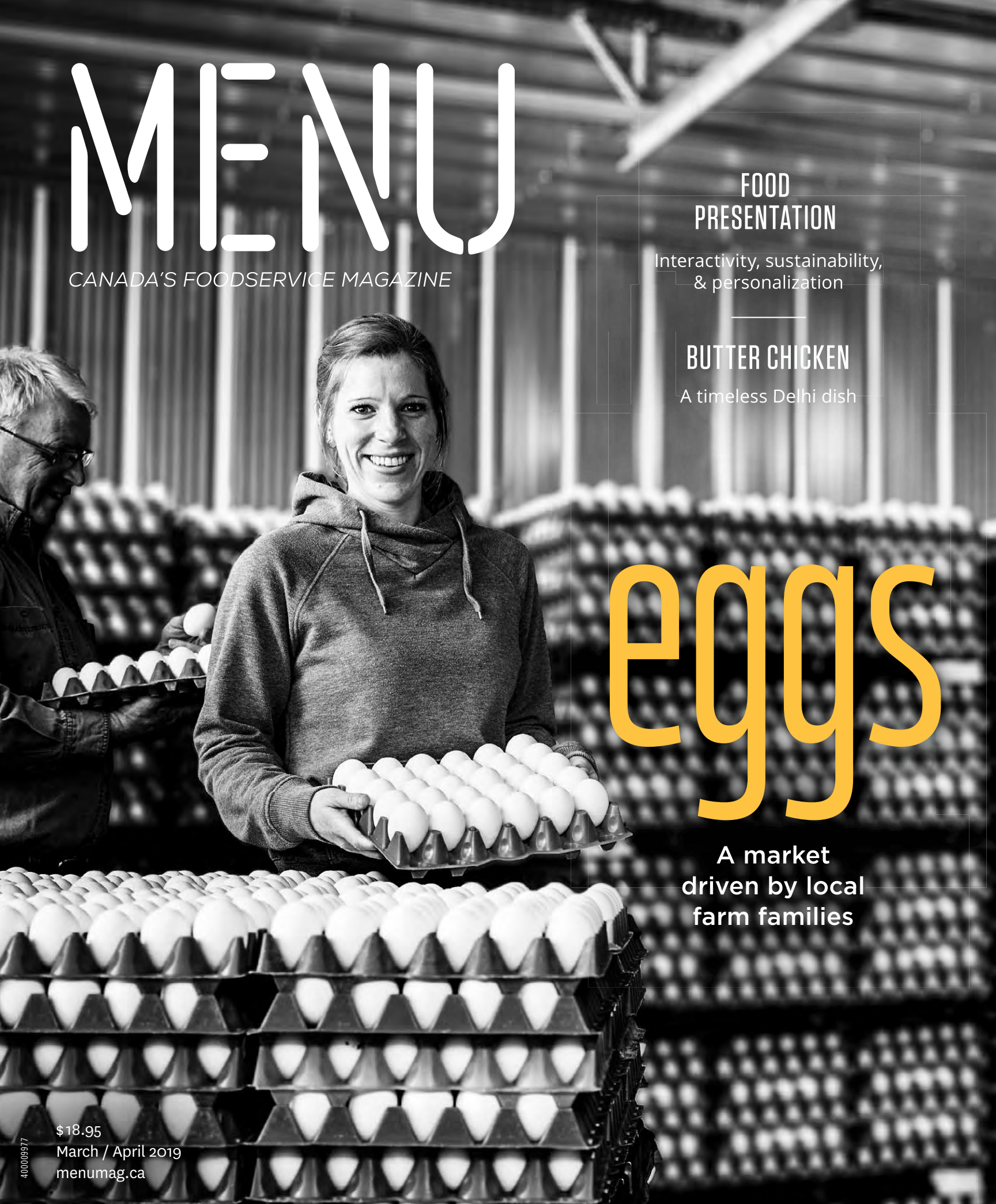


MENU

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This February, over 20,000 trade professionals, chefs, vendors, operators, descended upon Toronto's Enercare Centre for RC Show 2019 to explore innovative solutions that are shaping the future of Canadian foodservice. With captivating content and lots of business done on the floor, it was an exciting and utterly fruitful three days.

Our mission at Restaurants Canada is to listen to our members and support them with leading edge resources and concepts to inspire their team, connect with their customers and secure the sustainability of their business. To achieve this, each year for the last 75 years, we appoint a new Chair of the Board who brings exciting new ideas and fresh thinking to the table. This year, Brad Kramble, the President and Chief Operating Officer of Salisbury House, a Winnipeg, Manitoba 87-year-old provincial institution, has accepted this pivotal role. Brad, like many of us, got his start working in restaurants at a young age and his passion for the industry is contagious. Brad's modern approach to building on tradition makes him a perfect fit for leading Restaurants Canada into our 75th year as the voice of our industry.

In this issue of MENU, we talk to real, local farm families to discover why Canadians are gobbling up eggs and why egg farmers continue to build strong partnerships with food and beverage professionals throughout the supply chain. Treat yourself to the latest instalment of #ImmigrationMatters, where you'll meet Mary Oliveira, born and raised in Brazil before relocating to Canada to open up Mary's Brigadeiro in Toronto. We visit Vancouver Island's Yellow Point Lodge, a proud Restaurants Canada member that operates as a throwback to a quieter time where guests can look forward to simple, good cooking, alongside the promise of making new friends.

Our voice has never been so dedicated to sharing stories from across the country about our thriving communities and the culinary fabric we weave, with passion, creativity and respect for the people that we serve, those that serve them, and this planet of ours!





Brad Kramble
Chair of the Board

Shanna Munro
President & CEO



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4.2

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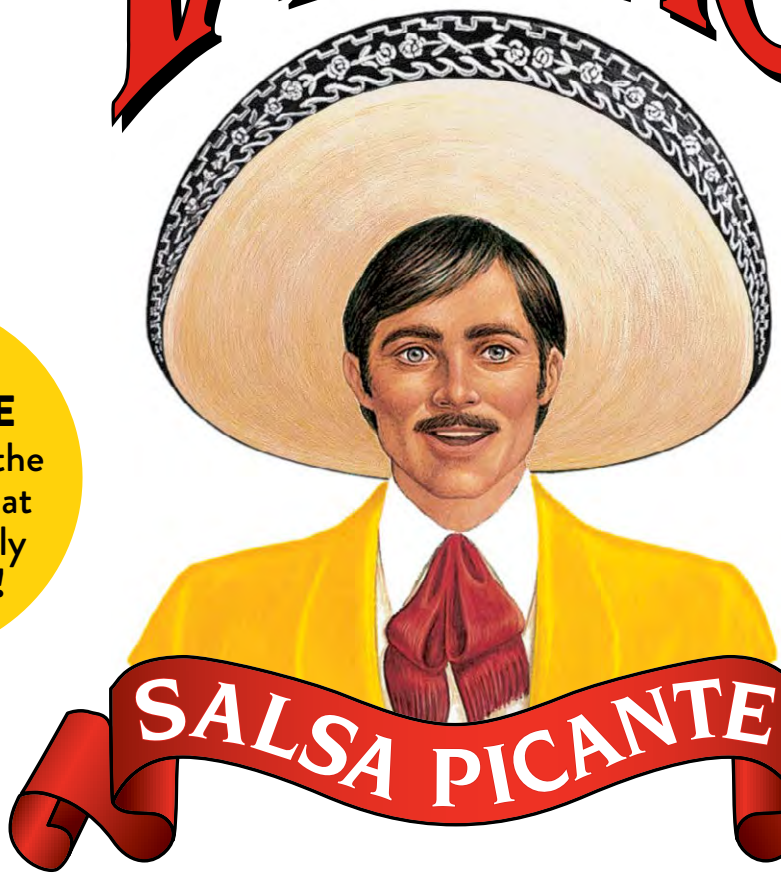
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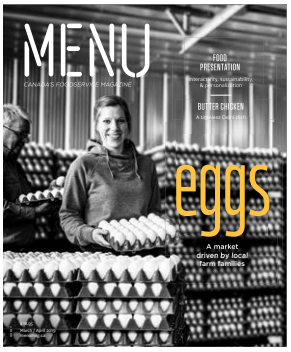
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GATHERINGS

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



Cacao Barry's Unbox Creativity event at Kitchen 24 in Toronto



Philippe MollÈ (at the centre) with the Maple Culinary Ambassadors. QuÈbec Maple Syrup Producers (QMSP) released a new book, Incroyable …rable as a guide to the many different ways to enjoy maple products. (CNW Group/Producteurs et productrices acÈricoles du QuÈbec).

EVENTS

MARCH

MAR 27-28 Food and Drink Summit 2019: The Future of Food
Toronto, ON

APRIL

APR 1-2 Grocery and Specialty Food West
Vancouver, BC

APR 2-3 North American Summit on Food Safety
Toronto, ON

APR 3-4 Canadian Dairy XPO
Stratford, ON

APR 3 Gordon Food Service Show
Calgary, AB

APR 3 Rendez-Vous Gourmet Québec
Vancouver, BC

APR 6-20 Québec Exquis!
Quebec City, QC

APR 6 Red Deer Food & Beverage Expo
Red Deer, AB

APR 10 Gordon Food Service Show
Laval, QC

APR 22-27 Saskatchewan Craft Brewers Week
Regina, SK

APR 25 CIFST Quebec Suppliers Show
Laval, QC

APR 28-MAY 4 Winnipeg Wine Festival
Winnipeg, MB

MAY

MAY 1 Gordon Food Service Show
Quebec City, QC

MAY 1 Ontario Craft Wine Conference & Trade Show
Toronto, ON

MAY 1-9 Spring Okanagan Wine Festival
Okanagan Valley, BC

MAY 3-4 Calgary International Beerfest
Calgary, AB

MAY 6 Terroir Symposium
Toronto, ON

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



Chef Mendis (left) and chef Thalagala show off six breads made in just four hours.Team Canada wins Gold at international pastry competition in Tunisia. (CNW Group/Sodexo Canada)

Team Canada was led by Lasantha Mendis, a pastry chef who plans, prepares and serves food at Mount Logan Lodge in Fort McMurray. Other team members include: Chef Sujeewa Thalagala, Team Baker (Fort McMurray) and chef Ruwan Jayakody, Coach and International Judge, and chef Dilup Attygalla, Media and Communications (Toronto).



CHEF YOTAM OTTOLENGHI SHARES SIMPLE TIPS

BY SOPHIE MENDES



As world-famous Yotam Ottolenghi sits on stage, the UK-based chef looks comfortable. He begins by reminiscing about being in the same room at George Brown College's Centre for Hospitality and Culinary Arts a few years ago. Only this time, he notes, he is seated on the right rather than the left, and the cover of his new cookbook is being projected on the wall behind him. Equally beloved food writer and friend of Ottolenghi, Bonnie Stern, is sitting next to him. She too begins by reflecting on her beginnings in the food industry.

Just like Stern, Ottolenghi was on his way toward a completely different career when he decided to enrol at Le Cordon Bleu in London. He laughs when recounting that although his dad didn't want him to change paths, he read his cookbook several times (but would not read Ottolenghi's thesis on the philosophy of the photographic image). "I am glad I took this year break to go to culinary school rather than doing a Ph.D.," he says.

Ottolenghi's first job in a kitchen was as a pastry chef. He remembers how underwhelming the reactions were when he hand-delivered copies of his thesis to his friends and family. Yet, the first time he made brownies and handed one to a staff member, he saw their eyes open with excitement as his peer exclaimed: "Man this is the best brownie I['ve] ever had!" He recalls: "It was such a big reaction! This and the immediate gratification, that's why I stayed in this industry."

Ottolenghi didn't just open five famous and successful delis



and restaurants in London—when he asks the audience of foodies and chefs gathered at George Brown to meet him who has been to one of his establishments in the UK, an astonishing 60 per cent of the room raised their hands. He has also popularized vegetarian cooking through his bestselling cookbooks *Plenty* and *Plenty More* while bringing to light Middle Eastern and European ingredients with another bestselling cookbook *Jerusalem*. These subjects come from his heritage. Born and raised in Jerusalem, Ottolenghi includes in his pantry some rather uncommon staples for the Western world. Think barberry seeds, rose harissa and za'atar. He speaks about the importance of top-quality tahini and suggests tasting different brands like you would do with olive oil or other staple ingredients until you find the best one. He also declares with conviction: "No you can't make your own za'atar!" The herbs needed to make true za'atar don't grow in most of the world including Canada.

His new cookbook *Simple,* compared to what he usually cooks and publishes, seems like an anomaly. When he was asked to pull together 10 easy and quick-to-cook recipes, Ottolenghi recalls answering: "I don't do simple." As the room laughs, he explains, "my focus was always flavour!"

He went back to his test kitchen almost panicked about the request. But as he started throwing ideas to his team, he realized that in only 10 minutes he already had 10 recipe ideas to test out. The most surprising part to him was how good the dishes tasted.

Ottolenghi says jokingly that he simply never realized that most people's lives don't revolve around the kitchen with plenty of time to shop and prep. In all seriousness, he put himself in the shoes of somebody that doesn't have the time and the skills he has, and he created flavourful dishes with one constraint: they had to be simple.

The definition of a simple recipe according to Ottolenghi:

S short in time
I ingredients: 10 or fewer
M make ahead
P pantry-led
L lazy-day dishes
E easier than you think

What were some of Ottolenghi's parting bits of wisdom?

HE TELLS US TO READ

"I have so many cookbooks, it is always hard to pick a favourite," he says. He uses different ones depending on what he is looking for and which style he is in the mood for. He appreciates good recipes but also interesting narratives and original photography.

How to Eat by Nigella Lawson

The New Vegetarian Cooking for Everyone by Deborah Madison

Ripe for Dessert by David Lebovitz

Leiths Cookery Bible by Prue Leith and Caroline Waldegrave

DON'T BUY LUXURY INGREDIENTS

"Simple flavours are amazing," he says. To illustrate this fact, he relates to eras gone by where people wasted nothing and had very little. Those who don't take food for granted might buy the cheapest ingredients but take the time to make them taste delicious. Stuffed vegetables are his favourite example—there are no fancy ingredients required, and the flavours are exceptional if done well.

