a similar fee on paper cups, say ten or twenty cents, to dissuade from their use, but feels this would need to be an industry-wide movement the way it was with plastic bags.

Another café that brought in mugs for Brewing for Sustainability was BlackGold in Scarborough, Ont. They were eager to participate in the Sustainability initiative, recognizing the need for changing attitudes toward takeaway coffee cups.

"Coffee is never going to go out of style, so we need a sustainable future for the industry," says Ali Badreddine, owner of BlackGold. "We believe in corporate social responsibility and reducing our footprint."

They saw participation in the Brewing for Sustainability project start slowly but grow quickly.

"Silver Chef gave us a big sign explaining what it was and encouraging people to be a part of it," says Badreddine. "We got people into it, and they would take a mug, bring it back, and get another."

The takeaway for Badreddine was the feeling that his business was engaging in something important and by doing so, in however small a way, he and his team were pushing for change.

"When businesses show an interest in sustainability, it sets an example, and pushes everybody else to do the same," he says. M

Pacific FOODS™

BARISTA SERIES™



PLANT-BASED BEVERAGES MADE FOR COFFEE

Since 1987, Pacific Foods™ has been committed to carefully sourced, quality ingredients. For more than twenty years we've been the innovators in plant-based beverages. From soy, to rice, to oat, to almond, we offer the breadth of products that your customers are asking for. Pacific Barista Series™ beverages are designed for Professional Baristas and are available exclusively through Specialty Coffee and Foodservice distributors.



BARISTA INSPIRED BARISTA APPROVED

©2018 PACIFIC FOODS OF OREGON, LLC. ALL RIGHTS RESERVED.

www.pacificfoods.com/foodservice • @baristaseries

wholesale club
everything foodservice

For a location near you,
visit wholesaleclub.ca

Follow us
@therealcanadianwholesaleclub





Shop with us for everything foodservice





Shop online @ wholesaleclub.ca

Spend less time away from your business by placing your order online.
We'll get everything ready so all you do is pick up in store.

THE MARKETPLACE

INSPIRE · INNOVATE · EMPOWER



THE FUNCTIONALITY OF SCIENCE-GRADE GLASS

THE ENGINEERED PROPERTIES OF CONCRETE

To keep liquids hot, place the concrete base into the oven at 350˚F for 25 minutes before using. Remove with caution! To keep beverages chilled, place the concrete base into the freezer for four hours or longer. The Rock Bottom Collection concrete base both cradles and supports the round bottom boiling flask and serves as a hot stone or ice stone.

The boiling flask can withstand both extremely hot and extremely cold liquids, think Bunsen burner. For favourite hot recipes—brewing tea, coffee, hot chocolate and serving up gravy, soup or mulled wine and cider, or cold recipes like ice-cold water infused with fruit, cocktails, milk, juice and wine. The Rock Bottom vessel with its one-litre flask holds an entire bottle of wine and acts as a decanter.

The leather on the neck of the flask is hand wrapped and tucked. It is easily removable for washing and simple to re-wrap.

Experience it. Love it. Use it.

STUDIO50.CA

REVOLUTIONARY RACK-TYPE DISHWASHER

WAVE2O is the quickest and easiest way to access the MEIKO world of high-capacity professional warewashing technology. Today's world is more flexible and dynamic than ever, and that's why the WAVE2O rack-type dishwashing machines are such a great choice. Offering efficient cleaning performance, user-friendly operation, maximum flexibility and exceptional value; WAVE2O machines are the perfect partner for wash-up areas which need rack conveyor solutions.

FEATURES/BENEFITS

- Minimize the cost of kitchen renovations or modifications
- Standard hinged doors
- Advanced technology, with glass touch-screen control panel
- Built-in "smart" auto adjusting booster heater
- New WAVE2O options
- Low Energy Usage
- Low Water Usage

MEIKO.CA



THE EDGE OF TOMORROW

Ready for robots that service various industries, including restaurants, healthcare, education, retail, hotels, banks, hospitals, malls, offices and security? Providing the very best in technology with a human touch, Autonetics has partnered with industry leaders to show how robots can augment high-cost human labour. Autonetics Universe is the exclusive Canadian distributor of the intelligent humanoid security robot. With over 200,000 units sold worldwide, the security robot helps businesses reduce operational costs and automate their manual processes.

