MENU

CANADA'S FOODSERVICE MAGAZINE

CIDER 101:
CELEBRATING FALL IN QUINTESSENTIAL CANADIAN STYLE



GRIT + PERSISTENCE

Manjit Minhas:
BEER BARONESS | ENTREPRENEUR
MOTHER | DRAGON

REPORT:
Raise the Bar 2019

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AS SUMMER GIVES WAY TO FALL, it reminds us that change isn't bad, especially when we're prepared for it. This is not always true in business and that's why in every issue, MENU brings you the people, products and processes that can help you thrive.

In this issue, we feature a dynamic Canadian that wears many hats including beer baroness, mother, entrepreneur and dragon. The brilliant, charismatic and fun industry trailblazer Manjit Minhas graces our cover of this edition of MENU. She talks to us about breaking down barriers, smashing stereotypes, building a profitable operation and gives us key takeaways on how to make a success of any new business venture.

We then turn our attention over to food costs savings, menu inspirations and market trends with industry leader HERO Certified Burger's John Lettieri. He discusses the importance of recognizing shifts and adapting your business model to meet current demands and explains how HERO is building its virtual kitchen designed to support and feed other operators too.

School is back in session and the grades are already in! For the third time since 2015, Restaurants Canada has taken stock of liquor policies impacting foodservice and hospitality businesses from coast to coast. Check out the highlights of our #RaisetheBar2019 report to discover which provinces are at the top of the class. Download the full report by visiting RestaurantsCanada.org and learn how each jurisdiction can create friendlier conditions for bars and restaurants.

And while you're online, don't forget to book your visit to the RC Show 2020, taking place March 1-3, 2020, at the Enercare Centre in Toronto. This marks the 75th year of the RC Show and you can look forward to a superior programming lineup, exceptional special events and the latest in exciting product innovations.

We would like to thank you, for everything that you do every day to advance the foodservice and hospitality industry to its full potential. Thank you for reading and contributing to MENU's stories. Here's to wishing you a gainful and abundant autumn season!



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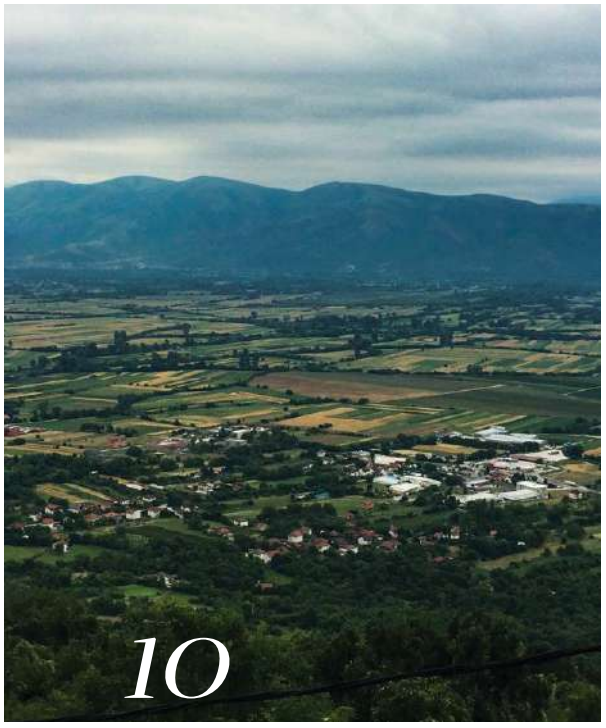
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Manjit Minhas: mother, beer baroness, entrepreneur and Dragon in her Calgary-based brewery and distillery. Hair and makeup by Bombay Beauty Loft, Calgary, AB.
PHOTOGRAPHY BY CURTIS TRENT.

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RAISE THE BAR 2019

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GATHERINGS

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



The Property Brothers, Drew Scott (L) and Jonathan Scott (R) with Ashton Sequeira, president Chartwells Canada, announce plans to promote literacy in Chartwells' elementary schools across the country with the launch of the brothers' new kids book, *Builder Brothers: Better Together.* Photo credit: Dennys Ilic.



French Winemaker Gérard Bertrand awarded "Best Vineyard Experience." The Languedoc winemaker's biodynamic winery, Chateau l'Hospitalet, lands a prestigious place on *Celebrated Living*'s Platinum List 2019.



EVENTS

SEPT 19-22	PEI Shellfish Festival Charlottetown, PEI
OCT 2	Gordon Food Service Show Edmonton Edmonton, AB
OCT 4-5	Toronto Food Film Fest Toronto, ON
OCT 7	La Grande Tablée Toronto Toronto, ON
OCT 8-9	Halal Expo Canada Toronto, ON
OCT 18-19	Rocky Mountain Wine and Food Festival Calgary, AB
OCT 18-22	HostMilano Milan, Italy
OCT 21	Canadian Pizza Summit Toronto, ON
OCT 27	Taste Canada Awards Toronto, ON
OCT 28-30	Ontario Craft Brewers Conference Niagara Falls, ON







The winning team from Chantecler in Toronto, led by head butcher Emily Tucker, at the inaugural Macgregors Meat & Seafood Butcher Battle which took place in August 2019 at Macgregors HQ.

NOV 1-3	Ottawa Wine and Food Festival Ottawa, ON
NOV 4	Grande Tablée Montreal Montreal, QC
NOV 8-9	Rocky Mountain Wine and Food Festival Edmonton, AB
NOV 13	Global Summit Plant Powered Menus Toronto, ON
NOV 18	Grande Tablée Québec Québec City, QC
NOV 19-23	NB Spirits Festival Fredericton, NB
FEB 29	Canadian Hospitality Foundation's Brazilian Carnival Toronto, ON
MAR 1-3	RC Show Toronto, ON
MAR 2	RC Leadership Conference Toronto, ON
MAR 3	Breakfast With Champions Toronto, ON

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



Geography for FOOD LOVERS

Rural cuisine & agriculture in North Macedonia

BY BETH POLLOCK



Every time I visit Europe, I'm reminded of how rich and deep its culinary traditions are. Of course, we know Naples for its pizza, Poland for its pierogi, and Hungary for its goulash. But before I travelled to North Macedonia, I had no idea what its food would be like.

North Macedonia impressed me in the way that off-the-beaten-path Europe often does. We visited in mid-summer, at a time when much of Europe is heaving with tourists, and we never stood in line for anything. We saw well-preserved Roman ruins, monasteries high in the mountains, and regal Ottoman architecture. We visited a local beekeeper and learned how this small-scale producer taught himself the business as a favour to his grandfather. And we enjoyed the best of locally grown and produced food and wine.

one
STOBI WINERY

Stobi Winery is located in the Tikves growing region of the Vardar River Valley, where wine has been produced for over 2,300 years. The winery, which opened in 2009, is named for the nearby archaeological site at Stobi, the largest in the country, with Roman artifacts from the first to sixth centuries.

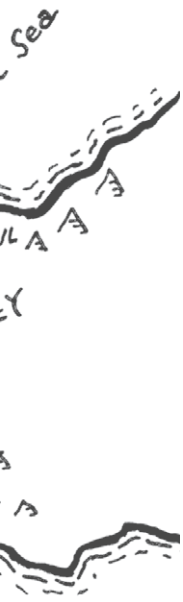
All the wine production is from Stobi's own grapes, grown on their 600-hectare (1,500-acre) vineyard.

The Rkatsiteli varietal is native to Georgia and was introduced to North Macedonia in the 1950s. Stobi's Rkatsiteli was fruity and fresh, and it partnered perfectly with the cheese course. (The owner of the winery owns 9,000 sheep, and the cheese came from there.) This wine has high acidity and 14 per cent alcohol.

The chardonnay from the 2018 harvest has notes of banana and pineapple. The pinot noir, an unusual wine for Macedonia, was served with the main course of pork with mushroom, garlic , and onions.

The Vranec is Macedonia's most famous red wine. Vranec translates as "black stallion," and like a stallion, the grapes are hard to train. Macedonia is the biggest producer of Vranec in the world, and it's such an integral part of the Balkan culture that folk songs have been written about it. (It's also known as Vranac in Serbia, Montenegro, and Croatia). Stobi's Vranec was intense in colour, full-bodied with aromas of wild berries and chocolate.





two
BEE-GARDEN BN

In the south of the country, we visited Bee-Garden BN and met its owner, Naco. He has 400 hives that produce polyglot honey, meaning the bees collect pollen from different kinds of flowers and plants.

Naco got into the business in a serendipitous way. "My grandfather was a forest ranger," he explained, "and every year he had to find a home for the beehives he found. In 2005, he couldn't find a beekeeper to take them over, so I volunteered. I found that I loved it, and since then it's been my business." Since carpentry is his hobby, he makes all the hives himself.



He also showed us a traditional beehive, which was used up to the 1950s and 1960s. These hives, called trmki, were made from cow dung and oak branches. Trmkis were good for natural multiplication of the bees (faster), but slower for production.