Today in western society is a different story, where time can be scarcer than money, which is why some people and chefs might choose to go towards more expansive and luxurious items. However, if you are in a situation where you have more time than money, you still can challenge other chef's cuisine by putting extra time and effort into it.

RUNNING A SUCCESSFUL RESTAURANT IS A MIRACLE

Although Ottolenghi has won over 17 awards, published several bestselling cookbooks, is regularly in the press as a contributor and is recognized and celebrated internationally, he says that "operating a successful restaurant is a miracle. I am lucky I am not the one making it happen anymore." He refers to how good his team is. Restaurants are complex operations, where everything that can go wrong most likely will. He also brings attention to the growing fears that accompany Brexit. "It is a nightmare to hire now; that Europeans can't come or work in the UK as easily as before." He addresses his fear that his adopted country is losing what made it so strong—its diversity.

A thought Canadians can relate to. M





THE SWEET TASTE OF SUCCESS

Q & A with Ajoa Mintah, P.Eng. & owner of Four All Ice Cream

BY AIDAN FISHER

Ajoa Mintah is a chemical engineer-turned ice cream maker. In the heat and humidity of the summer of 2003, instead of buying an air conditioner, Mintah bought an ice cream maker. It was a life-altering purchase. Ice cream became an obsession, an art, a science and her passion. Her mission was and is to create handcrafted ice cream made with all natural, locally sourced ingredients for all types of ice cream lovers—bringing ice cream to the people.

Four All is looking to partner with local growers, farmers and business owners to help them bring real, natural ice cream to the community that inspired it.

I spoke to Mintah about her work, her education, her offerings and her thoughts—in general about food, and in particular about ice cream.

Please tell us a little about Four All Ice Cream, your products and how you came up with the name.

I love ice cream. You are taught that to eat clean, you can't eat ice cream. For individuals with gluten and dairy issues, I wanted to solve that problem. The idea behind Four All Ice Cream is to have ice cream for all with choices for everybody. The reason for the name "Four All" comes from a play on my own family's experience. There are four different flavour categories that began as a reflection of my family—Classic flavours (my husband does not like any weird tastes), Nostalgia (fun flavours for my daughter), Vegan (my daughter's sensitivity to dairy), and Foodie (for those who are interested in flavours they haven't tried before—this represents me). Whiskey Caramel Pecan ice cream is my favourite vegan option. We also have certain flavours that

are [always] vegan. For example, our Mint Chocolate Chip option is only available with vegan ingredients. We have 12 flavours at a time and have a core four that never change (Chocolate, Vanilla, Salted Caramel, and Espresso). The whole idea behind the company is "ice cream for the people." We wanted to give back.

Tell us about your education as a chemical engineer and how it merged with an interest in ice cream.

I hadn't worked as a chemical engineer (I went to design cars, went into consulting for nine years, and never worked as one until now). Chemical engineers are everywhere. My education allowed me to be confident. I can design a process, and I know the system. My focus when I first started was how to make the product and to learn the process. We are a licensed dairy plant, which is the only legal way you are allowed to make and distribute your own ice cream products. The only route I wanted was to go with the exact fresh ingredients I had in mind. The one variety of milk we had chosen (4.8 per cent) is better tolerated than conventional. We only use Guernsey milk in all of our products that involve dairy.

Please tell us about your flavour combinations, where do they come from and what inspires you?

I have so many ideas all the time. It's hard to restrain them, and I am always writing stuff down. For this to go well I need to run this the way I want and stay true to brand. The flavour category that I love the most is the Foodie category because I love trying different types of flavours I am not familiar with. Furthermore, I watch a lot of cooking shows.

I opened a second retail location, in Kitchener, Ontario and work in 500 square feet in our original space, which is not a lot of room. In August 2018, we launched our second location, with restaurant groups that respect our flavour categories. Through my family, we are speaking to everybody. I look around for what's good together. The way I design is in a spreadsheet, where I balance ingredients; my background is in science.

You offer vegan options—why was this important to you?

In launching "Four All," that was a big part of the business. In speaking to people who are vegan, they want ice cream. It wasn't an afterthought. It was one of the cornerstones of launching the business.

Our vegan formulation: I went to ice cream "University" in Guelph, where you dive deep into the science of ice cream. What are the plant-based substitutions to meet these criteria? Fat, water, solids and sugar. What are my substitutions? Knowing science helped me to perfect [the recipes].

Can you tell us about your interest in food in general?

One of the things I appreciate is how simple it can be. Manufactured food is not simple. When you look at the label, there are so many ingredients that you don't know and do not need when you make these things yourself. They are being added in. I like being able to figure this out. Ice cream is my canvas. It is a challenge I wanted to solve and doesn't have to be complicated.


Ajoa Mintah

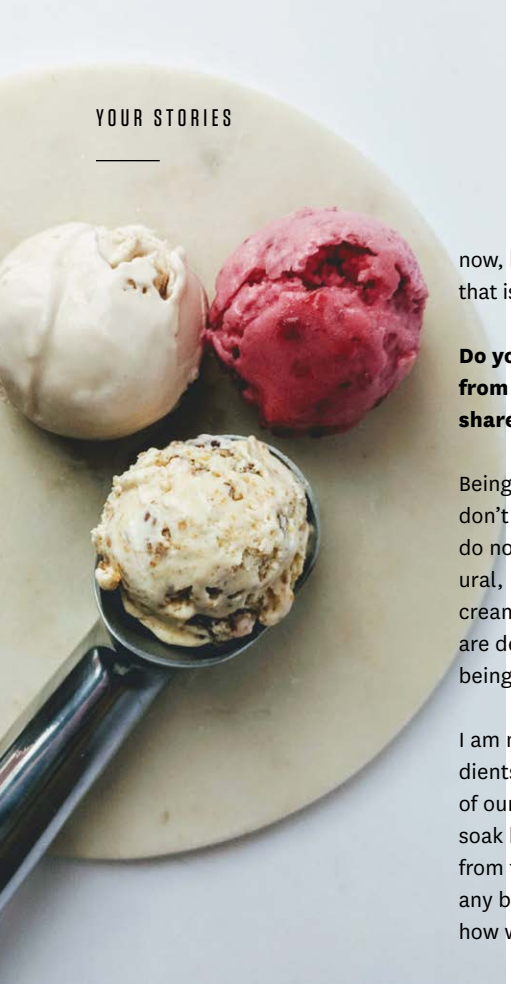
What is one of the greatest challenges facing you as a foodservice operator?

It is a new industry for me. Specific to ice cream there are a lot of regulations that were written half a century ago that have a lot of rules that may not apply for today. Based around food safety, it needs to be looked at again. It also makes it challenging for the ice cream industry to grow.

Can you offer any advice for restaurants who may wish to get in touch with you and carry your products?

We definitely would like to, Toronto is close by. We have been contacted, but at first, did not have a good distribution method. We are solving it currently. Get in touch with us, and we will make it happen. One thing is that we love to do custom ice cream flavours for restaurants. Let's make something special. We have restaurants that carry us from Guelph to Stratford. We offer a half litre. We wholesale to gourmet food stores, gift stores, and specialty grocery stores. None of them are massive as of right

↣ CONTINUED ON PAGE 14



now, but they care. We are also still a young business that is focusing on building ourselves first.

Do you have any favourite concepts or ideas from the world of food science that you can share with us?

Being sure of your own values. Say "no" to ones that don't fit. Our growth has been slow and measured. We do not want to grow too fast. Our first tagline is "Natural, Local and Mindful." While our second one is "Ice cream is for the people." We are trying to make sure we are designing flavours with that audience in mind. Not being weird to "be weird."

I am not a chef. It is all about how [flavours and ingredients] come together and being smart about it. One of our ice cream flavours is banana. To create it, we soak bananas in milk, which makes the flavour transfer from the bananas to the milk. There are never actually any bananas in our ice cream. We don't always know how we are going to create something, but there is never just one way. I love the entire science behind it. Every once in a while, we will colour an ice cream with all natural colouring, including our "Bubbble Gum" ice cream, in which the triple "b" in the spelling stands for beets as that is how we colour it. We also have a blue ice cream, which is coloured with spirulina. ■

Four All makes ice creams and sorbets, and they are licensed to make mixes. With a scientific approach, they break everything down, and they take that time to deal with any unusual ideas. Mintah says they are excited to forge more partnerships with potential clients and she finishes with a call out to one of their supply partners—Eby Manor. Eby is a Guernsey cow dairy farm in the Waterloo Region. Four All orders milk weekly for their dairy-based products. Want to learn more or get in touch? You can contact Ajoa Mintah at fourall.ca.



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Yellow Point Lodge

BY WILL DIXON

Almost everything that Hill and his team can source locally, they do. Living in a rural area and having been in business for as long as they have has led to long-time partnerships with farmers in the area.

Few places can boast being as memorable and busy as Yellow Point Lodge has been for nearly 80 years; and Richard Hill, owner and operator of the lodge for 33 of those years, couldn't be happier about it.

Located on the waterfront on Vancouver Island, just 25 minutes from Nanaimo and right around the corner from Kulleet Bay, there are so many routes to get to Yellow Point, it's almost dizzying. But that's part of its charm. What also sets Yellow Point Lodge apart from other vacation destinations is its limited vacancies and that it has no off-season, according to Hill. "We have a 99 per cent occupancy rate through the year." While some of the smaller cabins that lack the amenities for winter lodging are closed seasonally, the rest of the lodge is typically near full up.

A REBEL WITHOUT A WI-FI CODE

"We get so many repeat visitors, it's incredible," says Hill. "Our record holder is from Seattle, been coming here since 1954 without one gap year." Staying at Yellow Point Lodge has become a return destination for many; guests come back time and again because the operators have prioritized experience and value throughout the years. Hill and his team pack a lot into modestly priced bundles that can accommodate almost any vacation budget. Weekend packages include meals, tea-times and access to all the recreational activities guests can fit into a day. From bikes to kayaks and tennis rackets, there's no shortage of things to do in all weather. Or, guests can unplug and retreat from society for a few days, and the lodge accommodates this type of experience too.

"We're trying to keep a bit of the old world alive," says Hill, noting that they don't provide Wi-Fi service. "People know what they're going to get," he says of this cozy corner of Canada where people come to recharge and reconnect with one another and nature. Hill says he gets to see all kinds of people from different walks of life and that's his favourite part of running the lodge—being able to meet such a variety of people with vastly different lifestyles and watch them all come together and share a meal.

Yellow Point Lodge provides visitors with comfortable, rustic accommodations with set menus each day—guests don't want to miss the dinner bell and come to know what to look forward to. "Everyone is looking forward to the roast beef on Saturday and the seafood buffet on Friday," says Hill. And by sticking to a set menu, it helps keep food costs down.

Special accommodations for guests with dietary needs have to be given to the kitchen staff in advance, and foodservice for these guests is individualized, right down to, for example, having separate toasters for gluten-free breadstuffs. "Our staff is very focused and very considerate because some of them also have special dietary needs too," explains Hill.





LOCALLY DRIVEN

Almost everything that Hill and his team can source locally, they do. Living in a rural area and having been in business for as long as they have has led to long-time partnerships with farmers in the area. “There are people near us that raise turkeys, grow potatoes, corn, berries, honey and eggs,” he says. “There’s going to be some things we can’t get, like six prime ribs every week from the neighbours or bags of sugar, but we get everything local we possibly can.” And just about everything served at the lodge is homemade.

Hill makes it all sound easy and matter-of-fact. Maintaining supplier relationships over the years is about making sure you pay your bills on time and treat each other fairly. In turn, Yellow Point Lodge turns a lot of customers, happy ones at that.

The biggest challenge that Hill and his staff had to overcome was during the 1980s when only three months into managing the place, the main lodge burned to the ground. “It was a very deflating moment,” says Hill. “Watching the windows blow out, flames belching out the windows, and I realized in that moment, this is gone.” Standing with his father on the patio while everything was going up in flames, they talked about what to do next. Hill says it was the only thing they knew how to do—running a lodge. So, they decided to build another one. It was a difficult year, but with the help of their crew, members of the community and even some of the guests volunteering, they were able to put their beloved operation back together. Some of those helping hands are still guests to this day.

Yellow Point Lodge is a throwback to a quieter time where guests look forward to simple, good cooking, making new friends, epic relaxation or outdoor adventures. Knowing itself, operating honestly and keeping it simple while genuinely becoming part of the eco-system around it—Yellow Point Lodge’s success serves as a road map for other restaurateurs to follow. M



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[1] Nielsen MarketTrack Latest 52 weeks Period ending Aug 19 2017
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From cannabis edibles to plant proteins:

2019 FOOD TRENDS

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Aaron De Laporte, *Research Associate, University of Guelph*

Alfons Weersink, *Professor, Dept of Food, Agricultural and Resource Economics, University of Guelph*

Liam D. Kelly, *Ph.D. Candidate, University of Guelph*

Food continues to find its way into the consciousness of Canadians

It's in our news feed, on our television screens and, more and more, part of our day-to-day conversations. The challenge is to separate the fact from the fiction, the ephemeral from the soon-to-be everyday. The University of Guelph's newest *Food Focus Trends Report* highlights six key trends likely to be front and centre this year.

FLEXITARIANS ON THE RISE

While vegans and vegetarians get all the attention, the flexitarians are rapidly growing in number—and in clout. A flexitarian is someone who is eating less meat rather than giving it up entirely.

Almost 85 per cent of Canadians claim to eat at least one vegetarian meal per month, with nearly 50 per cent saying they do so at least once a week. Despite only seven to eight per cent of Canadians identifying as vegetarian or vegan, the conscious consumption of flexitarians will likely have a profound impact on the quantity and types of meat we eat as well as spurring the growth of protein alternatives.