"With 20 years specializing in the financial service industry witnessing many inefficiencies and outdated processes, I realized a gap in the market. Seeing countries like Japan, Germany and China making significant advancements in the service robotics space, I made a decision to bring this cutting-edge technology to the Canadian Market," – Ian McGowan, Entrepreneur/Owner, Autonetics Universe

SEEING IS BELIEVING

The Autonetics team of experts will assess your unique needs and provide custom solutions for one-time events or longer-term requirements.

Their holistic approach offers everything you need to engage with customers and captivate their audience in ways that are both emotionally compelling and visually impactful.

Whether you need hardware, content creation, installation, technical support or maintenance services, we are here to bring your marketing efforts to the next level.

AUTONETICS.CA





GROW IT. COOK IT. EAT IT.

The Urban Cultivator Commercial gives you the ability to provide the freshest herbs and greens possible for your customers. Designed to accept the flats of herbs you already receive from your supplier, it keeps your herbs and greens growing until the minute they are needed. The Urban Cultivator's pre-programmed control centre makes sure your greens get exactly the right amount of water and light, and the onboard fans control humidity and air circulation, cutting herb and microgreen costs in your restaurant by up to 90 per cent.

The Urban Cultivator self-contained growing environment is an automated system that provides everything you need to grow a long list of herbs, microgreens, vegetables, and flowers in a completely automated indoor growing appliance ... all year round!

RUSSELLHENDRIX.COM



Real Eggs. Simplified.

EggSolutions made deliciously easy for Canadian foodservice. Two versatile scrambled egg patty options!

GRILLED EGG SHEET

- Simple egg sheet is the perfect sandwich builder for larger carrier items like sub sandwiches, pitas or wraps.

FOLDED EGG SQUARE

- Double layer egg square is ideal for smaller carriers like English muffins, biscuits or mini-pancakes.

KITCHEN BENEFITS

- Homestyle flavours—made with farm fresh eggs, milk and seasonings
- Consistent taste and serving size for easy menu planningEggSolutions'

Net Zero Waste Program governs the way they process their egg shells. The program reduces their footprint on the environment by diverting production waste from landfills and drains.

EGGSOLUTIONS.COM

INFUSION SERIES®
The NEW Standard in Batch Brewing



RESTAURANTS CANADA SHOW BOOTH #1431

Announcing Platinum Edition™, the newest models in the BUNN® Infusion Series platform of coffee and tea brewers featuring:

- Large touchscreen with Visually Intuitive Programming™ for ultimate control of dialing in coffees
- The powerful duo of a Peak Extraction™ sprayhead coupled with BUNN-exclusive SmartWAVE® technology delivers increased turbulence in the coffee bed during brewing, unrivaled uniformity of extraction and complexity in the finished beverage