The job comes with its share of problems. "I work organically," he said, "so I can't use chemical pesticides. A tick was attacking the bees, and the pesticide I used wasn't working, so I lost 50 per cent of my hives." He has since changed to a different organic product, which is successful in protecting the bees.

Macedonian honey is considered particularly pure as much of it is certified organic. Naco explained that it's the forests, and the fields of untreated wildflowers and grasses nearby, that make his product so great.

We followed up our visit with lunch at Old House BN, a small restaurant run by Naco's family. We sat at hefty wooden tables in an open-air dining area in the backyard, surrounded by colourful flowers and a stone fence lined with flowerpots and bunches of hanging garlic. Courses were served on massive wooden trays. We ate a lunch of fresh salad, homemade cheese and bread, two hearty meat stews and a roulade topped with—unsurprisingly—fresh honey syrup.

↣ CONTINUED ON PAGE 12



three TETOVO AND A LOCAL LUNCH

Further north, we stopped in Tetovo to see the stunning Šarena Džamija (Colourful Mosque). Originally constructed in the 15th century, the mosque was rebuilt in 1833 with elaborate paintings on the outside and inside of the building. More than 30,000 eggs were used to make the paint and the glaze.

After feasting our eyes on this unique building, we went for lunch in nearby Varvara. This village of 200 residents sits high in the mountains overlooking the Polog Valley—so high, in fact, that we had to change vans at the bottom of the mountain since the road was so steep and narrow.

The tiny church in Varvara has an alfresco lunch area, and that's where we ate. Exodus Travels (with whom I travelled) encouraged the townspeople to put on meals once a week for their tours, and the result is extraordinary local meals. Every course made from locally grown ingredients—not because it's au courant, but because that's the way it's always been done. Eggplant with parsley and garlic; peppers stuffed with cheese; zesty bean stew; and a spice cake with a poppy seed and chocolate topping were just a few of the courses. The meal ended with fresh apricots and the cherries that are one of the country's most popular exports.

four PLEVNA KURATICA

Plevna restaurant in Kuratica is a labour of love for owner Goran Mickoski and his extended family. His nephew, Nikola, runs front of house and speaks perfect English. His wife and sister-in-law do the cooking.

The evening started with an eye-watering rakija (Macedonian brandy) made from nettles. And dinner included a deliciously earthy sheep cheese; wild snails served with onions, garlic, and butter; hearty veal with roasted potatoes; and ice cream smothered in a rich berry compote. "We don't care about being famous," Nikola said. "We just want to serve people who care about food." The food was so sublime, both of those things should come true.

As he brought each course, he told us about the food and the way of life in Kuratica, and about his other passion, playing bass guitar with a punk band in Skopje. As twilight slowly turned into night, the sky came alive with a multitude of stars, competing only with the twinkling of fireflies in the garden.



DIG IN

Canadian chefs are travelling regularly to remote corners of the world in order to enhance and authenticate their culinary skills in regional cuisine. So, we've built this ongoing series designed specifically for culinary professionals.

Look for the first article in this series in MENU Issue 4.2: *Basilicata, Italy and the idiosyncrasies of regional foodism* and we look forward to bringing you future installments.

five VISITING NORTH MACEDONIA

It's possible to visit North Macedonia on your own, but I travelled with Exodus Travels (exodustravels.com/ca) on their Balkan Explorer journey, which also includes time in Bulgaria and Kosovo. Exodus has the connections that made it straightforward to experience all of the culinary experiences I described. ■



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INNOVATION IN THE KITCHEN

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FORWARD THINKING

Will Aburi's sushi concierge system herald a new era in restaurant service?

BY LAURA BICKLE

I will admit that my gimmick alert blared when I received an email announcing a "futuristic eatery" where meals are delivered directly to tables via a conveyor belt-like system. But when I read further that the restaurant was the latest offering from Aburi, the people behind the innovative and wildly popular Miku Sushi restaurants in Vancouver and Toronto, I suspected there was likely to be substance behind the hype.

Located in Toronto's Yorkdale Mall alongside Sporting Life and Restoration Hardware, TORA is accessed from an entrance on the main level. Once inside, diners take an elevator to the second floor. The narrow entrance opens to a spare but dramatic space filled with stainless steel, textured glass and grey upholstery—designed by Vancouver-based Ste. Marie Art Design.

The guest capacity is 140, including booths, a lounge and single bar seating.

The tables are lined at one end with double sets of wide laneways. Touch screens affixed to each table allow patrons to select their dishes and a pop-up alerts them when it is about to be served. Then, with a barely perceptible whirring sound, the plate emerges from an opening in a wall that conceals the kitchen and proceeds along the laneway to its destination. It takes 23 seconds for plates to travel from the kitchen to the last table on the laneway.

This tech concept—which TORA calls a sushi concierge—isn't a frivolous experiment: it's a solution to two challenges currently facing the industry, says Seigo Nakamura, owner of Aburi Restaurants Canada. "One is the increase of cost and the other is labour shortage. I think these issues will continue to grow and have an impact on the industry. My prediction is that skilled sushi chefs will only work in high-end restaurants, and restaurants with casual concepts will lose the potential for further growth."

With less labour and highly trained chefs, TORA is able to provide quality sushi at a reasonable price by combining it with advanced technology, says Nakamura. "Just like when the smartphone was first introduced, this concept might not be accepted by the market as smoothly as we would hope, but I strongly believe that it will become normalized in the future. With the advancement of technology combined with the chef's knowledge and experience, we will be able to provide even better and higher quality food and service at a lower price point."

So, what about the food? While TORA may be the brand's more affordable and casual iteration, its standards are on par with its swankier Aburi cohorts. That's due to the fact that Miku serves as the company's "sushi chef factory," says Kazuya Matsuoka, Aburi's corporate executive chef. "There's a professional chef trained by Aburi behind the TORA wall."

At the heart of the culinary approach is Aburi Oshi sushi. In Japanese, Aburi means "flame-seared," while Oshi means "pressed." The rice is compressed in boxes, topped with sauces and garnishes and flame-seared to bring out the natural umami flavour. Nakamura points out that a benefit of the straight-from-the-chef to the

↣ CONTINUED ON PAGE 16

IT'S A SOLUTION TO TWO CHALLENGES CURRENTLY FACING THE INDUSTRY, SAYS SEIGO NAKAMURA, OWNER OF ABURI RESTAURANTS CANADA. "ONE IS THE INCREASE OF COST AND THE OTHER IS LABOUR SHORTAGE."

guest sushi-concierge system is that the sushi is served at "flame-seared" (body temperature), "which is usually only experienced at high-end sushi restaurants in Japan."

TORA's menu is rounded out with other hot (the Crispy Brussels Sprouts, $4.25, are a fun surprise) and cold dishes and desserts. The patron controls the timing, adding dishes as they wish and even signalling when they are ready to get the check through the intuitive interface platform. But it isn't a totally human-free experience: servers still offer drinks and check in throughout.

TORA takes its name from Nakamura's father's restaurant Sushi TORA—in Miyazaki, Japan—which he took over in 1996 when he was only 20 years old. Ten years and many successful restaurants in Japan later, Nakamura brought his modern twist on traditional sushi to Canada, starting in Vancouver with the hugely successful Miku in 2008, followed by Minami, and Gyoza Bar. Miku Toronto opened in 2015.

This multi-brand strategy is part of Nakamura's mission "to make Aburi sushi go beyond the category of Japanese cuisine," he says. "While Miku is indeed our flagship concept, only so many people can experience our Aburi sushi at Miku. In order for us to introduce our Aburi sushi from Canada to the rest of the world, it is one of our visions that we make Aburi sushi more accessible to various global markets, with our various store concepts and multi-brand strategy." (Hana, a more personal, higher-end restaurant concept, will open in Toronto this winter.)

Matsuoka says the intent is to capture an entire city's demographics, offering venues for business lunches, celebrations and quick meals. "You need to think about [the] future. You can't open a restaurant just because you make great food."