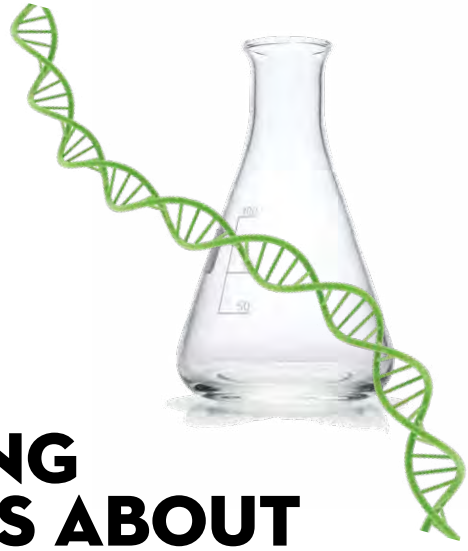
By choosing to eat less meat, consumers are likely to indulge in more premium cuts while sacrificing staples like ground beef.

Plant-based proteins are also sure to grow in popularity, as are those from previously taboo sources, such as insects.

Canada's new Food Guide also recommends an increased focus on plant-based foods.

Should Canada's meat industry be concerned? Possibly, but increased international demand should keep overall prices in our country steady for the foreseeable future and population growth here will also continue to increase the total demand for meat.





EASING FEARS ABOUT GENE-EDITING

If comic books and horror movies have taught the average Canadian anything, it's that nothing good ever comes from playing with genes.

Unfortunately, fiction can sometimes be more believable than facts. When it comes to agriculture, gene editing increases yields, develops tolerances to things like drought or pests, removes allergens (to make gluten-free wheat, for example) and enhances nutritional quality.

And the biggest benefit may be for the world's poor.

Basically, gene editing is doing what animal and plant breeders have been doing for hundreds and hundreds of years, only in a way that's much faster, much cheaper and much more specific.

The only challenge? Reducing unfounded fears and communicating the incredible potential of genetically modified crops and foods in a way that Canadians can fully embrace.

↣ CONTINUED ON PAGE 20



CANADA IS HIGH ON CANNABIS EDIBLES

Cannabis will soon be a major driver in the food and beverage category. This year should see edible products incorporated into Bill C-45 (the *Cannabis Act*), opening up opportunities for health foods and supplements, snack foods, packaged meals, restaurants and tourism.

A recent Deloitte report found that 58 per cent of current Canadian cannabis users intend to consume edibles once they're legalized.

But these highs do have some potential lows—work will need to be done to ensure proper dosing and to prevent unintended secondary consumption by children and pets.

As well, the path to market for cannabis products in Canada goes through three different pieces of legislation: the *Cannabis Act*, the *Controlled Drugs and Substances Act* and the *Food and Drugs Act*.

In addition, products for medical consumers must also meet the Access to Cannabis for Medical Purposes Regulations that are included in the *Controlled Drugs and Substances Act*. But with the total market estimated at more than $7 billion (on par with Canada's wine industry), the future is nonetheless bright for cannabis companies.

PROTECTING OUR POLLINATORS

In recent years, the humble bee has gone from picnic pest to cause célèbre. The decline of bee populations and its potential impact on food resources has Canadians rallying in support. And with good reason—a third of the world's crops rely on pollinators.

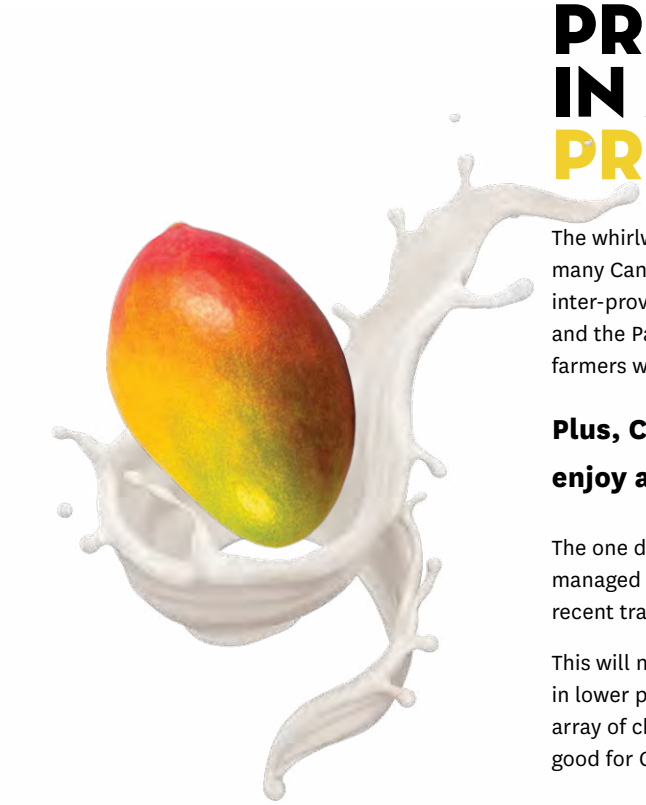
In Canada, the contribution of bees to crops like apples, blueberries and canola has been estimated at over $5 billion.

So shouldn't we all be behind the bee? It's not that simple.

While they are essential for some crops, other crops rely on methods of pest control that are associated with the decline of pollinators.

As we've seen with the neonicotinoids debate, striking a delicate balance between the needs of farmers and the protection of pollinators is an ongoing challenge and a goal that will not be easily achieved.





PROSPERING IN A TIME OF PROTECTIONISM

The whirlwind of trade deals and disputes in the past few years has left many Canadians reeling. While there has been much hand-wringing over inter-provincial barriers, NAFTA/USMCA and new agreements with Europe and the Pacific Rim, freer trade in food has actually provided Canadian farmers with markets that are hungry for our products.

Plus, Canadian consumers have benefited and now enjoy a wider range of affordable food products.

The one downside? Our regulated dairy industry, along with other supply managed commodities, has ceded nearly 10 per cent of its market through recent trade deals.

This will not only be painful for the dairy sector, but it isn't likely to result in lower prices for Canadians—although we will probably see a broader array of cheeses and other dairy products. Overall, though, trade has been good for Canada and will continue to be for the foreseeable future.

GROWING DIVIDE BETWEEN FOOD & FARMS

Farms may feed people, but they have very little to do with the price you pay for food.

Fluctuating prices of agricultural commodities like corn, wheat or soybeans often fuel news stories but the reality is the increases in food prices Canadians have seen over the years have been relatively consistent.

Put simply, food and farm prices are not the same and the relationship between the two continues to weaken. Today, the farmers' share of the food dollar is around 20 per cent—higher for less processed foods (nearly 50 per cent for eggs) and lower for more processed foods (two per cent for corn, which is used as a sweetener in manufactured food products).

While the effect of low commodity prices may be felt in farming regions and associated industries, it has little impact on Canadians when they're checking off their grocery lists—and that isn't expected to change in 2019.



This article is republished from theconversation.com

THE CONVERSATION

THE DELHI SIGNATURE DISH THAT HAS STOOD THE TEST OF TIME

BY KARTIKEY BHARGAVA





Photo by Stacey Newman

Chefs, consumers and restaurant staff alike: if you are in or around restaurants, you will undoubtedly have tasted butter chicken at some point in your life.

First served back in the 1950s, its invention is attributed to three Punjabi restaurateurs, Kundan Lal Jaggi, Kundan Lal Gujral and Thakur Dass, who founded the world-renowned Moti Mahal restaurant in Delhi.

For well over 60 years this dish has been a staple of Indian restaurants around the world, from London to New York, Sidney to Moscow and back to Delhi itself. While millions of people have enjoyed a butter chicken feast, many still don't know the history surrounding its creation and the story of the three refugees, also entrepreneurs, who headed for Delhi after partition from the Peshawar region.

What is Butter Chicken?

Butter chicken is cooked in a traditional clay oven or tandoor. It's first marinated in a mix of spices including cumin, turmeric, garlic and ginger, along with yogurt and lemon juice. A tomato sauce with butter and cream is then poured over it. Time and experimentation have inspired many different versions of the recipe which can be found online, many using a variety of different spices.

What you get here is two recipes in one—a traditional tandoori chicken with an added makhani (or butter gravy). The recipe originally made at the Moti Mahal used fewer spices than many of the versions you see today.

The History of Butter Chicken

The story of how butter chicken came to be invented is almost as interesting as the dish itself. The Moti Mahal, in pre-partition days, was a restaurant in Peshawar founded by Mokha Singh Lamba. Both Kundan Lal Gujral and Kundan Lal Jaggi worked there as servers for some years. Thakur Dass was at his family's rice and pulses wholesale business just across the road from the restaurant.

The Moti Mahal shut down just before partition. During these difficult times, many refugees moved to areas of India because of partition, bringing their various skills and culture with them. Peshawar cuisine was soon to find a new home in Delhi when the chance came to revive the original Moti Mahal in the capital territory. Mokha Singh Lamba, although he was then too old to continue running the restaurant, was happy for the three entrepreneurs to use the original logo and gave his full blessing to the enterprise.

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SINCE IT WAS FIRST CREATED BACK IN THE 1950s, BUTTER CHICKEN HAS TRAVERSED THE GLOBE. YOU CAN FIND IT IN PRACTICALLY EVERY TOWN AND CITY WHERE THERE IS AN INDIAN RESTAURANT.

With a growing population of Punjabis in the region, there was a ready-made legion of potential customers who wanted to eat traditional Peshawar fare. The trio began by selling breads and tea but then purchased three tandoors and began serving fish and chicken too.

There's no doubt that the trials and tribulations that partition created also forged a strong bond between the three entrepreneurs. They wanted the restaurant to work and, though it took a lot of hard work with their wives earning extra money sewing, the intrepid entrepreneurs put their heart and soul into the project. They finally found a shop in Daryaganj in 1947 and raised the funds they needed to start their tea room. As the business began to grow, their fame did too. And the innovations started to come. Cooking tandoori dishes, they were presented with a problem—left hanging, the tandoori dried out and, not wanting to waste anything, the team were searching for a way to make the chicken more moist.

The simple answer came when a Bengali customer came to the restaurant and tried to order a simple chicken curry. There was only tandoori, but the chef was guided to make a gravy to go with the dish. This initially consisted of cream, butter and tomatoes with a few spices. When they realized that this was the perfect way to rehydrate dry tandoori, butter chicken was born and, from then on, became one of the most popular dishes in Indian cuisine.

Up until partition, the main cooking in Delhi was vegetarian because the majority of the population was Hindu. Gradually, however, chicken was introduced, and Peshawar cuisine became a norm as the demographics changed with the influx of new people and influences. There's no doubt that this meeting of different cultures led to changes in menus. Butter chicken wasn't the only example. Soon there was buttered dahl too, and by the 1950s, Delhi had become the centre of cooking and innovation in India.

The Moti Mahal also became one of the Delhi's most respected and visited restaurants. It hosted some famous names during the 50s, 60s and 70s. Soviet leader Nikita Khrushchev ate there, as well as American president Richard Nixon. Jackie Kennedy famously dined with JFK, and even the Queen of England paid a visit. Khrushchev used to send out to the restaurant for official events and that led Kundan Lal Gujral to open a restaurant in Moscow in 1963.

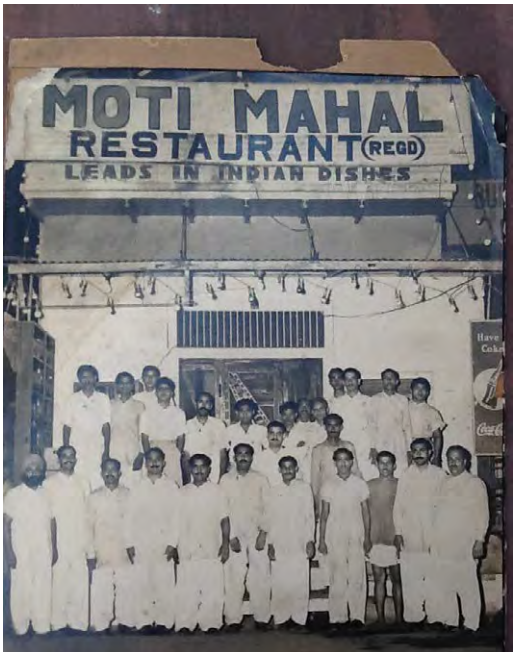
From one restaurant in Daryaganj, the Moti Mahal became a global brand with restaurants from Uttar Pradesh to New Zealand, Saudi Arabia to Tanzania. It is still one of the most recognized names in Indian cuisine.

Why Is Butter Chicken So Successful?

Since it was first created back in the 1950s, butter chicken has traversed the globe. You can find it in practically every town and city where there is an Indian restaurant. Go online, and you'll discover several hundred different reincarnations of the original recipe, some by the most famous chefs in the world today.

At its heart, though, butter chicken is a simple dish. The combination of a tandoori chicken with a creamy and slightly spicy tomato sauce is mouth-watering. While other, more complex recipes may catch your eye every now and again, the home-cooked, comfort food that butter chicken defines is always going to be a winner.

While the trio of entrepreneurs has since left us, their influence on Indian cuisine and Delhi as a centre of culinary excellence remains. They are, perhaps more than any other group of people, responsible for helping to internationalize Indian cookery and put new recipes like butter chicken on the map. M



FIRST SERVED BACK IN THE 1950S, ITS INVENTION IS ATTRIBUTED TO THREE PUNJABI RESTAURATEURS, KUNDAN LAL JAGGI, KUNDAN LAL GUJRAL AND THAKUR DASS, WHO FOUNDED THE WORLD-RENOWNED MOTI MAHAL RESTAURANT IN DELHI.

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EXPANDING OUR OUTLOOK ON

FOOD PRESENTATION

AESTHETICS ARE NO LONGER THE SOLE FOCUS OF FOOD AND BEVERAGE PRESENTATION, AS THE MODERN CONSUMER LOOKS TO INTERACTIVITY, SUSTAINABILITY, AND PERSONALIZATION.

BY ELLEN SMITH AND MISHAL OMAR

When it comes to food presentation, most brands are prioritizing how "shareable" their products and campaigns are on social media. At Trend Hunter, we're now looking to brands that are paving the way when it comes to product presentation, company values, and menus. The foodservice industry is gradually welcoming innovation beyond visuals, and critical acclaim alone, all to better speak to today's hyperaware consumer.