BUNN®

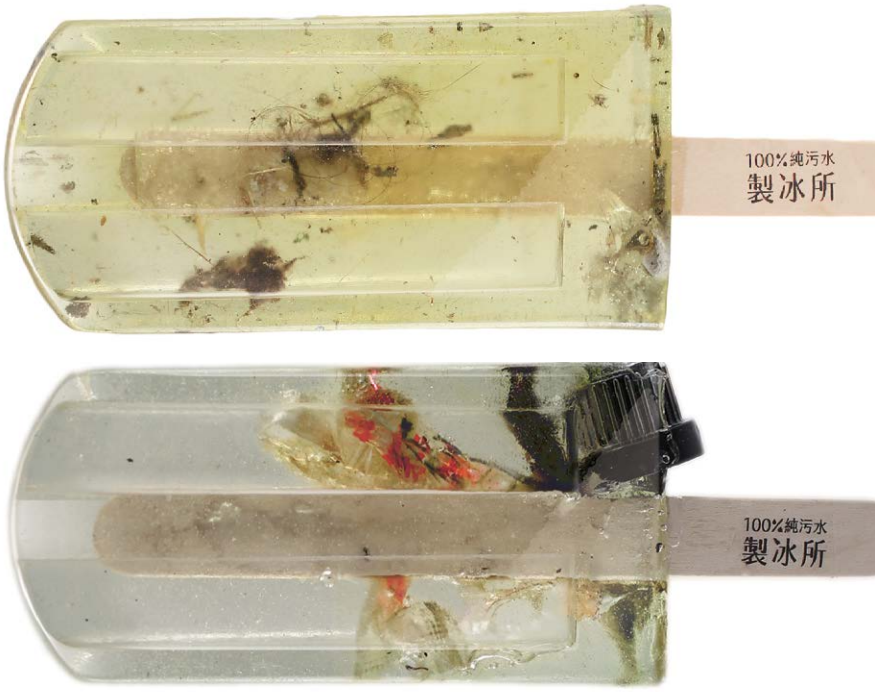
www.bunn.com

EMPOWERING ECO-CONSCIOUSNESS

Brands are encouraging eco-conscious consumption in ways that seamlessly integrate into consumer lifestyles

BY MISHAL OMAR AND ELLEN SMITH

The question of what it takes to promote eco-conscious eating habits and lifestyles is a heavy but important one, given how much the food and beverage industry impacts the environment when it comes to waste and pollution. We've identified three ways in which brands are broaching the subject of eco-conscious consumption—and those include a magnified focus on generational habits, day-to-day rituals and industry collaborations.



Pollution Popsicles

Generational

Some of the most important initiatives when it comes to the promotion of eco-consciousness is instilling nutritionally and environmentally healthy habits in children. Whereas most adults must unlearn the poor habits they're accustomed to, it's much easier to promote good habits in those still developing and establishing daily rituals. We see this impact in our *Conscious Cafeteria* insight, in which programs not only provide nutritional food for children, but items that are also locally sourced, and are thus able to develop eating habits where children consciously choose the most nutritious and best-sourced options.

Cafeteria lunches aren't typically synonymous with healthy eating, which is why brands like the Real Lunch Food Club are emerging to offer affordable alternatives that are appetizing to elementary school children. The Real Lunch Food Club by the Toronto-based catering company Real Food for Real Kids is bringing daily meals to 12 schools across the city. With a brand ethos rooted in education and accessibility, the company has laid out an effective and health-focused meal plan that appeals to elementary school-aged children. In addition to educating the community on the benefits of a healthy lifestyle, the Real Food Lunch Club instills positive eating habits in young children that could have a lifelong impact.

On a related note, a farm-to-table food truck called Uproot is helping teenagers understand the benefits of healthy eating. Featuring what the executive director of the company describes as a "cool factor," this stylish truck serves lunches in high school parking lots that are both mouth-watering and locally sourced. In addition to making healthy eating more accessible, the Uproot food truck aims to combat the 75 per cent of students who leave the school grounds to seek better lunch options.

↣ CONTINUED ON PAGE 58

Photo by Hong Yi-chen



Coal Comforts baked goods

Photos by Gulnara Samoilova

EMPOWERING ECO-CONSCIOUSNESS

Lifestyle

For those of us who have long-established habits that often have harmful environmental impacts, some brands are choosing to empower consumers to be more eco-conscious in a way that seamlessly integrates with their lifestyles and daily rituals. We can observe this in the rise of zero-waste grocers, where the traditional grocery store is transformed in a way that minimizes food and plastic waste. The adoption of this new grocery store model doesn't have a major impact on consumers' day-to-day rituals—it's as simple as going to a new location to purchase food rather than visiting a larger retailer—but is crucial in the process of setting a new precedent for how we consume ethically and ecologically.

The elimination of cost-free plastic bags from major grocery stores simply isn't enough to reverse the environmental damage caused by waste in the food industry, which is why small businesses are rethinking the grocery store model to offer the conscious consumer a more accessible and environmentally friendly shopping experience. Zero waste grocery stores make it easy for consumers to make these decisions, and stores like Méga Vrac in Montreal enable shoppers to bring their own containers in an effort to reduce plastic waste. The store, which is the first of its kind in Canada, houses over 700 items that range from fresh produce to herbs and spices. Both environmentally friendly and accessible to all shoppers, Montreal's 'Méga Vrac' represents the more creative ways smaller retailers are responding to the backlash against excess packaging.

Meanwhile, Denmark's Wefood is combating this issue by introducing the world's first food waste supermarket, which sells expired products at a discounted price. In Denmark, expired food can be sold legally, as long as there is no immediate danger in consuming it. This empowers shoppers to help reduce the estimated 700,000 metric tons of food thrown out each day in Denmark.