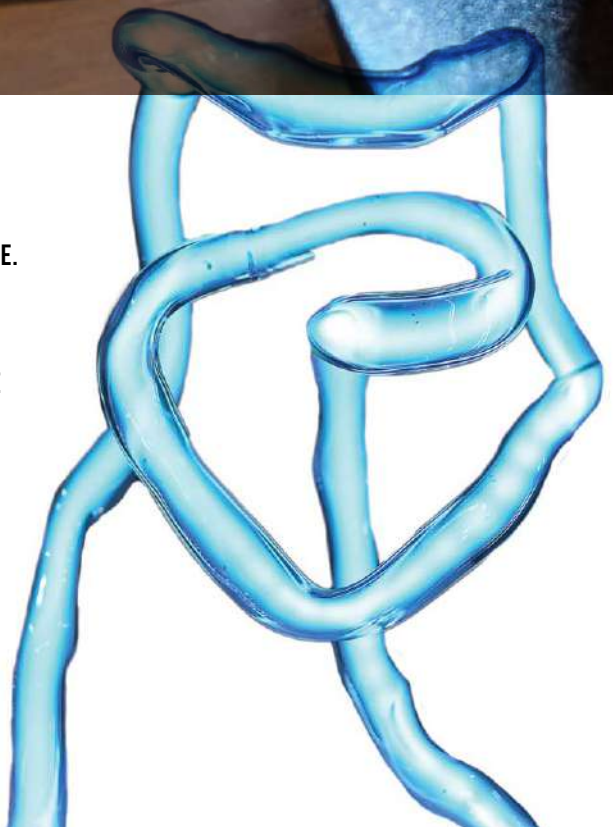
So, what has the Aburi team learned from the TORA experience? "Technology is only a tool. We never compromise the quality. We always keep our eyes on the latest technological innovations that would further increase quality. It's just a part of our business strategy."

To that end, Matsuoka looked at five different suppliers for the laneways. "It was a tough process," he says, because he had to consider efficiency, reliability and aesthetics.

Ultimately, says Nakamura, embracing technology is key to his company's survival: "The implementation of advanced technology into daily operation within the industry will eventually become 100 per cent necessary due to the changing economic climate." M



Photos by Stacey Newman



"YOU NEED TO THINK ABOUT [THE] FUTURE. YOU CAN'T OPEN A RESTAURANT JUST BECAUSE YOU MAKE GREAT FOOD."

UNBUN FOODS

Dressing sandwiches in keto, paleo, gluten-free, grain-free & plant-based style!



Many Canadians are joining one of the fastest-growing diet trends in the world—keto. Just as plant-based meat alternatives have disrupted the meat industry, Unbun Foods has started to replace traditional gluten-free bakery products in the QSR category with its range of grain-free, keto-friendly buns, baguettes, tortillas and pizza crusts.

Unbun Foods has created innovative certified keto, paleo, dairy-free, grain-free and gluten-free bakery products; announcing the launch of the Keto Bun at MR.SUB locations nationwide. MR.SUB will be the first sub sandwich chain to offer Keto Buns by Unbun, joining existing partners in the QSR industry, such as The Burger's Priest to offer a guilt-free, certified keto, paleo bun. MR.SUB costumers will be able to swap out a traditional bun on any small sub with the Keto Bun for an additional fee. The low-carb alternative contains 6g net carbs, 16g fibre, 16g protein, and only 110-160 calories added.

"At Unbun, we are obsessed with innovation in order to provide our customers with better-for-you bread alternatives, so they never have to compromise quality. Our products not only taste good but are good for you," says Gus Klemos, Founder of Unbun Foods, the company behind Keto Buns at all restaurants in Canada and the US. "We are proud to be partnering with MR.SUB as real innovators and disruptors in their industry to provide Keto Buns across the country starting today. Now all Canadians have the opportunity to enjoy a MR.SUB sub sandwich without the guilt."

From humble beginnings operating out of a one-bedroom condo selling into three Toronto locations to now over 1,800 locations across North America in only 18 months, Unbun Foods was born from a mission to satisfy founder Gus Klemos' insatiable craving for a burger without the guilt and empty carbs. Not satisfied with the limited options available, Gus took to his own kitchen to create a product that was healthy and actually tasted good. With the rising popularity of low-carb diets, such as paleo and ketogenic, he identified an opportunity to appease these markets, along with the gluten-free, grain-free, and general health-conscious community.

With Unbun products gaining praise and notoriety in such a short period, the brand's first major success was an exclusive opportunity with the popular burger joint, The Burger's Priest, who offered the first and only publicly announced gluten-free bun option. From then on the growth was rapid. Unbun will be rolling out its keto-friendly pizza crusts nationally to:

"All I can say at this time is that it's Canada's largest pizza chain," says Klemos.





The hard facts on hard cider

By Andrea Yu

PRODUCTION *TYPES OF CIDER* *HOW TO SERVE* *RECIPE* *TORONTO CIDER FESTIVAL*





APPLES are iconic—their ripening heralds the arrival of the autumn season. The smell of warm pies wafts from ovens and farmers market stands while fresh-picked varietals plucked from the bushel are at their crispest. But one of Canada's favourite results of the fall's apple harvest is cider—the alcoholic variety, that is. Sometimes referred to as hard cider to differentiate it from the unfiltered, non-alcoholic juice, this beverage category has boomed in popularity in recent years. Look to the opening of cider-specific bars, a host of new cideries opening in the country, the popularity of cider festivals (read about the Toronto Cider Festival on page 21) and the introduction of the Canadian Cider Awards, which is now in its second year. In Ontario, according to Agriculture and Agri-Food Canada, the craft cider sector saw a 42 per cent increase in sales at the LCBO in 2017 to 2018 compared to the year prior, amounting to over $11.5 million in sales.

As cideries are gearing up for their peak production period, now is a great time to consider adding cider to your beverage menu, or to beef up your existing cider offerings. Here are a few things we thought you should know about cider.

PRODUCTION

Ever wonder how cider is made? Stephanie Guest, brand educator for Strongbow, shares the steps for production of the world's top-selling cider.

Step 1: Grow & Harvest
Apples are handpicked or shaken and collected mechanically by tractors. This step happens between the end of August and mid-to-late November when the fruit is at its maximum sugar content.

Step 2: Rinse & Repeat
Apples are collected and washed twice. During this stage, rotten apples are removed through a dunk test: fresh apples float while rotten apples sink.

Step 3: Mill & Press
Fresh apples are milled and crushed by the bushel (equivalent to 35.2 litres) to obtain fresh apple juice.

Step 4: Add Yeast & Ferment
The apple juice spends five to twelve days fermenting with special cider yeast that converts the natural fruit sugars into alcohol with a temperature control of 19 to 23 degrees Celsius. By the end of this stage, no sugar remains and the yeast is removed.

Step 5: Filter & Blend
Yeast and other sediment are filtered out, leaving the cider with a clean, golden look. A variety of ciders and apple juices may be blended together at this stage.

Step 6: Fill & Pack
Finally, a blast of carbonation (CO_2) is added before the can or bottle is sealed.

CONTINUED ON PAGE 20



TYPES OF CIDER

While cider styles may not be as well-known as the pale ales and lagers of the beer category, cideries are beginning to branch out into producing more distinct varieties. Here are a few to look out for:

DRY
Ciders which are labelled as 'dry' will be less sweet and more tart with a quick finish. Dry ciders tend to be a cidery's most traditional, or flagship, variety.

SEMI-SWEET OR SWEET
As the name suggests, expect a higher sugar content with sweet or semi-sweet ciders. A good introductory cider for those that find traditional ciders too tart.

ROSÉ
Following the popularity of rosé wine, these blush-hued ciders typically get their colouring from the addition of berry juice. Rosé ciders tend to skew sweeter.

FARMHOUSE
Using techniques like wild fermentation and barrel aging, farmhouse ciders have a more complex, funky flavour and aroma with a longer-lasting finish.

SIDRA
Spanish for 'cider', this style made predominantly in the Basque and Asturias regions of Spain is known for being tart, flat, funky and very dry.

ICE
Like ice wine, ice cider is made by pressing frozen apples, extracting a sweeter and more concentrated juice.

HOW TO SERVE CIDER

We chat with Sarah McMahon, bar manager of *Her Father's Cider Bar* in Toronto, to get some tips for serving cider.

What is the ideal temperature for serving cider?
Generally, we serve cider chilled at around the same temperature as white wine, though you'll want to let dry, more tannic styles warm up a bit to allow any complex aromas and flavours to shine through.

When is it appropriate to serve cider over ice? What styles are best served with ice and which should always be served without?
Typically, ciders should be served without ice, but some cider makers offer the option. For example, L.A.-based 101 Cider House, who specialize in sour cider, suggest adding ice to provide dilution if you're finding the drink too punchy.

What is the ideal glassware for enjoying cider?
A tulip glass is our go-to for any draught ciders. However, we serve our finer bottled ciders in a wine glass. Aromatics account for a big part of the taste experience, and the tapered mouth of this vessel allows the aromas to be funnelled straight into your nose.

For a flight of ciders, what is the best order of styles to taste?
When serving a cider flight, we recommend that you drink them from driest to sweetest. High residual sugars can overwhelm your taste buds. If you drink sweet first, any drier ciders you sample afterwards may taste bland. If the entire flight is comprised of dry ciders, I would recommend starting with simple ciders fermented with apples only, and ending with whichever is the most intense and boldly flavoured.

How do you serve bottles of cider that are shared between guests?
When a guest orders a sharing bottle, we present it much like you would a bottle of wine, opening and serving it tableside, and storing it in a wine bucket, though you may want to leave any dry, tannic ciders on the table to warm up slightly.