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 us in one of the 11 cities our Future Festival conference will be visiting in 2019.



SUSTAINABILITY

Conversations around sustainability have long been about consumer lifestyles and environmental impact, and the ensuing consumer backlash against this narrative has identified the responsibility as something that's in the hands of large corporations, which tend to fuel the waste affecting the climate today. Somewhere in the middle, some brands are working in tandem with their customers to offer solutions that place the responsibility to become eco-conscious in the hands of both. We can observe this shift in our Multi-Functional Plant insight, where brands have created eco-packaging alternatives that allow consumers to produce plants from items that are traditionally disposed of. Coupling environmentally friendly production with concepts that empower consumers to take action themselves leads to a future in which solutions to climate change work to the benefit of both the consumer and the corporation.

Seeds of Truth demonstrates how brands are integrating environmentally friendly elements into packaging solutions with its innovative coffee cup that arrives with seeds embedded into the sleeve. Once the coffee is consumed, the sleeve can be placed inside of the cup and planted into the earth. An accompanied stir stick is labelled with either basil, rocket or thyme, to inform the user of what they'll be growing in their garden.

On a similar note, Flower Lollipop sticks from Amborella Organics have been introduced as another means of waste reduction. These treats arrive on a biodegradable, seed-embedded stick that can be planted after the candy has been eaten. The flavours of the lollipop correspond with the flower that will bloom, offering Peach and Marigold, Vanilla and Hibiscus and Champagne and Rose iterations. As sustainable consumption transitions to mainstream thought, these lollipop sticks represent one of the ways brands are working alongside the consumer to reduce waste.

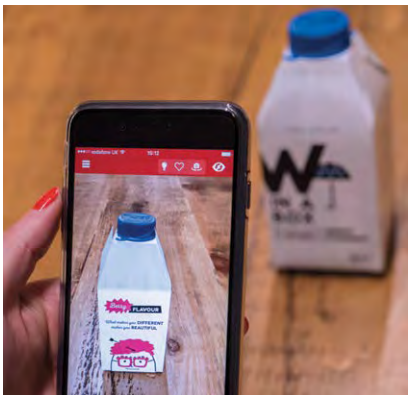
AUGMENTED REALITY

The modern consumer expects innovations in interactivity on their path-to-purchase, and brands that prioritize this are no longer confined to the traditional formulas that require minimalism for luxury appeal or vivid colouring for mass-market appeal. In the Consumer Packaged Goods (CPG) space, we've observed the rise of augmented reality (AR)-based labelling. Whether educational or play-based, the use of this form of gamification is both exciting and now, familiar, to the average Millennial and Gen Z consumer. Beyond interest and distinction, the rise of AR labelling benefits companies looking to better engage their customers with their mission and values, who are likelier to establish brand loyalty as a result.

The use of augmented reality to seamlessly communicate with consumers is perfectly exemplified in Zappar and SIG's comprehensive AR packaging for its sustainable boxed water, W-in-a-Box, which offers an informative experience in a manner that maintains the minimalist aesthetic of the product. Using an accompanied mobile app, consumers can simply point their mobile devices at the container, prompting the device to unlock AR content that explores the brand's history of sustainability.

In addition to increased transparency, brands are leveraging augmented reality to further enhance user experiences. An example of this is seen with the packaging on KONTI's candy wrappers, which have been integrated with AR technology that can keep kids busy for hours. The branded content, which can be accessed through one's mobile device, features a full-length film and games starring Tomi, the cartoon bear. This effort seamlessly transforms a simple candy bar into a captivating storytelling experience, effectively aligning the brand with the user's positive memories.

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ARTIFICIAL INTELLIGENCE

The adoption of artificial intelligence (AI) can be observed in the food space with brands using the power of big data and intelligent learning to personalize their menus to each customer. The benefit of such practices exists in their direct appeal to consumers' growing preference for customization to be applied to how products are presented to them. The "one size fits all" approach no longer has the same market appeal as the growing group of brands that aim to target niche consumer rituals. Infused with the learning abilities of AI, a more targeted approach enhances the perceived legitimacy of the customized recommendations being made by the brands in question.

There are several examples of technology being leveraged to offer unique experiences that extend past the menu or restaurant ambiance. For example, the London-based restaurant chain Vita Mojo has partnered with DNAfit to offer diners a custom meal based on their genetic code. Before their reservation, restaurant goers can submit a DNA swab. After the swab is analyzed with cutting-edge technology, the diner will receive a personalized meal that complements their specific DNA makeup and caters to their dietary needs. The seamless combination of food with technology offers an innovative and memorable experience that's equal parts intimate and personal.

Instagram and social media inform the way diners are choosing restaurants, with some chefs opting to adjust menus to offer photo-friendly meals that will look great on one's feed. Knorr's Eat Your Feed campaign, accelerating the current focus on food aesthetic, cleverly offers social media users a completely personalized dining experience. With this campaign, users can connect and have a tool to analyze their Instagram accounts. The tool will then recommend recipes and dishes based on one's social media preferences, creating what Knorr is referring to as the "world's first Instagram-powered restaurant." By leveraging new technology, Knorr can offer a personalized dining experience that appeals to Instagram's growing foodie community.



The Sure Tamp Platform



Consumption of espresso in Canada has increased by 10% in the past 5 years. [1]
Consumers age 14-49 account for 76% of all espresso consumption in Canada. [1]

A profitable espresso beverage program requires equipment that is embraced by staff, safe to use, intuitive, consistent and easily maintained.

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1 Coffee Association of Canada

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Canada's cattle have hidden talents

Beef cattle belong in Canada's landscape, doing their job to maintain healthy ecosystems.

The environmental benefits of cattle is a powerful untold story that needs to be herd (pun intended). There's a secret life to cattle that doesn't tend to make the headlines…



Cattle keep grasslands going.

Don't take grass for granted. Canada's pasture and prairie store up to 1.5 billion tons of carbon, equal to the emissions from 3.62 million cars annually. Cultivation of grasslands can lead to a 30-35% loss of soil organic carbon.



Cattle are key to healthy soil.

Healthy soil is the secret to life. Cattle sustain soil with the nutrients from manure for healthy grass. Healthy grass = ground cover protection from blazing sun and pounding rains. Cattle are the ultimate manure spreaders. No bull.



Cattle help birds.

Birds live in the grasslands that cattle sustain. Cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural land. Many bird species would lose their habitat to overgrowth without cattle grazing. Keep calm. Graze on.



Cattle are 'upcyclers'.

Cows do amazing things – they eat and digest grasses and crop by-products we can't, turning them into one of nature's most powerful proteins.

Cattle are a perfect fit with Canada's climate, pasture and prairie ecosystems. With 74% of Canada's native grasslands already lost to cultivation, grazing cattle are key to preserving these important spaces. For more info visit: www.**canadabeef.ca/whycanadianbeef**

CANADIAN BEEF™

#ImmigrationMatters

BY SOPHIE MENDES, FOUNDER OF THE NEW CANADIAN PROJECT

MARY OLIVEIRA was born and raised in Brazil. It was there while completing a post-secondary degree in business that her life intersected with a handsome Canadian's. The first time she visited Canada, in 2012, she'd made the trip mainly to meet his mother (her future mother-in-law). But she says it was also a gift to herself: "It was my first trip out of Brazil. I wanted to celebrate my graduation!"

She says she immediately fell in love with Canada and how safe she felt being in this country. "Back home, I couldn't answer the phone on the street because I was afraid to get robbed," she recalls. Here, she discovered a different way of life, full of diversity, where everybody rich and poor seemed to have the same opportunities to succeed. "I loved Canada right away because here I can see equality, just by walking on the streets," she says. "Here everybody has the same rights." Another thing she noticed was how hard it was to find chocolate shops, and that gave her an idea.

Once she was back in Brazil, she came up with a plan: She would learn all she could about running a business, the art of chocolate, and this one particular Brazilian treat that's an emblem of her country — the brigadeiro. By the time she moved to Toronto for good in 2014, she was ready to open up shop and share this special candy with her new neighbours. Or at least that's what she thought.

It ended up taking her a few years serving Torontonians at various local venues and online before she opened her first brick and mortar store in 2018, under the name Mary's Brigadeiro. By then she had loyal customers, a better understanding of the market and a strong business plan. When she was shopping for a space, she fell in love with the Danforth and the way people in the area seemed to support small businesses and prefer to buy local. She felt a strong sense of community, something she's always valued.

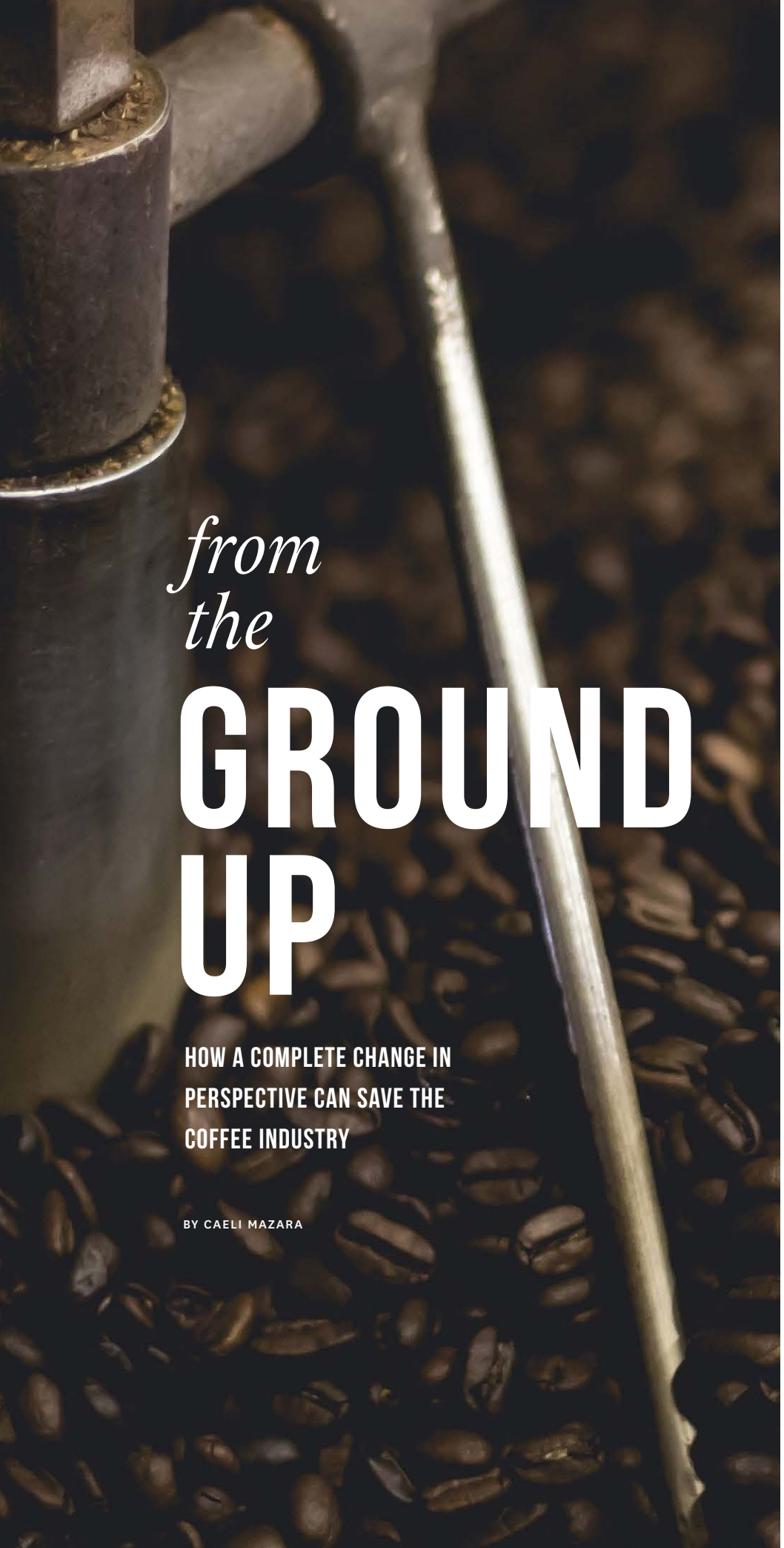
"I have people often reaching out to me for advice or for a chat. I never say no. I am not a coach, but I am happy to share my story, my experience and all the things I learned along the way with people who need some support," she says.

You can learn more about Mary (including her brigadeiro recipe) and why #ImmigrationMatters to Canada's foodservice and hospitality industry at MENUmag.ca.



Photo by Murtaza Daud | @MurtazaDaud

I have people often reaching out to me for advice or for a chat. I never say no. I am not a coach, but I am happy to share my story, my experience and all the things I learned along the way with people who need some support.



from the GROUND UP

HOW A COMPLETE CHANGE IN PERSPECTIVE CAN SAVE THE COFFEE INDUSTRY

BY CAELI MAZARA

Kickstarting our lives every morning, coffee has surpassed water as the most consumed beverage in this country, according to a 2018 study by the Coffee Association of Canada, with roughly three-quarters of adult Canadians enjoying their morning brew daily. But the coffee industry is in trouble worldwide, and industry insiders are worried. Grant Gamble is one such expert.

Gamble's first job was at Starbucks when he was 15, and this first glimpse into the industry was enough to pique his interest and set him on his path. He was a manager by the age of 16, and Starbucks urged him to stick around, but at 18, he was ready to move on, looking for an opportunity to dive deeper into the industry. He ended up in Vancouver, working with specialty coffee company JJ Bean, which has since expanded its operations to Toronto.

"There are two worlds in coffee," says Gamble. "There's coffee as everyone thinks of it—the black stuff that gets you awake—and then there's specialty coffee, and you can think of that like craft beer. I wanted to get more into that side of it."

JJ Bean is taste driven, rather than quantity driven, roasting in small batches and prioritizing single-origin coffees.

Gamble came back to Toronto to help start Boxcar Social, a gem that prides itself on its coffee program. He returned to Vancouver after three years to start to explore the importing side of the industry.