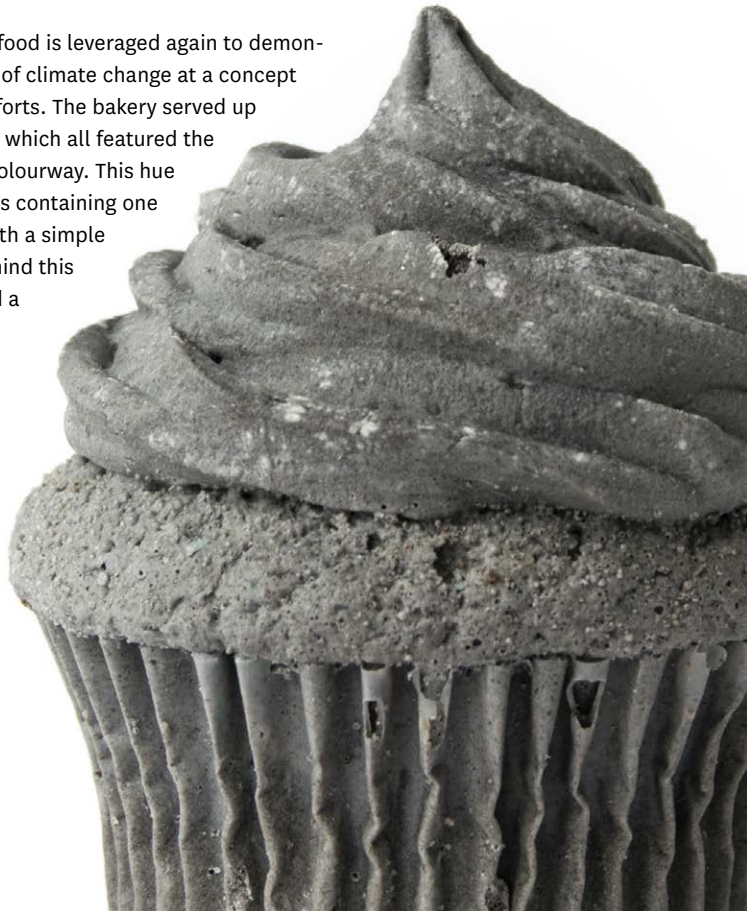
Cross-Industry Branding

Sometimes a visceral representation of the damage that can be done with unethical consumption habits is necessary, and industries related to art, food and eco-consciousness are collaborating in order to best represent such imagery. It's not always enough to aim to educate and raise awareness—and in our Polluted Artwork insight we've observed just that. The effects of environmental harm and climate change can be relatively abstract, not immediately observable and difficult to absorb for most consumers. To counter this inevitable nearsightedness, the use of visceral imagery, products and services is crucial to evoking feeling rather than logic alone when it comes to raising awareness about such issues.

Using art as a medium to inspire change, students Hong Yi-chen, Guo Yi-hui and Cheng Yu-ti from the National Taiwan University of Arts created a powerful visual to demonstrate the need for clean waterways. Using samples collected from 100 different locations, the students transformed sewage runoff into deceptive popsicles that were put on display at a design event in Taipei. Each popsicle was unique in colour and filled with trash commonly found polluting waterways—90 per cent of the trash collected in the samples were plastic-based, further highlighting the project's anti-pollution message.

The pleasing aesthetic of food is leveraged again to demonstrate the adverse effects of climate change at a concept bakery dubbed Coal Comforts. The bakery served up an array of inedible treats which all featured the same unappetizing grey colourway. This hue was the result of the treats containing one core ingredient—coal. With a simple cupcake, the creators behind this project effectively created a powerful visual representation to warn consumers of the dangerous impact that the mining and burning of coal has on the environment. ■

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





Apply now at silverchef.ca

silverchef

Approval is conditional upon a satisfactory ID and credit check.

WIN AN ONTARIO DAIRY PRIZE PACK!

Visit us at **Booth 2231** at **RC Show 2019** to sample some of Ontario's most innovative and exquisite cheeses and dairy products.



Canadian restaurants, chefs, and foodservice professionals are ambassadors of local agriculture and culinary craft. Ontario's dairy farmers share a common goal of elevating and celebrating Canadian-made cuisine and our local terroir.

Ontario Dairy...
locally crafted, naturally produced.

www.DairyOntario.ca

DAIRY FARMERS of ONTARIO
milk
EST. 1965