The Spanish sidra, however, requires a different type of tableside presentation. Because this style of cider is uncarbonated, we use either a special pouring spout or a porrón wine pitcher to pour the cider from a great height, allowing air bubbles into the drink and opening up the aromas and flavours.



RECIPE

While it's delicious enjoyed as-is, cider can be a creative addition to a cocktail. Here's a recipe from the British Columbia-based Lonetree Cider to inspire your cocktailing.

LONETREE MOSCOW MULE INGREDIENTS

- 1½ oz premium vodka
- 1 oz lime juice
- ½ oz simple syrup
- 5 oz Lonetree Ginger Apple Cider
- Lime wheel and mint sprig for garnish

METHOD

Combine vodka, lime juice, and simple syrup in a cocktail tin. Shake with ice and strain into a copper mug. Add ice, and top with Lonetree Ginger Apple Cider. Garnish with a lime wheel and mint sprig. Enjoy!

FUN FACTS

Hard cider can turn to cider vinegar with prolonged exposure to oxygen. Bottle-conditioned ciders, or those with high acidity and tannins, can be aged like wine.

★ *TORONTO CIDER FESTIVAL*

The festival has grown into the largest of its kind in Canada and plans to become the largest cider festival in the world.

"When we talked about a cider festival people would ask 'you mean like apple juice?'" says Co-Founder Chris Palivan. The public needed to be educated on what hard cider was.

THE NUMBERS

- The Ontario Craft Cider Association was established in 2012 with 10 cider members. It grew to 36 members in 2019.
- In the beginning, only four of these craft ciders were available in the LCBO; now there are 28 ciders on the shelves at the LCBO.
- LCBO cider sales in 2012 were over $1 million; this grew to over $11 million in 2017.
- Much of the growth in popularity of the cider industry is due to the hard work of provincial apple farmers and changes in government regulations.
- The Toronto Cider Festival was a catalyst in Ontario bringing cider into the spotlight with the first festival in Toronto exclusively dedicated to cider in the summer of 2015.

↣ CONTINUED ON PAGE 22





★

TORONTO CIDER FESTIVAL

"It was about five years ago when things really started changing for cider," says Chris Palivan, Co-founder and Director of the Toronto Cider Festival. "I was a bartender and noticed that instead of people asking, 'Do you have Strongbow?' they would ask, 'what kind of craft ciders do you have?'"



THE TORONTO CIDER FESTIVAL

- The Toronto Cider Festival was established in 2015 at Yonge and Dundas Square.
- The organization has since grown into the largest cider festival in Canada.
- Winner of the Notable Award for Best Festival of the Year in 2017 and was nominated as a finalist for Best Public Festival at the 2018 Canadian Special Events Industry Awards.
- The festival was born from a professional friendship between a professor, Ijaz Jamal, and a then-recent graduate Chris Palivan, that extended beyond the classroom.
- A family run endeavour, guided by passion and a lot of perseverance, Chris and Ijaz stand as the original co-founders of the organization, bringing on Chris' wife, Shalini Soares, in 2015 as a partner to help lead the organization.
- Together, owners Ijaz Jamal, Chris Palivan and Shalini Soares are responsible for spearheading a vision of creating an unforgettable cider experience in the heart of downtown Toronto.
- The festival has grown from 14 cider vendors in 2015, to 35 cider vendors in August 2019.
- The festival attendance rate has also increased from 2,100 guests in 2015 to 5,200 in 2019.
- Ninety per cent of the cider vendors at the festival are craft ciders from the Ontario region, including the original cider producer, The County Cider Company, who has been one of the main sponsors at the festival since the beginning of this cider journey.



LONETREE CIDER CO.

A BC CIDER AT THE FESTIVAL THAT ADVOCATED FOR REPRESENTATION IN ONTARIO

As one of the largest and most respected craft cider producers in BC, Okanagan-based Lonetree Cider Co. has been a long-time supporter of the Toronto Cider Festival. Starting in 2016, Lonetree has been shipping product across the country to the festival in hopes of making waves with the LCBO. After three years of leveraging the festival platform to connect with consumers, and signing petitions for the LCBO that had thousands of fan signatures who wanted to see the product available in Toronto, Lonetree has officially been accepted and made its way on to the LCBO shelves as of April 2019.

A true fan favourite and People's Choice Award winner on multiple occasions, this is a truly wonderful outcome for a company whose perseverance and determination has not only served itself but all those who enjoy its offering.

While their success story paves the way for other companies who wish to follow, the reality of the matter is that such strategies are not attainable to all, due to the prohibitive cost of LCBO screening and cross Canada shipping. This is particularly relevant when we consider small-batch craft cideries, many of whom are farmers who wish to come to the Toronto festival from other great apple-growing regions such as Annapolis Valley in Nova Scotia. It is not realistic for them to spend thousands of dollars to get their product here when they can spend less to focus on their local markets or send it overseas.

This phenomenon of out-of-country distribution has become increasingly popular where we hear of Ontario craft cideries seeing more favourable outcomes by selling product to France, China and California. Such occurrence should serve as a clear note to the government that we indeed need to revisit current policies and their impact on our local markets, if growers and producers are shipping their product out of Canada rather than across our own provinces. M

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RAISE THE BAR

2019



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

The grades are in: Canada still needs to raise the bar for licensed foodservice businesses.

For the third time since 2015, Restaurants Canada has taken stock of liquor policies impacting foodservice and hospitality businesses from coast to coast. We've also reached out once again to restaurateurs across the country, giving them a chance to have their say.

The results have been mixed: operational realities for licensed establishments seem to be improving in some regions, while getting worse in others. Pricing continues to be the main problem area across the board. But lack of selection and onerous processes for purchasing liquor are close contenders. Meanwhile, outdated laws and regulations that are out of step with modern business practices are still on the books in every province. (For instance: Restaurant patrons are prohibited from standing while consuming alcohol in New Brunswick—making it technically illegal to take a drink after a toast unless seated!) Liquor rules just aren't evolving fast enough for licensees to survive and thrive in today's challenging market landscape, let alone prepare for the future.

A NATIONAL PERSPECTIVE

Most of the rules impacting how liquor is bought and sold in Canada are made at the provincial level. But the federal government's power and influence can go a long way to help or hinder the operations of licensed foodservice and hospitality businesses. For instance, Restaurants Canada was pleased to see the federal Competition Bureau weigh in on liquor policy reviews undertaken in Ontario and British Columbia. Competition Commissioner Matthew Boswell not only commended both provinces for looking at ways to improve the status quo, but specifically endorsed recommendations to introduce wholesale pricing for bars and restaurants.

The national tourism strategy unveiled this year was also a welcome announcement, as it emphasized the untapped potential of culinary tourism for promoting the Canadian brand at home and abroad. As a sector made up of professionally trained staff regularly serving customers from across the country and around the world, foodservice provides an ideal setting for showcasing locally produced liquor products. But unfortunately, Canada's beverage alcohol policies currently do more to discourage than encourage licensed establishments from playing this role.

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Restaurants Canada

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RAISE THE BAR 2019

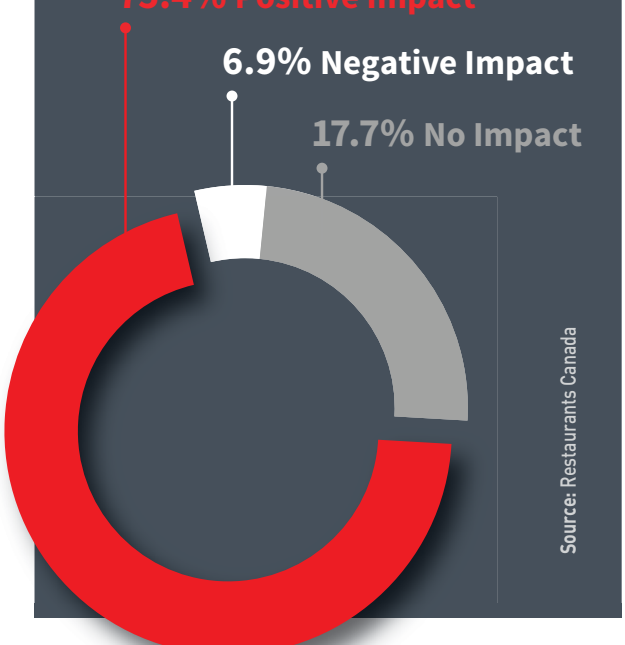
A REPORT CARD ON PROVINCIAL LIQUOR POLICIES FOR BARS AND RESTAURANTS

#RaisetheBar2019 reveals which provinces are at the top of the class and how each jurisdiction can create friendlier conditions for foodservice and hospitality businesses.

Read the full report at **RestaurantsCanada.org**

UNTAPPED POTENTIAL: OFF-SITE SALES

SURVEY QUESTION: If permitted, what type of impact would being able to sell alcohol for off-premise consumption, either through takeout or delivery, have on your operations?