"I was always interested in that side of



things," says Gamble. "A coffee importer is that middleman between farmers and roasters. When I became an importer, I learned how fragile and how volatile the coffee industry is." It was there that Gamble was able to start delving into what the industry was facing as a whole, and in Canada in particular.

"One of the big challenges to North American coffee culture is the way coffee is viewed," says Gamble. "I think the majority of people think of coffee as that thing you have to wake you up in the morning, whereas in a lot of other places in the world, coffee is a luxury product. Coffee used to be like that—like spices—it was expensive, it was sacred; it was quite hard to get. But then it became commodified. It was everywhere, and it was cheap."

The first thing to understand when looking at this problem is the way coffee is priced on world markets. Gamble explains: "Coffee is purchased based on a blanket price set by the commodity exchange market, and that price is determined by supply and demand, price elasticity, speculation—all this stuff that has nothing really to do with coffee—and all the coffee producers are stuck using this model."

It costs an average of between US$0.80 and $2.00 to produce a pound of regular coffee, and between $2.50 and USD 12.00 for a pound of specialty coffee. When the market closed on Friday, February 16, 2019, the price for coffee was US$1.01 per pound. To further illustrate the peril the industry is in, consider that in February 1985, coffee was exchanging at US$1.44 per pound.

"This is a crisis in coffee because people are just not going to grow it," says Gamble. "It's at a point where coffee producers (the average age of whom is between 50 and 60 years old) are telling their kids, 'Go do anything else.'"

Gamble is currently in Australia, where coffee is experiencing something of a rebirth as a luxury product, viewed in the same light as fine wine.

"Melbourne is coffee Mecca," says Gamble. "I think part of why it's so advanced is that it's a sit-down table service. The coffee is presented to you, and you choose the right one and you pair it with food. That's an opportunity for people who own restaurants or cafés. Shift the way you're presenting coffee, get better coffee and charge accordingly, and educate people on what coffee really is."

For so many restaurateurs, Gamble observes, coffee is an afterthought: "You have a meal, and all of the ingredients in every dish have been sourced specifically for a reason, prepared to perfection, and you get to the coffee and it's an afterthought. You're going to pay

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"There are two worlds in coffee. There's coffee as everyone thinks of it—the black stuff that gets you awake—and then there's specialty coffee, and you can think of that like craft beer. I wanted to get more into that side of it."

$3.00 for a not-very-good espresso—and that's the last thing you are going to remember. A restaurant could charge $14.00 for two cups of coffee prepared in a beautiful glass carafe. Now instead of $1.20 margin, you've made $10.00. That's such an Instagrammable thing, too. In Australia, restaurants are making a killing on their coffee programs."

To source good coffee, restaurants should look at pairing with a coffee vendor who values transparency. You should know how they source their beans, how they treat the producers, and how much the producers are paid. Fair-trade coffee is a start, but it's not the be-all and end-all, Gamble says. The price is set at a minimum of US$1.40 per pound, but it's still too low. The aim for restaurateurs needs to be specialty coffee, that is, coffee that is both high quality and sustainable.

Grant is the co-founder of the Beanstock Coffee Festival—think craft beer festival, but coffee—aiming to get people inside the industry and out excited about coffee.

"There's a trend that's particular to Canada where the coffee community is really strong," he says. "When I co-founded Beanstock, we were worried about getting all these competitors in the same room, all selling to the same consumers and industry folk. We thought it might cause some tension, but actually everyone was really into it. All the roasters, all the distributors realized that instead of fighting for the same piece of the pie, they might as well make more pies, convert some of these people to drink specialty coffee. This community is not prevalent in other countries; there's a lot of competitive nature, especially here in Australia. A lot of the roasters won't collaborate, but in Canada, everyone is willing to work together."

And what about those giants of the coffee industry? Can the biggest players get on board to save coffee?

"I think there's a way for [big coffee companies] to make more money," says Gamble. "Let's say they completely changed their coffee program: it would turn away many people in the beginning, but if they are charging more for coffee and it's higher quality, the margin is actually greater. It comes down to educating people: it's the fruit of a tree that's grown in the tropical world, and it's been processed like wine, and roasted, and then prepared here. It's special."

This, for Gamble, is the point: "We have this idea that coffee is an afterthought when really it's something super special. When it's viewed that way, you can make much better margins on it, all across the chain, right down to the growers." M

"All the roasters, all the distributors realized that instead of fighting for the same piece of the pie, they might as well make more pies, convert some of these people to drink specialty coffee."



EMBRACING AN ICONIC CANADIAN LOOK AND FEEL

Tim Hortons opens its first restaurant in Shanghai, China

maple macchiato





double double

TIM HORTONS NEWEST RESTAURANT MARKS THE FIRST OF 1,500 THAT WILL BE ROLLED OUT ACROSS CHINA OVER THE NEXT 10 YEARS.

In late February, Tim Hortons opened its first restaurant in China; located in the People's Square in central Shanghai; this is the first Tim Hortons in China since the company signed an exclusive master franchise joint agreement with the Cartesian Capital Group last year. The Shanghai restaurant celebrates the further expansion of Tim Hortons around the world. Tim Hortons now has over 4,800 locations in Canada and around the globe including the United States, Mexico, Europe, the Philippines, the Middle East and now China.

New beverages include Canadian-inspired flavours, like a Maple Macchiato.

"We're excited to bring the iconic Tim Hortons brand and a piece of Canada around the globe," says the president of Tim Hortons, Alex Macedo. "China is an attractive growth market, and we can't wait for guests to try our classic favourites and some new offerings crafted specifically to the Chinese market."

While Tim Hortons will be offering many of its classic food and beverage products in China, including the iconic Double Double coffee, the company will also be launching an assortment of new food and beverages unique to the market. Some of the exciting menu items include: two new cool and creamy Iced Capp flavours include Maple and Hazelnut. Exclusive to the Chinese market are tea offerings include Steeped Black Lemon Peach Oolong and Blueberry Roselle, while new hot espresso beverages include Matcha and Hazelnut lattes and a Maple Macchiato. Also being served is a true Canadian favourite—the Timbit—in new flavours including Salted Egg Yolk. The Shanghai restaurant also has lunchtime offerings with Basil Chicken, Coldwater Shrimp and Montreal Style Beef sandwiches served on ciabatta buns as well as Black Pepper Beef and Chicken Caesar Laffa wraps; for lighter fare, Chicken and Roasted Pumpkin, and Beef and Roasted Zucchini salads will be served.

The design of the floor tiles was inspired by the image of maple leaves scattered on the ground in autumn. The restaurant features a lot of red and plaids, artwork featuring the maple leaf and there is even a hockey stick door handle to pay tribute to its hockey heritage and well-known love of the game. Every detail in the new restaurant is meant to elevate the experience of visiting Canada's favourite coffee shop, and patrons reportedly waited in line for hours to get a taste of Tim Hortons in Shanghai. M

Source: Tim Hortons/CNW







Geography for FOOD LOVERS

Basilicata, Italy and the idiosyncrasies of regional foodism

BY BETH POLLOCK

The region of Basilicata, Italy and the city of Matera may be off the beaten path, but that's about to change. In 2019, the EU has chosen Matera as a European Capital of Culture, allowing it to showcase the unique history and culture of the region.

For hundreds of years, many people in Matera lived in caves or sassi. Carlo Levi's 1945 book, Christ Stopped at Eboli, put a spotlight on the city: with no running water in the caves, and infant mortality rates over 50 per cent, Matera became known as the "shame of Italy." The government reacted by moving residents out of the caves into better housing.

More recently, many caves have been made over into homes and hotels. What started as a national embarrassment now makes the city of Matera, and the region of Basilicata, so unique. The area is well worth visiting, both to visit the cave dwellings and to discover the vibrant flavours of Basilicata that have long been overlooked.





one
PANIFICIO CIFARELLI

Panificio Cifarelli's original owner, Antonio Cifarelli, started baking bread when he lived in the sassi but moved the bakery in 1947 because of the stigma of the region. Today, his son Giovanni and grandsons Massimo and Antonio Jr. run the business from three locations in Matera.

They've come a long way since the bakery's roots in the sassi. In the old days, Cifaralli's female assistants put the dough in bed with their sleeping husbands. "They thought only the warmth of the man could make the bread rise correctly," Massimo said. (In reality, it was probably because the sassi were unheated, and an occupied bed was the only place they could guarantee warmth.)

The Cifarelli family has innovated as the business has grown. They changed the shape of their loaves, for two reasons. Practically, it helped them fit more loaves in the oven in one baking. But also, their customers preferred crust to the soft insides, so they invented a new shape that was crustier.

However, the recipe has barely changed from the one that grandfather Antonio used in the sassi. In fact, Matera's bread (pane di Matera) is one of only three breads in Italy to be designated PGI or protected geographic indication. PGI is an acknowledgement from the EU that says the bread is a genuine product made with natural ingredients and is produced in Basilicata. Ingredients are hard wheat flour, water, a little salt, and natural yeast made from macerating seasonal fruit (such as figs, olives or grapes). The bread is both chewy and crusty—exactly the way their happy customers like it.

two
PALAZZO MARGHERITA

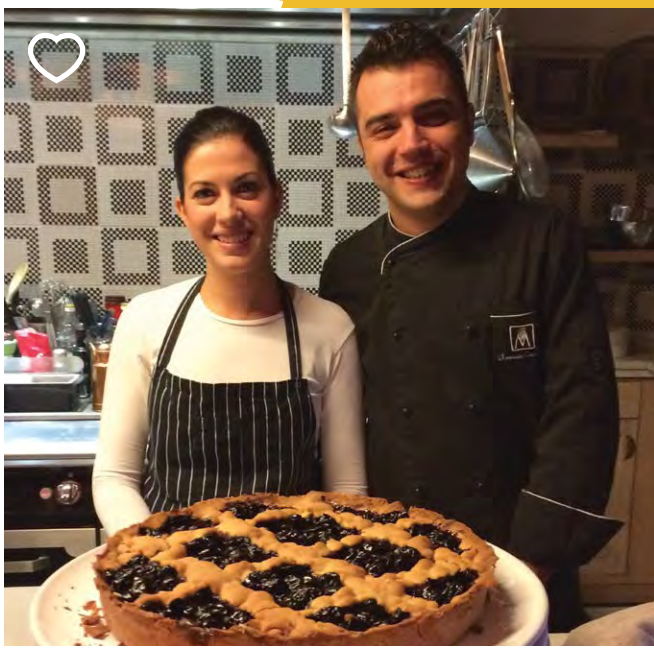
Francis Ford Coppola's grandfather was born in Bernalda, Italy, less than an hour south of Matera. When Coppola visited the town in 2004, he fell in love with the Palazzo Margherita, which had been built in 1892. Coppola bought it to add to his Family Coppola Hideaways, and now this exquisite hotel is open to the public.

Palazzo Margherita boasts a Murano glass chandelier, exquisite walled gardens, and a screening room (The Godfather, anyone?), but I was particularly drawn to the cooking class. Our instructor, Donatella, taught us how to make pasta dough, then shape cavatelli, orecchiette, and ferricelli. Her deft fingers made our attempts look paltry, but she visited each of our workstations to help make our pasta look like the real thing.

Chef Tommaso whipped up a pasta sauce inspired by family traditions. "My mother and my grandmother have always cooked following the traditions of our land, that have very old origins," he said.

I enjoyed our homemade pasta, along with fried lampascioni (hyacinth bulbs) and pumpkin parmigiana. Dessert was an amarena crostata, whose buttery crust and tangy cherries still fill my dreams. I wish I'd had a bigger slice.

↣ CONTINUED ON PAGE 38



three

BASILISCO CANTINA E VIGNETI

Cave dwellings aren't unique to the city of Matera. Some of the first settlers in Barile carved homes out of caves in the 1400s. Today many of these caves have been converted into wine cellars.

Viviana Malafarina is the winemaker and cellar master at Basilisco Cellar and Vineyards, the only cellar located in the heart of Barile. "For our long aging style, caves help in keeping consistent temperature, humidity, and even sounds and vibrations," Malafarina said. "All this makes the process even more effective in giving harmony and balance to the wines." She explained that the weather, altitude and soil are what make her wines so special. And the wine is a product of the extinct volcano on which the vineyard is located—the altitude of 620 metres makes the wine high in acidity, while the volcanic soil boosts its minerality.



We sampled two of Malafarina's wines. Teodosio is an approachable wine that tastes of prune, cherry and blackberries, with spicy overtones (pepper and a bit of clove). The second wine, Basilisco, uses the best grape from each vineyard. Richer in spices and more complex.

In the end, terroir impacts everything Malafarina does. Her wines "are the expression of a volcanic soil, growing in altitude in organic vineyards," she said. "My work communicates the different result of Aglianico grapes from different kinds of volcanic soils."

four

LA DIMORA DEI CAVALIERI

Agriturismi are farms that offer simple accommodations and great food, made from the produce they grow themselves. La Dimora dei Cavalieri is an exceptional example: they grow fruit and vegetables, and wheat for pasta and pizza, and they make their own ricotta.

It's a true family business, with everyone pitching in where needed. Angelo, whose day job is engineering, said, "I look after marketing, but you can find me cleaning the floor, serving tables, cutting the grass, or cleaning the swimming pool." His sister Rosaria is the chef, and his son Roberto serves tables and does the shopping.

The meal at La Dimora was one of the best I ate in Basilicata. The food was simple, delicious and plentiful, and included a perfectly balanced eggplant parmigiana, and homemade pasta with chickpeas (lagh'n and cic'r). "We are a big family enjoying what we do," Angelo said. "The passion is driving us in this adventure."



DIG IN

VISITING MATERA & BASILICATA

Here's how you can enjoy some of the flavours of Basilicata:

General information about Basilicata is available at italia.it/en/discover-italy/basilicata.

PANIFICIO CIFARELLI
via Istria 17
If you're interested in seeing the kitchen and a baking demonstration, contact Massimo at info@panificiocifarelli.it.