STOP THE ESCALATOR!

Did you know? Federal and provincial taxes currently make up:

- Nearly 50 per cent of the cost of beer;
- Between 65 and 70 per cent of the final price of wine; and
- Up to 80 per cent of the cost of spirits.

In 2017, the Canadian government made an already bad situation worse:

The federal budget that year not only increased the excise duties on beverage alcohol products by 2 per cent, it also introduced an automatic annual escalator on those duties.

ALBERTA

Best-in-class, but room for improvement. Licensed establishments are still hungover from actions taken by the previous provincial government and hoping for relief.

MANITOBA

Time to level the playing field: Restaurateurs face more restrictions than retail consumers when buying liquor and still can't sell alcohol for off-site consumption, unlike hotels and third-party delivery.

C

B

C-

BRITISH COLUMBIA

Consultation with industry will hopefully result in operational improvements for bars and restaurants. But plans to phase out the liquor server wage could exacerbate labour pains.

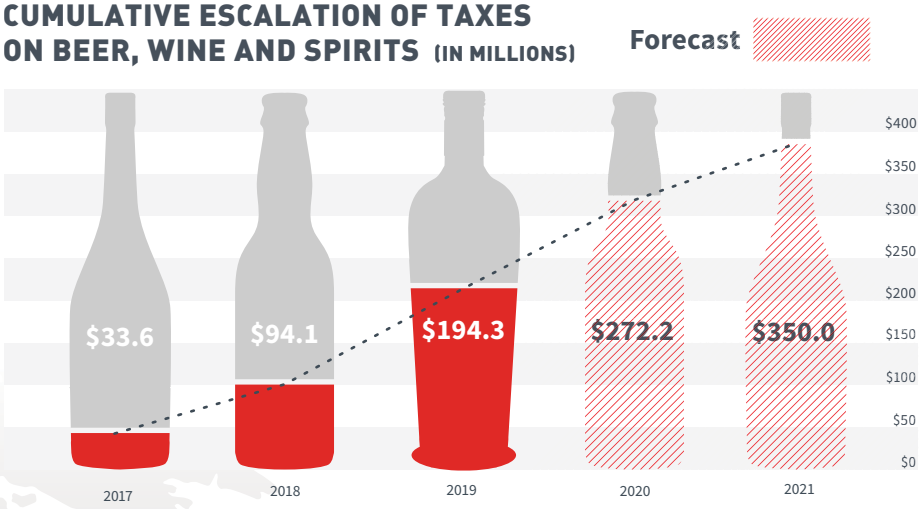
SASKATCHEWAN

Uneven wholesale pricing model continues to fall flat with many licensed establishments still at a competitive disadvantage.

TEAR DOWN THESE TRADE WALLS!

After repeated calls from Restaurants Canada and other industry allies, the Canadian government has finally eliminated the federal requirement that alcohol going from one province to another must pass through a provincial liquor authority. Now it's up to the provinces to follow the federal government's lead and take down their own barriers to interprovincial trade.

CUMULATIVE ESCALATION OF TAXES ON BEER, WINE AND SPIRITS (IN MILLIONS)



Source: Canadian Taxpayers Association, Canadian Vintners Association, Beer Canada, Spirits Canada and Restaurants Canada

NEWFOUNDLAND & LABRADOR

The cost of doing business is still much higher for drinking places on the Rock compared to the rest of the country.

D-

QUEBEC

Many reasons to raise a glass, but wholesale pricing still needs work. Restaurateurs are also waiting for promised regulations that will reduce red tape.

B-

PRINCE EDWARD ISLAND

On the right track, but liquor licensees are still thirsty for better prices and a wider selection of products.

B-

C

NEW BRUNSWICK

The province's unfulfilled promise to introduce wholesale liquor pricing is continuing to leave a bad taste.

D-

B-

C-

ONTARIO

New regime is demonstrating a willingness to disrupt the status quo, but needs to apply itself more in the area of hospitality.

NOVA SCOTIA

Prohibition is history at last but current rules and regulations are creating an uneven playing field with craft breweries.

READ THE FULL REPORT AT
RestaurantsCanada.org



Grit & Persistence

Manjit Minhas on smashing stereotypes and building an empire.

By Kartikey Bhargava

Alberta-born Manjit Minhas is a legit beer baroness. Starting her businesses with her brother Ravinder at the age of just 19, today she has more than 90 different brands of beer, wines, spirits and liqueurs to offer the Canadian public. I sat down recently with Minhas and talked about her path from fledgling entrepreneur to a successful business owner worth $155 million.

Getting Started in the Liquor Business

Although she studied to be a petroleum engineer, Minhas and her brother decided to get into the liquor business mainly because their parents owned a few stores in Calgary and the siblings began producing a branded liquor for their parents' business. Soon buyers came knocking for the popular concoction. "There were about a thousand stores in the province at that time in Alberta, and we had other stores calling to ask us if they could buy it. We said no in the beginning because it's a private label for our parents' stores only. Then we started thinking, well, why not? We started expanding it to be available to the general market. And that's when things really started to take off for us."

In 2003, Minhas and her brother jumped into the beer market, believing there wasn't enough competition and that there was a real lack of great Canadian brands at that time. Their first beer, Mountain Crest Classic Lager, was 5.5 per

↣ CONTINUED ON PAGE 30



Photo by Curtis Trent



cent and one of the stronger products on the market at the time. They also sold it for a "buck-a-bottle" which was unheard of at the time. From that success, the duo began to experiment with different flavours and, when their parents finally retired in 2004, they were already reasonably successful.

Their partnership has benefitted from their being brother and sister. According to Minhas: "We're very close as siblings, but also we have different strengths. He oversaw some parts of the business, and I oversaw other parts of the business. We were able to grow at a pace that was fast but comfortable for us while still being private. To this day, we are still a private company, and we have no outside investors."



make sure that you have something unique

on challenges in the beer industry

Manjit Minhas faced many challenges going into a very male-dominated industry that wasn't hospitable to her as an East Indian woman—she did not fit many of the beer-industry stereotypes. Colleagues even going so far as talking over her as she was giving a presentation. Minhas had to be persistent to survive and thrive in an unwelcoming industry.

"The way we did that was just literally grit and persistence. I realized that I'm going to stand out no matter what I do because of those things. So, then I became always the best at research, not only [for] my own brands but for the industry. It was just that I was going to be the go-to person for any buyer, for any retailer, for any government official that wanted to know anything happening in the industry."

That reputation for being more knowledgeable than everyone else allowed Minhas to build strong industry relationships. Twenty years later and she is probably one of the most well-known names in Canadian brewing.

Today, there are other challenges, not least of which is the archaic lack of interprovincial trade legislation which hurts Canadian brewers and distillers across the country.

"I do think that for known entities coming into our country just dumping their product here and taking back all of their profits and not contributing to our economy is a big challenge that Canadians still face. Because compared to a lot of other countries, we have open borders. But within the countries, there are not. Within countries, there are definitely a lot of trade barriers within provinces. Which is really hard on small consumers and so I think that's a challenge."

FOCUSING ON QUALITY INGREDIENTS

Minhas and her brother have expanded into spirits and liquors, driven by two of their company-wide value components: producing the products at a fair cost and using quality ingredients. "People are willing to pay for something that has quality ingredients. For example, we don't use high fructose corn syrup in anything. We only use organic sugarcane…It's important that the ingredients in the product, whether they be beer or whether they be distillery products, it has to be quality ingredients and consumers want to know what the calorie count is.

"I think that as time goes on, consumers are getting smarter about what they consume and who owns their products and where it is coming from and who are they employing and where are their profits going."

↣ CONTINUED ON PAGE 32



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ON SUSTAINABILITY AND THE PLANET

As with many other businesses on the planet, sustainable practices are becoming increasingly important. Minhas Breweries, Distillery and Winery takes its responsibility to heart. "We've always been very conscious that we are citizens of not only Canada but part of this planet. As long as we've run manufacturing facilities, breweries, distilleries, wineries, we've always been very conscious of our water consumption. We have a completely closed system. Whatever we heat, we cool. And we are very conscious that we don't waste water.

"About a decade ago, we started tackling the packaging problem because we'd started seeing it ourselves. It's a win-win situation when you can tackle that problem. Not only does it help the planet and reduce waste, but also at the end of the day, it helps the bottom line because you're not wasting money."

ON THE FUTURE OF MINHAS BREWERIES, DISTILLERY AND WINERY

Minhas describes their new range of products which are all about flavour: "We have just launched ready-to-drink Caesars in three flavours, original, spicy and dill pickle and it's in a nice big 1.75-litre share bottle. And it's a pretty bottle. It's not a single-serve, and it is 14 per cent alcohol. So, there is absolutely no extra shot needed of vodka in it. It is made to literally shake and pour on ice."

In addition to their popular Irish Cream and Eggnog, Minhas Distillery is also launching a Pumpkin Spice Liqueur.

Not to mention the upcoming launch of Artingstall's Brilliant London Dry Gin which Minhas Distillery created in partnership with producer and director Paul Feig.

consumers are getting smarter about what they consume and who owns their products and where it is coming from and who are they employing and where are their profits going

on dragons' den

& helping entrepreneurs

Minhas's appearance on Dragon's Den is more about mentorship and helping other entrepreneurs get started than anything else like celebrity.

"I've had many fabulous mentors in my life professionally and personally and many people along the way that have given me guidance…so I strongly believe that my success has been based first in Alberta and in Canada. And then I was able to go around the world, and I think that it's only fair and right for me to give back to Canadians; they helped me build my company, and I can do the same."

The entrepreneur is happy to give advice on how to make a success of any new business venture. The key is having something unique to offer—without it, you won't achieve your goals,

"There has to be something unique. You have to have a value proposition just as every other business does in this world in order to be successful…And then my other piece of advice is you need to start small but dream big."

Another key attribute that entrepreneurs need to be successful is a grounding in sales. According to Minhas:

"I do believe that sales is a skill that every single entrepreneur must know and must know how to do well. And if you don't, I can guarantee you won't make it off the ground. Because it is something that everybody in this day and age needs to know, not only how to sell their product but sell themselves to other companies and tell their story."

As far as the alcohol industry is concerned, finding the right niche is important, and it's not always the thing you like to drink yourself,

"First and foremost, make sure that just because you love the taste of gin or you love an IPA, doesn't mean that you need to go out and create your own. And make sure that there's actually a business plan there first. And make sure that you have something unique. If you're just another vodka for the sake of being a vodka. I can bet my money that you're not going to be very successful."

It's no surprise that Minhas finds herself in the top 100 women entrepreneurs in Canada and that she has won a few awards. Not only has she appeared on Dragons' Den but her story has been told in many publications over the years since she and her brother went into the brewery and distilling business. M



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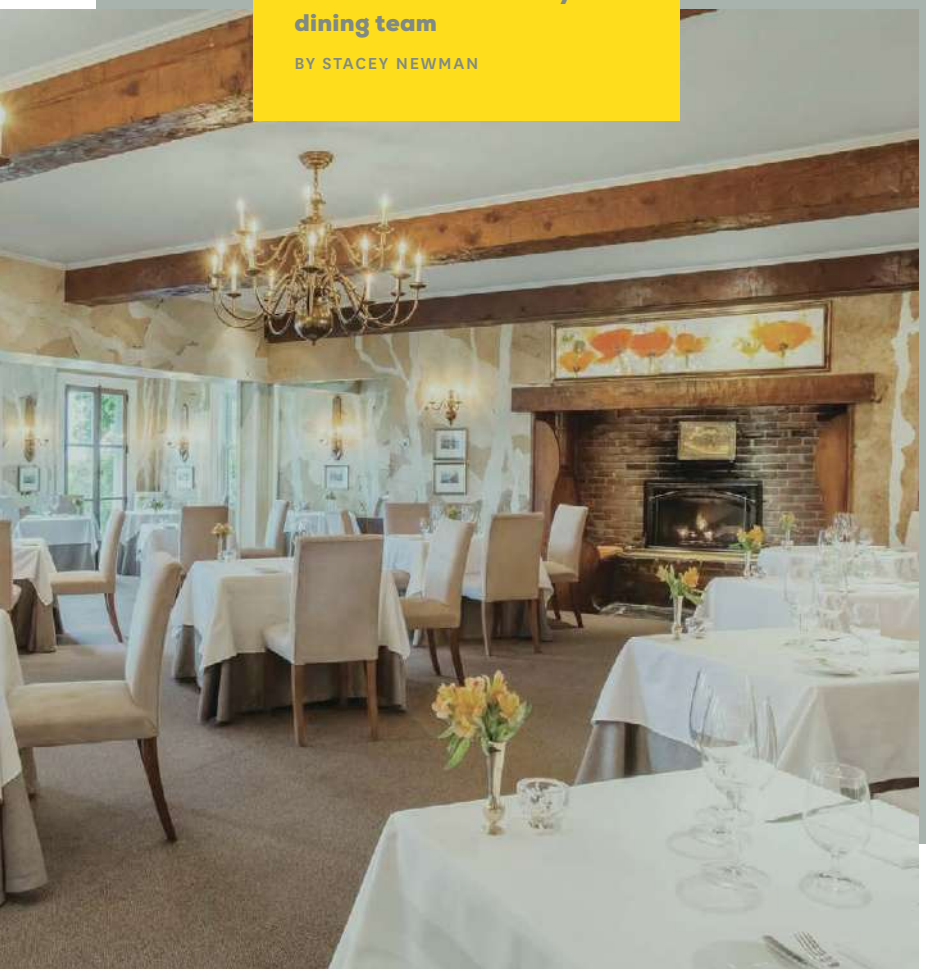
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Bringing Michelin Talent to the Eastern Townships



A Quebec Relais & Châteaux Resort has built a fairytale dining team

BY STACEY NEWMAN



Located just 90 minutes from Montreal, Manoir Hovey is a five-star Relais & Châteaux property on the shores of Lake Massawippi. Arguably one of Canada's most charming and romantic inns, it has 36 exquisitely appointed rooms and suites, year-round activities, and hosts weddings, conferences and special events. Its award-winning restaurant, Le Hatley, showcases fine regional cuisine and an extensive wine list. Le Hatley overlooks the lake and is surrounded by English gardens. It is a tranquil setting with spectacular views that has attracted many notable guests, including the Clintons.

Today, Manoir Hovey can boast yet another remarkable achievement. Attracting top culinary talent from around the world, Manoir Hovey is leading a chef-driven culinary evolution. The resort has welcomed an astronomical talent roster replete with Michelin experience—a team of 65 that is led by Chef de cuisine Alexandre Vachon.

"I grew up on a farm in Franco-Ontario. Moving to North Hatley and taking over the kitchen of Le Hatley Restaurant at Manoir Hovey has brought me right back to my roots in the countryside. I am thrilled to share my passion for the bountiful produce of this region with our guests, as well as with my two young children. I am surrounded by inspiration every day here. For or a chef, there is nothing more satisfying!" - Alexandre Vachon



The additions to the resort's team include food and beverage manager Jean-Charles Brakhausen, who has worked with Alain Ducasse at Spoon in Hong Kong; 3-star Michelin chef Arnaud Lallement; 3-star Michelin chef Yannick Alléno; and 2-star Michelin chef Michael Caines.

"I've had the pleasure of working in a few different Relais & Châteaux properties around the world, and Manoir Hovey is among the best. I'm very passionate about gastronomy and wine and collaborate closely with our chef Alexandre Vachon and our sommelier Jerome Dubois to create an amazing culinary experience for our guests." - Jean-Charles Brakhausen

Jerome Dubois, who came to Manoir Hovey in 2018, has been named head sommelier and has worked for 3-star Michelin chef Marc Veyrat.

"Quebec is one of my favorite regions, and I've been living here since 2016. I'm thrilled to be able to share two of my passions, sommellerie and apiculture (beekeeping) with our guests and culinary team. I feel right at home in the Eastern Townships and at Manoir Hovey. It's a dream come true." - Jerome Dubois

New assistant sommelier Reynald Belkacem was formerly at Joel Robuchon's Hotel Metropole in Monaco. The rest of the team brings extensive experience with some of the most celebrated chefs and restaurants in the world, including Jean-Georges, Guy Savoy, Fréderic Anton and Mathieu Viannay.

Chef de cuisine Alexandre Vachon joined Manoir Hovey in 2018 from Maison Boulud at The Ritz-Carlton, Montreal. His approachable, refined cuisine has transformed the dining experience at the hotel's two restaurants with modern, diverse dishes that showcase regional ingredients. "The influx of such culinary talent to Manoir Hovey is very exciting," said managing director Jason Stafford. "My family is proud to call North Hatley home, and it's especially gratifying that these talented professionals from around the world are choosing to come and work here, a town with a population of only 750, instead of the city. It's a testament to the culture of hospitality we've created at the hotel and the region as a whole, and we look forward to creating delicious journeys for our guests."

Manoir Hovey was built in 1900 and marked its 40th anniversary under the ownership of the Stafford family this year. A new-state-of-the-art kitchen was recently completed as part of a series of planned upgrades to the property.

The Eastern Townships, dotted with charming small towns, are within a few hours' drive from Montreal and Quebec City. With their beautiful scenery, year-round outdoor activities, and a thriving food and wine scene, Manoir Hovey has built a captivating story around itself that attracts visitors and great culinary talent from around the world to this idyllic region of Quebec.

"I grew up on a farm in Franco-Ontario. Moving to North Hatley and taking over the kitchen of Le Hatley Restaurant at Manoir Hovey has brought me right back to my roots in the countryside.