PALAZZO MARGHERITA
Corso Umberto I, 64, 75012 Bernalda
Villa Margherita offers guests daily pasta making classes. Other classes based on local dishes are available on request.

BASILISCO WINERY
via della Cantine 22, 85022 Barile Potenza
Cellar visits and wine tastings can be organized with Viviana at basiliscovini@gmail.com. Basilisco Barile Teodosio is also available through BC Liquor Stores.

LA DIMORA DEI CAVALIERI
Contrada Tataseppe 1, 85010 Vaglio Basilicata
Dinners and Sunday lunches are available by reservation only, at info@dimoracavalieri.it.

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IN RETROSPECT

Wise words and a bit of humour from Jacques Seguin, the former president of Garland Canada

BY STACEY NEWMAN





A true pioneer and pillar of the foodservice sector, Jacques Seguin—the president of Garland Canada until his retirement late last year—was a trailblazer for decades in the industry because of his approachability and commitment to improvement.

Seguin worked for Garland Canada for over 30 years, starting out in the industry as a young college graduate just looking for a job. Says Seguin, "I grew up in a large family, in the small town of Mattawa in Northern Ontario. I attended Canadore College where I received a great education in Business Administration. In 1985, I needed a job to pay off my student debt and, through a family friend, managed to get an interview and was hired in a customer service role at Garland Canada in Mississauga. At the time, I did not know that I was entering a great industry and working for an iconic company. I progressed into various marketing, sales, operations, and corporate roles."

Speaking to Seguin is an exercise in sincerity. He talks with humour and conviction about what works and where he thinks the industry is headed. He believes the hospitality industry plays a vital role in our society. "People need to renew and refresh, and we love to do it around food and drink," says Seguin. But, the pace of change continues to accelerate. For Seguin, being in a dynamic industry is both challenging and exciting, where business drives innovation and innovation drives business. "I think, right now, the biggest thing that our customers are talking about is automation," he says. And automation, says Seguin, is the solution to many of the labour and cost pressures facing the industry today.

As a global equipment maker, Garland Canada is on the front lines and, says Seguin, the company must learn while it creates. Always "putting money aside to incubate, to invest, or explore…" This leads to custom innovations that—while initially designed for one customer—end up benefitting the industry as a whole. Seguin credits customers with being the drivers of innovation. "We are in an enviable position that some of the world's largest, most sophisticated customers seek us out and say, 'Can you help me?' And I have had many discussions with executives that tell me that we are the only company that can do this, and solve this problem. So, it is like, 'okay that is pretty cool.'"

> "THE BIGGEST THING THAT OUR CUSTOMERS ARE TALKING ABOUT IS AUTOMATION

Seguin emphasizes the importance of keeping an eye on the big picture. He suggests looking at the kitchen as a system and asking yourself what the outputs are that you're trying to create? And how can you optimize the equipment, the number of pieces of equipment that are in there, the functions they can perform, and the flow of them? He wants foodservice operators to be enabled to do more with less, master efficiency, and create a better product for a lower cost. "That's another part about strategy, not just looking at the

individual pieces we make, but look at the whole kitchen...We have to understand the relationship between the equipment, the food, and the people," he says.

Sustainability is the driver of innovation today according to Seguin. "For sure. If you look at our ice machines, sanitation, water consumption, if you look at refrigerants; we are using the highest quality refrigerants with the lowest emissions. We measure how much energy our products consume; how do we get it to consume less and go on standby mode? Heat up faster? All around the product designs are heavily influenced by sustainability. Whether it is energy consumption, water consumption, and so on. It's part of what we do."

"We are part of a company called Welbilt which is a US-based coalition now with a global footprint. Garland Canada is one of the brands within the portfolio. And one of the neat things about Garland Canada is...we design, manufacture, and export into over 100 countries. Which is unusual for a Canadian based company. So, you can go around the world and walk into a restaurant, and there's a Garland range," says Seguin. In an age of international trade, how has Garland Canada's business kept up in general with trade agreements and changing political tides? "We staff our organization with diversity to reflect our customer base. We sell in many countries, we need a lot of complexities, and cultures, languages and things like that. As a Canadian company, you have to be conscious of those and have to stay in tune with them. And one of the ways to do that is to have a diverse workforce. We also work at being inclusive, in our management staff, and making sure everybody has a voice and contributes to the success of the business."

And is there a product that stands out for Seguin, today? The "product in the portfolio right now that's the fastest growing is the accelerated cooking ovens and Merrychef." Seguin says that the company is growing that business substantially. The second product category that stands out for him is Combi Ovens. Seguin says we're in the digital age and we need to embrace it wholeheartedly. I suggest to Seguin that "they will have a Merrychef on the Starship Enterprise, right?"

"Yeah, for sure," he says,"a few of them."

> "COMBINE A GOOD IDEA WITH GREAT PEOPLE...OUR MISSION IS TO SIMPLIFY THE LIVES OF OPERATORS TODAY AND FOR THE FUTURE.





> "THAT'S ANOTHER PART ABOUT STRATEGY, NOT JUST LOOKING AT THE INDIVIDUAL PIECES WE MAKE, BUT LOOK AT THE WHOLE KITCHEN...WE HAVE TO UNDERSTAND THE RELATIONSHIP BETWEEN THE EQUIPMENT, THE FOOD, AND THE PEOPLE,"

SEGUIN'S ADVICE FOR CHEFS OR RESTAURATEURS

"From a business standpoint; know what your customer wants. Specifically, what experience do they expect and what emotion will come from that experience? Make sure that your business is focused on this experience and that your processes are aligned to deliver on that experience, time after time.

On an individual basis, it's about change and courage. The world is changing quickly, and the pace is accelerating. You have to change at the same pace to keep up and faster if you want to lead. With change comes fear. Many of our greatest achievements are preceded by fear. For me, 'fear is a friend' and many times, it has pointed the way to the right decision."



RC Show

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

• THE HOSPITALITY EVENT OF THE YEAR •

RC Show 2019 was a dynamic immersion in all aspects of the industry, and was our most ambitious event yet. More than 800 exhibitors covered 250 000 square feet of the show floor with wares, services, brands and experiences of every description across five pavilions, eight stages and four hospitality events, all with an eye on sustainability. Attendees were able to shop top trending food products, purchase the most delicate smallwares to the largest pieces of equipment, while taking part in eight competitions, and experiencing the first ever RC Show pop up, Restaurant of the Future. The show offered something for absolutely everyone.

PAVILIONS

BAR AND BEVERAGE PAVILION

This pavilion was full of vendors eager to share their innovative products. Containing both a stage and a workshop area that hosted programming to teach you how to build your bar business including; how to elevate your sports bar offering; building an intersectional bar space, the future of whisk(e)y as well as how to craft a non-alcohol cocktail.

ONTARIO PAVILION

This area showcased the best of Ontario food and beverage products. The Local stage hosted Feast ON producing the best of FOODstock tastings that demonstrated the positive impacts buying local can have on your menu.

CANADA PAVILION

The Canada pavilion was all about variety and sustainability. Vendors showcased seafood from both coasts while Canada Beef hosted a pavilion addressing beef's place on the table and in the ecosystem. Québec highlighted traditional and family businesses.

COFFEE, TEA AND SWEETS PAVILION

Ethical and sustainable coffee was the order of the day. Served with Natrel milk and brewed with filtered water provided by Danamark. There were energy efficient roasters, grinders, brewers, and coffee makers of every description. Zuccarini ran latte art labs throughout the Show.

TECH PAVILION

This pavilion was presented by Silverware POS, and represented the largest showcase of technology. It was also home to Workers Safety and Prevention Service's Learning Lounge where daily content sessions ranged from how to build a sustainable business, to ergonomically smart kitchen design.

ECO PAVILION

Home to Save On Energy's Eco Stage which offered panels and workshops on sustainability initiatives. This pavilion presented in part by Waste Management and Enbridge also showcased waste solutions, utility company rebates and incentives on how to green your business.

SPECIALTY PAVILION

This pavilion was the destination to expand your menu offerings with on trend products and was definitive proof that allergen-,gluten-free and plant based products can be satisfying and delicious.

WORLD PAVILION

Home to vendors from feature countries Italy, Mexico, South Africa and Spain, the World Pavilion had the colourful feel of a neighbourhood market. Bellavita Italian Expo Toronto was on hand to represent the latest and best Italian and Spanish food and beverage to the world. The nearby Food Truck N Experience gave visitors the chance to see what food trucks can really do. The selections to taste and try were original, international and adventurous.

WORLD CLASS PROGRAMMING

THE CEO PANEL, hosted by **Tony Chapman**, led industry titans **John E. Betts**, President & CEO, McDonalds Canada, **Frank Hennessey**, CEO, Recipes Unlimited Corp., **Mike Conway**, Executive VP & President Starbucks Canada Inc., **Susan Senecal**, CEO, A&W Food Services of Canada Inc., and **Nivera Wallani**, President & GM, KFC Canada and Yum! Brands in a discussion about sustainable practices. All agreed the three Ps - people, planet, profit - are inextricably linked, and that sustainability applies not only to products but also to energy. Even small actions from large companies have widespread impact.

AT THE EVOLUTION OF FOODSERVICE DISTIBUTION SESSION, **David Barber**, VP Canada Broadline Distribution, Gordon Food Service; **Dan Flanagan**, President & CEO, Flanagan Foodservice Inc., **Tom Pitera**, CEO & Executive Chair, Russell Hendrix Foodservice Equipment, and **Randy White**, President, Sysco Canada, discussed the pressing issues facing foodservice distribution and the need to strategize to manage productivity at the highest levels. They're pleased to see increased interest from operations along the supply chain, and note the industry now thinks beyond immediate gratification to the potential impacts.

THE FUTURE OF CANNABIS IN CANADA SESSION saw **Jennifer McLeod Macey**, Vice President, Health Research Institute, Ipsos Public Affairs, share research results about cannabis usage: unlike alcohol, people use it alone, and don't pair it with food. **Lisa Campbell**, CEO, Lifford Cannabis Solutions, **Dan Carter**, CEO, Canadian Hemp Farmers Alliance, **Travis Peterson**, Chef & Founder, Nomad Cook, **Nick Pateras**, Vice President, Strategy, Lift & Co. explored what the ramifications of cannabis legalization might mean for different aspects of the foodservice industry, from agriculture through distribution to meals.

AT THE WHY BUYING CANADIAN IS MORE IMPORTANT THAN EVER SESSION, Food commodities experts **Lisa Bishop-Spencer**, Director of Brand & Communications, Chicken Farmers of Canada, **Duane Ellard**, Executive Director, North America, Business Development and Marketing, Canada Beef, **Bill Mitchell**, Director of Public Relations, Egg Farmers of Ontario and **Sean Bredt**, Chief Marketing & BDO, Dairy Farmers of Ontario discussed the strategies and high standards of Canadian food commodities. Explaining how Canadian products provide your business with a consistent, high quality product and how buying and promoting Canadian products can enhance your business.

ONES TO WATCH session hosted **Jean-François Archambault**, CEO and Founder, La Tablée des Chefs, **Charles Khabouth**, CEO & Founder, INK Entertainment, **Manjit Minhas**, co-Founder of Minhas Breweries & Distillery, and **Tom Via**, COO, Woodbine Entertainment Group shared the stories of their journey and success. The most important attribute, they concluded, was passion. "I can teach people the business," said Khabouth, "But I can't train people how to have drive."

AT THE ROOTED IN CULINARY SESSION, the Indigenous Tourism Alliance of Canada brought contemporary style to indigenous traditions with **Norma Condo**, Chef & Owner, Miqmak Catering Indigenous Kitchen and **Johl Whiteduck Ringuette**, Chef & Owner, NishDish Marketeria & Catering

With over 190 speakers across eight stages there was something for everyone.

"We were super impressed with the educational content, quality (and quantity) of attendee traffic and how well supported we were as exhibitors.."

Barbara MacDonald, Brand Culture

SAVE ON ENERGY FOODSERVICE FORUM

presented by IESO, Restaurants Canada, Natural Resources Canada and Ontario Restaurant Hotel & Motel Association (ORHMA)

Energy conservation and sustainability go hand in hand. That's why the IESO presented a free, half-day workshop in conjunction with RCShow19 in partnership with Restaurants Canada, Natural Resources Canada, and the Ontario Restaurant Hotel & Motel Association (ORHMA). Robert Edwards, Business Advisor, Private Sector, IESO and Candice Trickey, Director, Marketing & Conservation Alliances, IESO, introduced attendees to the array of energy-saving tips, rebates and initiatives offered by the IESO and Save on Energy. Stephen Dixon, knowenergy, offered insights such as how switching to ENERGYSTAR equipment can provide immediate results. How even small changes to technology, policy and behaviour can add up to big savings of both energy and money.

This was followed by a panel discussion moderated by André LaRivière, sustainability consultant and author of The Next Course, that included; Adam Pesce, Director of Coffee, Reunion Island Coffee; Sean McFetridge, National Energy Manager, Recipe Unlimited Corp.; Roshun Pun, Director of Engineering, InterContinental Hotel Toronto Centre; and Brad Long, Chef & Owner, Cafe Belong / Belong Catering shared the steps they've taken to become more energy efficient, and the positive results they've achieved. Eva Greff, Business Consultant, New Spring Energy, provided an update on the four businesses taking part in the Foodservice Energy Challenge. Final results will be announced at RCShow20, but you can follow their ongoing energy-saving journey at: www.restaurantscanada.org/energychallenge.

RESTAURANT OF THE FUTURE



"If attendees could take away one thing from the show, I hope it would be the importance to embrace the industry's ongoing shift towards more social, environmental and economic responsibility. My hope is that they were able to learn something new from the movers and shakers and innovators who are championing the best in ethical and traceable practices, and do it with integrity."

Chef Charlotte Langley

Spacious and fully operational, the Restaurant of the Future was a respite from the focused energy of the show floor. The open and welcoming layout was designed by **Navigate** and brought to cost-effective life by **BUILD IT By Design** and **Juiceworks**. Striking **Caesarstone** table and counter tops fabricated by **Granite Stone Marble**, while **Contract Supply** provided refurbished furniture for each area in distinct fabrics and styles with support from upholstery company **Architex**. The lighting design was from **ANONY** and the vinyl graphics on the walls and floor were made by **Kwik Signs**.