– Alexandre Vachon



↣ CONTINUED ON PAGE 36

Q&A with Jason Stafford

Managing director of Manoir Hovey

How did Manoir Hovey attract Michelin-starred talents to a small town of 750?
Although North Hatley has a small population, we're very close to Sherbrooke and Magog, two larger towns, and we're not too far from Montreal. Manoir Hovey is a world-class Relais & Châteaux luxury resort and restaurant, so it has not been difficult to attract top Michelin-starred talent here.

We're situated in a unique area in the southernmost part of Quebec, where both the French and English languages co-exist harmoniously. We have a vast array of farms, wineries and other producers here that provide our culinary teams with the highest quality regional ingredients. The quality of life and robust economy in the Eastern Townships are second to none, and we're seeing more top culinary talent choosing the area as a place to settle down long term. Housing is affordable, there are excellent French and English schools, great medical care, as well as access to nature and recreation in every season.

Manoir Hovey is clearly a special place. Please speak to the vitality of culinary programs while attracting global chefs to the table.
As a member of Relais & Châteaux, Manoir Hovey is part of a global family of 600 properties in over 60 countries with some of the world's best chefs and hospitality professionals. The association has a commitment to working together to promote and move these professionals from one country or property to another as they develop their respective careers. In the 40 years that my family has owned Manoir Hovey, we've had the pleasure of welcoming top hospitality talent from all over the world. Some of the young professionals we've worked with early in their careers have gone on to become some of the most well-known chefs in the world. The key is remaining engaged with the global community of hospitality professionals and maintaining a good network, which is what we do.

How has hospitality changed?
Here at Manoir Hovey, the most significant change has been the evolution of our two restaurants and the separate identities they've established independently of the hotel. Fifteen years ago, the restaurants existed under the bigger banner of Manoir Hovey as a luxury hotel, and guests got a rate that included an overnight stay, dinner and breakfast. Now, each of the two restaurants, Le Hatley and Le Tap Room Bistro, has its own distinct identity. Guests look at the accommodations as one element of their stay, and then they'll branch out to include their restaurant options. Most come for the hotel and gastronomic experience at Le Hatley, while others choose a stay and a more casual bistro experience at Le Tap Room. We've also seen an increase in the local residents who come to dine at both restaurants. M



Les repas; un petit goût

At Le Hatley Restaurant, Quebec lamb is prepared with artichokes, broad beans and cavatelli. The Ricotta Ravioli uses Taliah cheese (fromagesduquebec.qc.ca), ceps (one of the most famous foods in France also called Boletus Edulis or Cèpes, these are wild mushrooms that grow all over the French countryside), and summer truffle.

The Tap Room's bistronomy menu includes prosciutto-wrapped quail with mushrooms and foie gras, lobster rolls, and Poutine Abenaki with house-made birch syrup.

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#ImmigrationMatters

BY SOPHIE MENDES, FOUNDER OF THE NEW CANADIAN PROJECT

Hemant Bhagwhani has vivid early memories of his mother cooking at home in New Delhi, India. He says becoming a chef was just a dream for her, but her dream is what inspired him to pursue a culinary career of his own.

After completing a culinary degree in Switzerland, he says he felt compelled by societal pressure to enter the corporate world, and so he enrolled in an MBA program in Sydney, Australia. But he kept working in kitchens to make money while he was in school and soon came to embrace the truth: all he wanted was to continue working in the foodservice industry.

After following an opportunity that led him to work in Dubai for a few years, he decided to move to Toronto in 2000. He says he had heard from friends that Canada was a country full of opportunities for entrepreneurs. He got his foot in the door with a job at the CN Tower's 360 Restaurant. Two years later he set out to open a Canadian foodservice business of his own.

He says opening his first restaurant in 2002 was a major leap of faith: he had all the theoretical knowledge but lacked practical experience running a foodservice operation. The young entrepreneur had bought a restaurant in Brampton, knowing nothing about the city. He says he was losing money every month until a food critic came in and completely changed his fate. Shortly after an article was published, the restaurant's popularity skyrocketed. Hemant decided to quit while he was ahead and sell it to move on to a new concept.

From failure to success (and sometimes back to failure), Hemant opened an impressive grand total of 43 restaurants in Toronto. While 35 of them were sold, most of these establishments are still operating under his original concepts. After struggling with managing multiple restaurants by himself but feeling heartbroken every time he reached the point of letting one go, Hemant came up with a unique and exciting idea.

Under his new hospitality group, Good Karma, Hemant now brings skilled chefs from India to Toronto through a working permit and helps them obtain their permanent residency. For each experienced chef he hires, he welcomes three local cooks—often recent graduates—who want to learn from his expertise. Once each of his new restaurants is up and running, and he feels the urge to move on to a new project, he hands the restaurant reins to his staff. Leading up to this handover, he allows them to manage the daily needs of the establishment and offers them shares in the business.

So far, this business model has been working out extremely well. Good Karma already counts six restaurants in its portfolio, and Hemant says he is looking to push it to 10 by the end of the year.

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

"Coming to Canada was the best decision I ever made. The government does so much for small business here. I would have never become an entrepreneur somewhere else in the world."

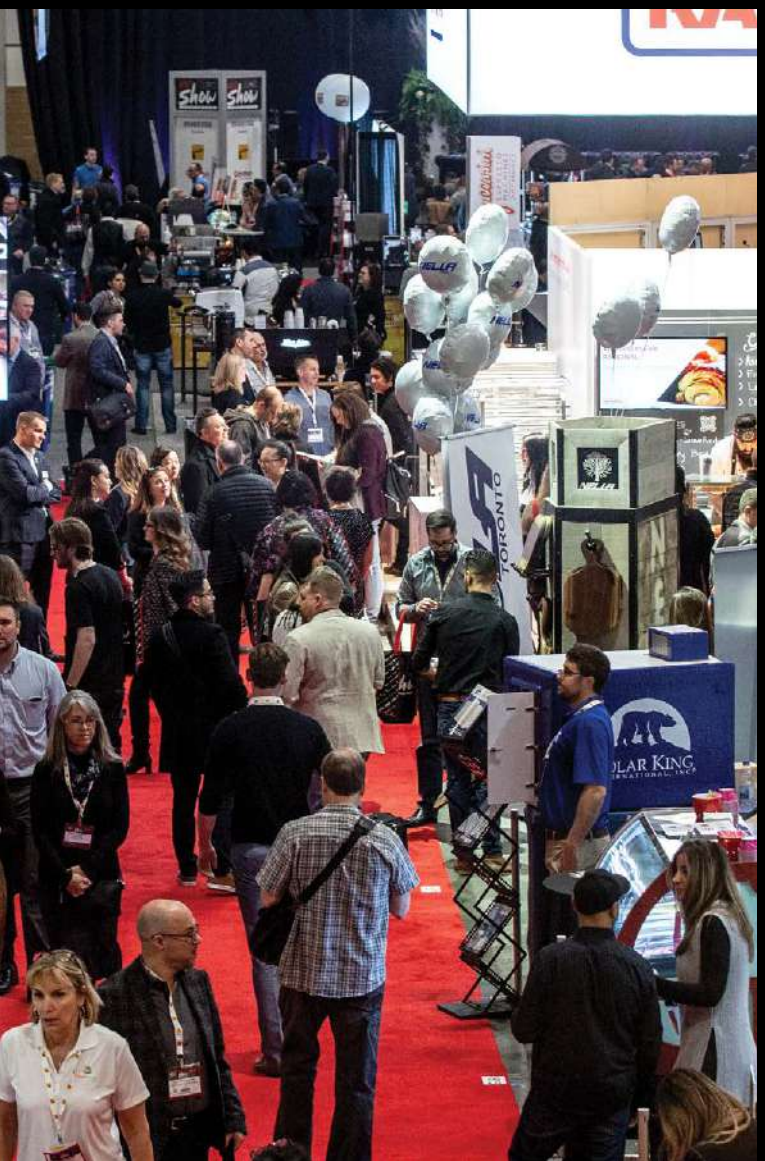


Photo by Fook Communications.



make unexpected connections





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RC Show, Canada's largest foodservice & hospitality event, hosts suppliers, buyers and top industry speakers to celebrate its 75th anniversary. This annual event opens the door to incredible, often unexpected, connections. This year's programming line-up, competitions, and product innovations will show you how to diversify your business, team, menu offerings and customers to help you thrive in today's competitive landscape.

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Registration is now open with EARLY BIRD ticket offers for RC Show and Hospitality Week Events. Bring your staff, your franchisees and your foodservice customers. Attendees who register before Dec 31 will have a chance to win a VIP RC Show experience for two including Air Canada flights and Hotel X Toronto accommodations.

REGISTER NOW at rcshow.com

Connect

LINE UP YOUR MEETINGS IN ADVANCE, USE THE RC SHOW APPOINTMENT SCHEDULING SYSTEM, CONNECT, TO MAKE THE MOST OF YOUR TIME AT THE SHOW.