Each section used efficient **ENERGY STAR**-certified appliances, from brands like **Merrychef**, **Garland**, **True**, **Alto Shaam** and the **Urban Cultivator**. The bar played host to **Labatt's Goose IPA**, **Stella Artois**, **Hoegaarden** and **Brickworks Ciderhouse**. Kelsey Ramage & Iain Griffiths of **Trash Tiki** offered waste rescue cocktails. **Walter Craft Caesar** and **Zirkova Together Vodka** served vegan cocktails and **Beam Suntory Ambassadors** where on hand crafting **Auchentoshan American Oak Lowlands Sunsets** and **Jim Beam Black Bourbon Sidecars**. **Seedlip** also dropped in to share the art of no-alcohol cocktails. **Vodkow** poured White Russians and **Hill Street Beverages**, **London Born Wines**, **Broken Stone Winery** and **Outset** provided the wine and sparkling.

The cafe featured local, sustainable grab-and go options, along with other treats and coffee from **Reunion Island Coffee**. Oceanwise Ambassador **Chef Ned Bell** introduced his Seaweed Brownie, **Chef Charlotte** created a BLT **Barilla** Pasta Salad, **Knorr** Roasted Mushroom Power Bowl and **Cocoa Barry** Chocolate Protein Power Balls. The Restaurant of the Future hosted Lisa Campbell, **Lifford Cannabis Solutions**, who discussed terpenes and the future of cannabis-forward hospitality with a bud sensory bar. Also featured were mock edibles by **Chef Charlotte Langley**, which in the future could be infused with the use of a **LEVO machine** by combining oil or butter with dry cannabis flowers.

The dining room featured options from a rotating schedule of chefs curated by **Chef Charlotte Langley** including: **Latoya Fagon**, **Matthew Sullivan**, **Phillman George**, **Michael Kirkwood**, **Trevor Liu**, **Matt Dean Pettit**, **Matthew Ravenscroft** and more.

Uber Eats was on hand to provide foodservice data to help businesses improve their offering with regards to delivery and explain how delivery can help build your business. **Stingray** provided the audio and visual experience, **Silverware POS** implemented their POS systems and **Glance Pay** provided a convenient new way to pay with a built-in loyalty program. **Alan Smithson** spoke about the future of digital menus, **Irene Matys** conducted a food styling workshop and **Autonetics** presented several of their programmable robots.

LEADERSHIP CONFERENCE

Monday Feb 25, Cinema, Hotel X. Presented by: **Pepsico**, **Diversey**, **Gordon Foodservices**, **KPMG**, and **Skip the Dishes**. Hosted by **Tony Chapman**.

Restaurants Canada brought together top research companies under one roof for the very first time. Attendees were able to delve into stats and findings about what customers are buying, how they are feeling and how the food industry is changing including the impact of delivery. They heard from expert speakers including; **Shanna Munro**, President and CEO, Restaurants Canada, **Chris Elliott**, Senior Economist, Restaurants Canada; **Darrell Bricker**, CEO, Global Public Affairs, Ipsos Limited Partnership; **Robert Carter**, Executive Director, The NPD Group; **Jessica Cravero**, Regional Vice-President, Business Development, Technomic Inc.; **Howard Migdal**, Managing Director, Canada, Skip The Dishes; **Angela Donnelly**, Founder and CEO of Corethentic; **Natalie Green**, Head of Industry, Food Services, Google; **Donald Burns**, restaurant coach and author of Your Restaurant Sucks; **Terry O'Reilly**, advertising guru and host of CBC's 'Under The Influence' on how to sustain your customers, your staff and operations and gain inspiration from unconventional wisdom to overcome roadblocks and achieve success.







View the full article with industry insights on menumag.ca



BREAKFAST WITH CHAMPIONS

Tuesday February 26, 7am. Presented by Pepsico, Dairy Farmers of Ontario, Diversey, Egg Farmers of Ontario and Nespresso. Hosted by **Tony Chapman**.

Restaurants Canada hosted a game changing power breakfast where attendees could learn about new trends transforming the world of hospitality and hear from the game changers leading the industry in new and exciting directions.

Keynote **David Allison**, Valuegraphics Pioneer and Consumer Behaviour Expert who turned conventional notions of demographics on their head, was joined by **Shanna Munro**, President and CEO, Restaurants Canada; **Jessica Cravero**, Regional Vice-President, Technomic who outlined five major trends in food service.

Tony Chapman interviewed three Game Changers; **Adam Corrin**, COO, Freshii who shared that 'if you do enough things wrong, eventually you'll do them right'; **Chuck Muth**, Chief Growth Officer, Beyond Meat shared their success in innovation; lastly was **Manjit Minhas**, Co-Founder of Minhas Brewers & Distillers, and one of the Dragons on CBC's 'Dragons Den'. She said "passion was in the DNA of the entrepreneur. Not only did you need to love risk, you need to be driven and competitive."

Finally, we heard from **David Goldstein**, President and CEO of Destination Canada. The visitor economy is worth 1.2 billion dollars. 34% of that amount comes from food and beverage.

It wouldn't be Breakfast With Champions without the breakfast, and this one was spectacular thanks to Nespresso, PepsiCo and egg innovation that were brought to life by chefs **Trevor Lui**, **Charlotte Langley** and **Thomas Januszewski**. Extra bacon and an exquisite rosemary potato sliver rounded out the meal and all was topped off with the best of Ontario dairy with Organic Meadow.

COMPETITIONS



This year Restaurants Canada hosted eight competitions. The RC Show floor was buzzing with culinary titans squaring off in high-stakes showdowns competing for amazing prizes and industry recognition.

BOCUSE D'OR

The Bocuse d'Or is the world's most prestigious culinary competition. Each competitor prepared their own original version of tourtière. After three hours of intense activity, the six judges declared Chef Samuel Sirois the winner. Chef Sirois will represent Canada in the Continental Selection round!

GARLAND CANADA CULINARY COMPETITION

This timed, black-box competition pitted chef against chef in an intense hive of activity. Judges Chef **Donna Dooher**, Chef **John Higgins** and Chef **Brad Long** based their decisions on plate presentation, taste, texture, cooking techniques, efficiency and cleanliness of work station, as well as timing and use of ingredients. After three days of elimination rounds, Chef **Nick Chindamo** was declared the winner!

BEYOND THE RAIL COCKTAIL COMPETITION

Each competitor made two original cocktails with an eye to sustainability, and were judged on presentation and polish. **Madi Henewood** took first place. Second place went to **Tyler Newsome**. Third place to **Tyrell Shaw**.

LATTE ART COMPETITION

Winner **Vivian So** demonstrated the talent and skill it takes to handle a medium that is fixed and fluid at the same time. Second place: **David Kim**. Third place: **Bruce Lee**.

NATIONAL COFFEE IN GOOD SPIRITS COMPETITION 2019

Graham Hayes took home the first-place prize. Second place went to **Nelson Foo**. Third place to **Stacey Landry**.

JOHN BIL OYSTER SHUCKING

This inaugural memorial contest was a rowdy good time. First place went to **Eamon Clark**, Second place to **Ian Peck** and Third place went to **Daniel Notkin**.

BEST ONTARIO VEAL SANDWICH, CULINARY STUDENT EDITION

Hosted by **John Catucci**, from Food Network Canada's You Gotta Eat Here, this contest saw current culinary students teams compete to take cash home for their schools. **Lambton College** won First place, **Centennial College** (Progress Campus) came Second and **Humber College** (North Campus) was Third.







Awards

The **Restaurants Canada Culinary Excellence Award** was presented to Chef **Brad Long** (Cafe Belong), at the Opening Night Reception. He was given this award for his outstanding contribution to the culinary landscape, his commitment to the ethical treatment of animals and his advocacy for sustainability.



RC Leadership Award: **Jean-François Archambault**, CEO and Founder, La Tablée des Chefs, for his outstanding and pioneering contribution to the Canadian Food Industry.



RC Innovation Award was presented to **W.D. College for Sally the Robot by Chowbotics**. Sally the Robot helps to reduce food waste and labor costs, while creating thousands of made-to-order meal options ready at the touch of a button in places fresh food wouldn't normally exist.



NETWORKING EVENTS

LEAF AWARDS

Awarded by LEAF (Leaders in Environmentally Accountable Foodservice) for commitment to sustainability.

Most improved: **Craft Beer Market**

Greenest Restaurant: **Calgary's River Cafe**

Eco-Innovator: **A&W Canada**



RESTAURANTS CANADA EXHIBITOR BOOTH AWARDS

Judged by: Canadian Association of Exposition Management, CAEN

Best Experience: **American Express**

Best Small Booth: **Lightspeed POS Inc**.

Best First Year: **Food Truck'N Experience**

Best Large Booth: **Alto-Shaam**



Opening Night Reception, presented by Silverware POS, Labatt, Beam Suntory, Socan and Greenbelt Fund.

An eager crowd of 1,200 guests were greeted at the door by a double line of servers presenting an Organics Bitter Lemon, Aperol and Orange Juice Welcome Drink compliments of **Red Bull**. The delicious food was all prepared by **Twist Catering** with **Beyond Meat**, **High Liner Culinary**, **Hero Burger**, **Barilla**, **Knorr**, **Dairy Farmers of Ontario**, **100 Km Foods**, **Summerfresh** dips and **Salamina meats**. **Dairy Distillery**'s milk-based vodka **Vodkow** and **FLOW** sustainable original and flavoured water for hydration. **Maple Leaf Sports and Entertainment** offered delicious Ontario corn-fed beef two ways and **Fornoteca** 60 second ovens made pizzas by the dozen. There were two full bars, 7 VIP suites, and a lounge area by **Zirkova Together Vodka**. **Itty Bitty Pie Company** offered sweets and **Pepsico** provided grab and go snacks in case you had any room left. **DJ Lissa Monet** built the mood pausing only for opening remarks from the Parliamentary Secretary to the Minister of Tourism, Official Languages and La Francophonie, Alaina Lockhart. The Culinary Excellence Award was given to chef **Brad Long**. Last but not least, the **Friends of We Care** was there to raise money to send children with special needs to camp.

Industry Night Out, presented by Socan, Labatt, Amex, Gotskill?, Perrier, Seedlip, Beer Store and Gotskill?

Held in the cheerfully frenetic Rec Room, the Industry Night Out was a chance to let loose and cheer on **SpeedRack** competitors. SpeedRack is an all-female cocktail competition that raises awareness and money for breast cancer research. The evening was topped off with Socan's featured singer **Stacey Kay**. Volunteers accepted donations and sold raffle tickets, and Restaurants Canada donated $10 from every ticket sold to be donated in support of breast cancer research.

Top-to-Top. presented by Chase, Silver Chef, Gordon Food Services, Dairy Farmers of Ontario, Labatt, Beam Suntory and American Express

The gorgeous Nest and View rooms atop **Hotel X Toronto** delivered spectacular views. Servers offered delicacies from **Atlantic/PEI Beef**, **Acadian Sturgeon and Caviar Inc**. and **Cacao Barry**. The open bar circulated with **Stella Artois**, **Hoegaarden**, White Russians made from **Vodkow** vodka, and **Beam Suntory** offered whisk(e)y tastings with Matt Jones. Whisk(e)ys that were sampled included **Bowmore**, **Laphroaig** and **Auchentoshan**. Non-alcoholic choices were offered from **Pepsico**. Attendees were onoured by the presence of Ontario Minister of Agriculture, Food and Rural Affairs, Member of Provincial Parliament (MPP) for Oxford, **Ernie Hardeman** and **Blake Richards**, Official Opposition Shadow Cabinet Minister for Small Business, Export Promotion and Tourism, Member of Parliament (MP) for Banff-Airdrie.

RC Show 2019 closed on a high note with regards to sustainability. In partnership with Second Harvest and their Foodrescue.ca program, over 1.200 lbs of food was diverted from the waste stream and collected for donation to people experiencing food insecurity in Toronto.

Thank you for joining us at RC Show 2019 and helping to make it one of our best shows yet!

A sincere thank you to all RC Show sponsors and partners. We could not have created such an amazing show without your support and participation.

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HOSTMILANO

An unmissable event for a cosmopolitan foodservice industry

With non-stop change, how can players anticipate future trends and transform them into business opportunities? HostMilano provides some of the answers! The much-anticipated annual fair organized by Fiera Milano—the leading event in the professional hospitality industry—hosts its 41st edition at fieramilano from 18 to 22 October 2019.

With more than six months to go until opening day, 1,426 companies have already confirmed their participation, with 44 per cent of these hailing from 48 different countries, including new entries Albania, Latvia and Colombia. Also attending are over 1,500 hosted buyers from 80 different countries, with a focus on the USA, Canada, the Middle East, the United Arab Emirates, China and Russia. Media coverage is also significant, with at least 100 journalists invited and partnerships with over 75 international publishing companies, primarily in Europe, Asia, America and the Middle East. The event counts on institutional agreements with important international associations such as the FCSI—Foodservice Consultants Society International, Restaurants Canada, CEDA (UK) and AFEHC (Spain), in addition to a number of distinguished Italian associations.

The Food Equipment—Bread-Pizza-Pasta macro-area accounts for 48 per cent of the companies present, representative of the substantial growth in the Bread-Pizza-Pasta segment. From increasingly premium food trucks to single-product establishments, involving the customer in an immersive experience with a format that is designed down to the smallest detail is essential.

The Bar-Coffee Machines-Vending Machines–Coffee-Tea–Ice Cream-Pastry macro-area, as always, represents another strength, accounting for 34 per cent of companies in attendance. Fusion is increasingly becoming the sector mantra. If the merging of ice cream-pastry—which is continuing to grow in terms of exhibition spaces—and coffee has today become a concrete reality, then the next step is surely their blending with mixology, which is creating new consumption opportunities throughout the day, such as after dinner.

And ice cream? No longer confined to bars and confectioners: the trend is being integrated into the offerings of hotels and restaurants. That said, the desire for alternative products, such as those free from milk and its derivatives, as well as gluten-free, low-calorie and vegan options, is growing. Trends that require a new, more integrated approach to the product.

There's room for more! The coffee culture continues to expand, thanks to consumers who are becoming increasingly mindful of the origins of the raw materials—now almost equivalent to terroir in wine production—and who seek mono-origin and organic coffee, while experimenting with new extraction methods in addition to the classic processes used for espressos and filter coffee, such as the dripper, AeroPress and cold-brew techniques.

The Furnishings-Tableware-Technology macro-area accounts for the remaining 18 per cent and has seen one of the most significant growth rates of all. If the out-of-home segment now validates this lifestyle choice, then the format and layout are to be considered essential to the success of all and any project. With this in mind, the contract and consultancy sectors, in addition to the high-tech segment, are becoming increasingly important in helping to integrate the experience of online sociality with physical conviviality.

In collaboration with POLI.design, the Polytechnic University of Milan spin-off, the Smart Label Award is back. This year, the acknowledgement that recognizes the most innovative of products and services will be joined by the complementary Design Talks workshops.

HostMilano 2019 is also characterized by the attention that it devotes to developing professional skills, thanks to an extensive schedule of at least 500 events, including workshops, data and research presentations, tastings, training opportunities and compelling competitions. M

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EACH FARMER PAYS A FEE ON EVERY DOZEN EGGS SOLD, AND THESE FUNDS ARE USED TO SUPPORT THE ACTIVITIES OF THE ONTARIO AND CANADIAN EGG SYSTEM.

A market driven by real, local farm families

Canadians are gobbling up eggs

We Canadians love our eggs. Leaders in the Canadian foodservice sector know this and have leveraged that love by serving eggs on their menus all day long as well as assuring consumers they are using 100 per cent Canadian eggs. Egg consumption has grown at an average rate of more than three per cent annually for more than a decade and increased by about five per cent in 2018 alone.

Canadian eggs are fresh and high-quality, and every member of the egg supply chain works hard to maintain that trust. This is a trust based on consistent customer satisfaction. Driving this trust are sophisticated quality control systems and a near army of professional farmers, veterinarians, inspectors, auditors, graders, processors and wholesalers that form an integrated supply chain that works endlessly to ensure Canadians have a constant supply of fresh, high-quality, local eggs.

This trust exists in the 2019 Canadian reality where only about one per cent of the population is involved in farming, but people want to know more about where their food comes than ever before. This means that egg farmers need to actively tell their stories to consumers and continue to build relationships and partnerships with food and beverage professionals and the entire supply chain from farm to consumer.

WHO ARE WE?

Egg Farmers of Ontario (EFO) is an independent, self-governing farming organization and, together with similar egg marketing groups in every province, works to operate a national system that efficiently manages the Canadian egg supply. It is not part of the government nor is it financed by taxes. It is funded entirely by egg farmers. Each farmer pays a fee on every dozen eggs sold, and these funds are used to support the activities of the Ontario and Canadian egg system.

Egg Farmers of Ontario is a supply management and fair farm pricing organization. That means it estimates how many eggs will be needed annually and sets production levels so the right amount will be produced. Many developed countries take a different approach, over-supplying their markets of this critical dietary staple and using subsidies to dispose of surpluses.

This farm organization markets all of the eggs for the nearly 500 Ontario egg farmers and pullet growers (pullets are young hens being raised to egg-laying age) that produce about 270 million dozen eggs annually—about 40 per cent of total Canadian egg production.

↣ CONTINUED ON PAGE 52

Canadian Eggs by the Numbers

> 1,000

EGG FARM FAMILIES IN CANADA

732 MILLION

DOZEN EGGS PRODUCED IN 2018

6.6%

INCREASE IN EGG SALES IN 2018

700,000,000

BREAKFAST SANDWICHES CONSUMED ANNUALLY OUT-OF-HOME

11 YEARS

OF INCREASED SALES

Source: CBS News 2018



The Canadian approach is to have prices paid to the egg farmer based on what it costs to produce the egg. The mandate is to provide consumers with a guaranteed supply of safe, high-quality eggs at the most reasonable prices possible. This is accomplished through the efficient management of the production of eggs, research, product promotion, and ongoing marketing activities.

Efficient production of safe, high-quality eggs is a result of a number of programs and practices developed after years of research and constant improvement. These include an approved Code of Practice for Laying Operations (covering cage size, lighting, ventilation, water and feed, waste removal and pest control), mandatory bacteria testing of the layer operations, a standardized safety and quality program and regular on-farm inspections to monitor quality and safety standards plus third-party audits of those programs.

On the demand side of the equation, Egg Farmers of Ontario works to promote eggs as rich in protein and a natural choice for an active lifestyle. The goal is to take this message directly to consumers via recipe brochures, nutrition booklets, and sampling and cooking demonstrations at shows and fairs. Eggs are also promoted through advertising, social media, school visits and literature and work with restaurant and foodservice partners.

Egg farmers are also very active in supporting communities across Ontario including a province-wide egg donation program for food banks and strong contributions to student nutrition programs.

Consumer research nearly a decade ago told Egg Farmers of Ontario clearly that they needed to do a better job of showing consumers the real local egg farm families that supply the eggs in Ontario. In response, the *Who Made Your Eggs Today?* campaign was created to showcase egg farm families from across Ontario and share their personal stories. The campaign has continued to evolve in an effort to reassure people about their egg purchases and answer consumer questions about eggs and egg farming.

SUPPORTING FOODSERVICE

Eggs continue to "Get Cracking" in today's foodservice environment, beyond their traditional menu places. Egg Farmers of Ontario has a pair of experienced foodservice marketing/sales professionals providing assistance to the sector to help operators seize the opportunities that eggs can provide in the fast-paced, out-of-home marketplace.

THE PACE AT WHICH FOOD TRENDS EVOLVE HAS FORCED OPERATORS TO CONSTANTLY REDISCOVER AND EXPLORE NEW MENU OPTIONS—REGULARLY



The Ontario team is headed by Nancy Hewitt, an entrepreneur with over 20 years of experience in foodservice, working closely with Debbie Fantauzzi, another seasoned foodservice consultant, providing no-cost marketing support for foodservice operators that want to promote eggs on their menus.

The pair work to help operators leverage the versatility and low-cost attributes of the egg, which is now appearing centre-of-the-plate as a protein or topping a salad. Eggs are a back-of-the-house ingredient that has multiple applications.

"The pace at which food trends evolve has forced operators to constantly rediscover and explore new menu options—regularly," Nancy Hewitt says. "Now you're not only keeping up with the competition, you're also competing with the proliferation of take-out food alternatives such as grocery retail meals-to-go or the multiple home delivery options now available to your customer." For these very reasons, it is important that EFO continues to introduce to operators innovative menu ideas using eggs. A perfect eggs-ample was our recent launch of the EggPop at RC Show 2019. Not only Instagram-worthy but a low-cost menu idea that many operators commented could be on a children's menu, an appetizer, catering option or presented on a brunch buffet!

Our team will continue to focus on foodservice operator and chain partnerships and menu ideation with Chef Tom Januszewski (The Egg Man), all of which can be further enhanced by our online resources available on Egg Chef.

To further support the operator in Ontario we provide access to professional marketing collateral. During 2018, more than 125 promotions were created using Egg Chef, EFO's online platform that offers free and customizable point-of-sale materials for restaurant and foodservice operators.





Chris Mullet Koop of Elmwood Farms: a family-run operation since 1931.

Meet a real egg farm family

Ontario's egg farm families are a real mix of recent entrants attracted by very strong market growth as well as many farm families who have been in egg farming for generations. One of that latter group is Elmwood farms, owned by Chris and Laura Mullet Koop; it has been in operation since 1932.

The farm located in the Niagara region includes the husband and wife team and their three children. "Beginning as a mixed farm with 700 free-range hens, it has grown to include a 57-acre vineyard in addition to the 11,200 pullet and 9,000 laying hens on the farm." Chris continues, "Today we are still living in my great-great-grandparents original farmhouse. With new grape varieties, pullet rearing and hen management practices being constantly improved, technologies and efficiencies introduced, we are continuing our long family tradition and take pride in providing Ontario families with healthy, safe, nutritious eggs."

Chris says his family sees both challenges and opportunities ahead. Telling our story is one of the easiest things that farmers can do, says Chris, but it is also our greatest challenge. "Bridging the gap between our rural and expanding urban populations now requires the use of social media and marketing to communicate beyond our local communities," he says.

Despite the challenges of modern farming life, the Mullet Koops look forward to continuing to produce healthy eggs for Ontario consumers. "Our favourite part of being an egg farm family is raising our family in the context of caring for the land and our hens," says Chris. "And providing safe, healthy food for Ontario."

Using technology to build an environmentally (and financially) sustainable business



EXAMINING TECH'S ROLE IN ELIMINATING ENVIRONMENTAL AND FINANCIAL WASTE IN HOSPITALITY.

BY CHRIS SNOYER

When you think of restaurant technology, what comes to mind? Are you envisioning a virtual reality-based menu, where a guest explores the origins of their food by perusing the farmer's field? Perhaps a fully automated "dining experience" where our orders are placed before arrival, and delivered to the table by a Roomba-like robot? Many of us would first think about the essentials like POS or reservation management systems, but popular media tends to favour the more grandiose ideas and innovations. Personally, I think it's more pertinent to focus on the changes we can realistically make today so that we're better off tomorrow.

The same can be said of sustainability, which can take many forms and be applied with varying levels of dedication. Do you need to tend your own farm to supply your restaurant, or can you tick the box on environmental sustainability if you've installed some LED lightbulbs to save a watt or two (and a few dollars)?

Whichever level-of-change journey you embark on, there's often a second thought right behind it: what's this going to cost? How much time and money will it take to create the change I seek? Can I afford to make this change, even if I believe in it?

Sure, if you plan to put a wind turbine on your roof, you may need more financial backers. Otherwise, there are plenty of immediate and trailing benefits of environmental sustainability that will make your plans financially feasible.

HERE ARE SOME WAYS TECHNOLOGY WILL SUPPORT AN ENVIRONMENTALLY AND FINANCIALLY SUSTAINABLE FUTURE IN FOOD AND BEVERAGES.

"KNOW YOUR FARMER, KNOW YOUR FOOD"

It used to be that knowing your farmer meant you didn't have to think about reducing your carbon footprint, because you picked up your vegetables from just down the street. In today's global economy, it's taken on a different meaning, where technology helps bring us closer to "the world that was" by increasing transparency. "Know your farmer" means having information at your fingertips to determine exactly where your ingredients are coming from and whether their farming practices are sustainable, so you can make an informed decision when purchasing supplies.

ENVIRONMENTAL CONSIDERATIONS: It's no secret that buying closer to home is eco-friendlier. By avoiding all that travel (and preservatives), you'll be reducing your restaurant's carbon footprint.

FINANCIAL CONSIDERATIONS: Often, it is assumed that your food costs will rise as you offer your guests meals that are more environmentally sustainable, but technology can minimize this impact. Platforms like ChefHero, a digital marketplace for restaurant supplies, can provide the transparency required to know that you'll be getting a quality product at a fair price.

It is also important to consider that 73 per cent of global millennials are willing to pay more for sustainable goods and services.

BECOME A WELL-OILED MACHINE

Not in a "see the robot, be the robot" type of way! In the same way that Henry Ford used automation (in the form of an assembly line) to accelerate processes and reduce human error, we can now lean on tools like inventory controls, the monitoring of just about everything, and data analytics to streamline our processes, boost our bottom lines, and reduce our environmental impact.

ENVIRONMENTAL CONSIDERATIONS: Restaurants are high-paced, large-volume establishments. This means identifying a small change can open the door to a massive result. While you're busy running a restaurant (or recharging the batteries), you can use technology to keep a keen eye open for these opportunities—try introducing automated controls to dim lights and reduce fridge temperatures during off hours.

FINANCIAL CONSIDERATIONS: Many of these services were previously reserved for "the big guys" who could afford the up-front costs of building these systems, and had enough data to populate them. Now, with most tech companies operating on a software-as-a-service model and doing the heavy lifting on integrations and data aggregation, these services are financially accessible to restaurants of almost ALL sizes.

CONNECT WITH YOUR COMMUNITY

It's a blessing and a curse some days, but social platforms have enabled us to communicate on an entirely new level. In the case of restaurants who are making sustainable choices, it's a blessing. Technology allows you to better tell your story, connecting with the customers and community members who share your passion. If your current team members and prospective hires can recognize a common goal, you'll have an easier time recruiting and retaining a strong roster.

ENVIRONMENTAL CONSIDERATIONS: If you're communicating a message of sustainable eats, and it's well-received, others will follow in your footsteps. No one restaurant will make or break our future, so we must communicate effectively to further build communities around our values.

FINANCIAL CONSIDERATIONS: As paper-quizzes and pinboard notes are replaced with platforms for team communication and training, you're able to deliver a consistent message to every single employee, at every single store. Engaging your staff around these initiatives will help you reduce turnover, which is a $50 billion problem in our industry. At a cost of over $5,000 per head, what would it mean for your bottom line if you reduced your turnover by just 10 per cent?

As the industry looks to shake old school tendencies and move the needle on margin, the thought of playing the long game can be daunting given the short lifespan of many restaurants. While it is important to keep an eye to the future, I hope that these suggestions for incremental change may plant a seed that bears fruit sooner, rather than later!

About the Author

Chris Snoyer is the founder of Spiffy: a restaurant education app with free modules on beer, wine, spirits, and more. Aside from helping restaurants to reduce the amount of time and money spent on their staff training, he remains connected to the industry by organizing Toronto's restaurant tech meetup, speaking at industry events, and occasionally hopping behind the wood to make sure he's still got it!



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Cinnamon bark is harvested directly from the tree—McCormick sources premium quality whole cinnamon, which mitigates the chance for added ingredients and contamination that could be encountered by sourcing a pre-ground product.

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