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Admission to the RC Show includes extensive educational content from industry experts. Listen to top CEOs from the distribution and beverage alcohol sectors and Canada's top restaurant chains as they provide insights on how to boost your bottom line, implement labour efficiencies, develop new revenue models, attract and retain new customers, staff and much more.

Check out the latest creative concoctions being shaken up in the Bar & Beverage pavilion with the fusion of Canada's best beverage ambassadors and industry leaders coming together like never before.

Learn how to diversify your menu from top culinary titans while being entertained watching knives, fires and tempers flare at the Garland Culinary and Student Competitions.

Discover the latest foodservice and hospitality trends in the interactive pop-up restaurant and bar while also experiencing menu diversification by the people, provinces, countries and brands that make Canada's cuisine and culture unique.

SHOP. TASTE. LEARN. CONNECT AND GROW YOUR BUSINESS.















MONDAY, MARCH 2, 2020

LEADERSHIP CONFERENCE

// A half-day business building Conference

Experts present data-driven solutions and action-able ideas to address the issues that impact the foodservice and hospitality industry today. Business owners and operators will be inspired to diversify and transform their businesses to counter the key disruptions they are facing, while still focusing on building a winning team and creating memorable guest experiences.

TUESDAY, MARCH 3, 2020

BREAKFAST WITH CHAMPIONS

// A game-changing power breakfast

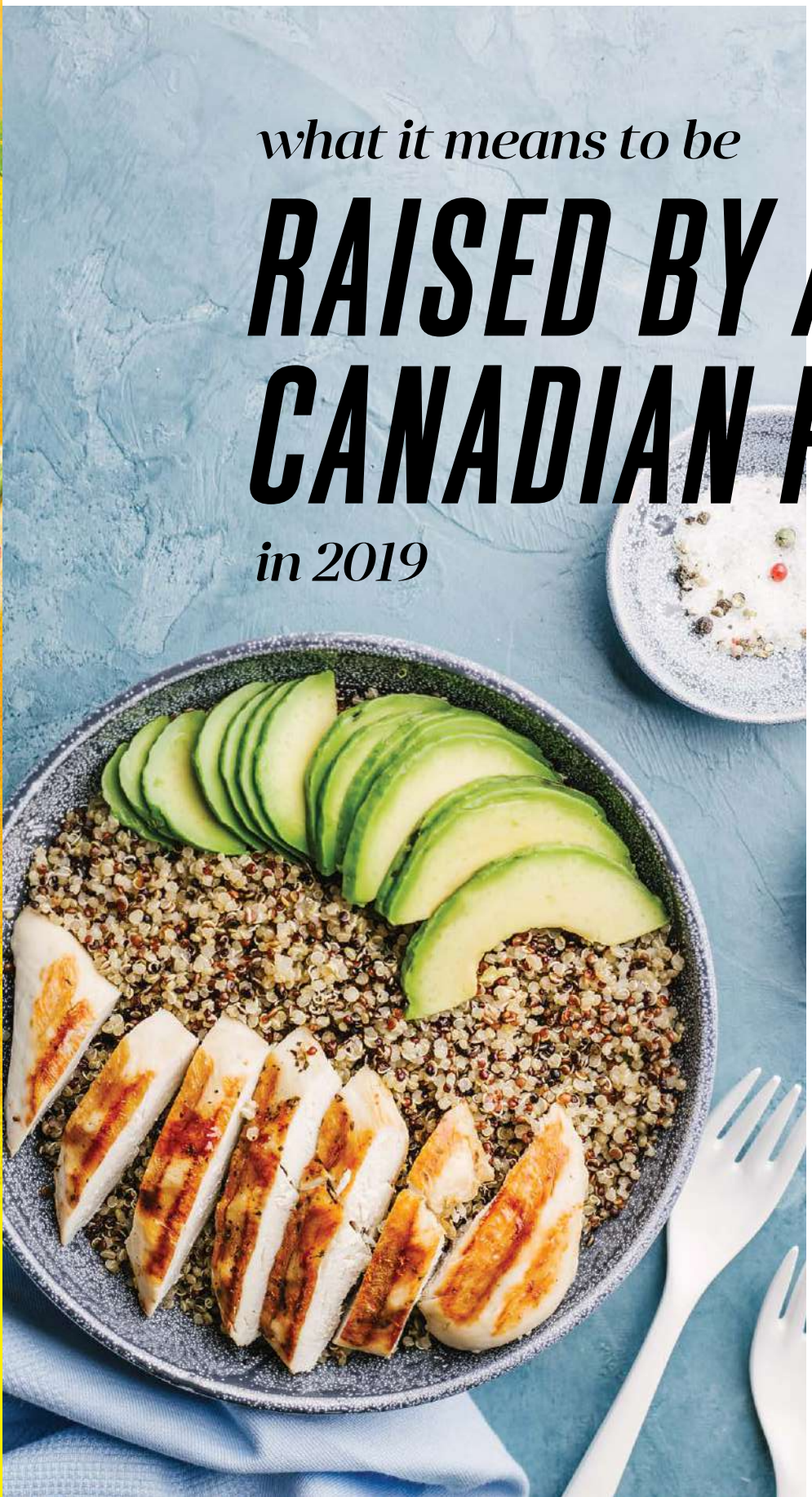
Where the industry comes together to recognize leadership, network, learn and be inspired by experts from around the world. Top brands and operators will attain the latest research and insights, learn why diversification in your business is important, along with how cultural behaviour and societal changes impact why and what consumers buy and what the future will look like.

The show floor is 75% sold out. Book your booth now. Find out how sponsorship and media extension opportunities can help you connect with customers and grow your business.

Visit rcshow.com or contact us at theshow@restaurantscanada.org to attend, exhibit or activate.

make unexpected connections


Support the Maple Leaf. Support the beaver. Support the "u" in colour and flavour. Support the chesterfield and the metric system. Support hockey in all its forms, from Saturday nights on the national stage to Sunday mornings on local ponds. Support loonies and toonies. Support Caesars, back bacon and better beer. Support Saskatchewan mustard seeds, Nova Scotia fish, Quebec cheese and Alberta beef. Support everything that makes our country great, including the hard-working folks in Leamington, Ontario.
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what it means to be

RAISED BY A CANADIAN FARMER

in 2019

Restaurants Canada is a proud partner of Chicken Farmers of Canada (CFC). CFC is a remarkable force for good in the Canadian industry: advocacy, education, animal welfare, regulation, and quality assurance are its mandates.

The Raised by a Canadian Farmer brand stands for quality. Restaurant owners, chefs and all foodservice staff can confidently know that chicken with this logo is the very best from local farmers. This logo is powerful. Its strength is backed by hard data, with market research showing that more Canadians than ever want Canadian chicken. In less than three years, this distinctive logo has become a recognized brand, sought after by more and more consumers and CFC wants Canadian foodservice businesses to join in this success.

When your customers see this logo on your website, menu or food program, it builds confidence and trust in where their food is coming from, and how it's raised. The Raised by a Canadian Farmer brand always means that chicken is raised in Canada according to strict animal care and food safety standards.

CONTINUED ON PAGE 47

Heading into its
5th year of publication and
recently nominated for two
2018 Canadian magazine awards,

MENU Magazine is Canada's foodservice magazine.



MENU Magazine is the national publication of Restaurants Canada. We bring you the stories of people that lead, inspire and inform our industry; and the latest trends, innovations and equipment. MENU magazine inspires and empowers restaurateurs and foodservice professionals across the country with our polished editorial and MENU's unique and sophisticated aesthetics. We proudly present stories and expertise aimed at bridging connections across the Canadian foodservice community.

PRINT & DIGITAL

Bi-monthly print issues are mailed to all Restaurants Canada members. For more information or to become a member, please visit members.restaurantscanada.org.

ONLINE

MenuMag.ca

For advertising opportunities, please contact our sales team:

menu@restaurantscanada.org
1-800-387-549, ext. 8000

MENU Magazine is published by Restaurants Canada



ANIMAL CARE

Chicken farmers adhere to a strict, mandatory and auditable Animal Care Program to ensure high animal care standards are being upheld on Canadian chicken farms across Canada. It is also third-party audited by NSF International, an internationally-recognized, third-party certification body, accredited by the American National Standards Institute, to ISO 17065.

The Program covers all aspects of humanely raising chickens, including feed and water access, environmental controls, bird monitoring and handling, stocking density, litter management, and health care practices. It is founded on codes developed by the National Farm Animal Care Council (NFACC). NFACC is a world leader in bringing together stakeholders with different perspectives—farmers, veterinarians, processors, transporters, animal welfare associations, and provincial/federal governments.

> **CFC'S ANIMAL CARE PROGRAM IS THE ONLY PROGRAM CAPABLE OF ENSURING ANIMAL WELFARE ON ALL 2,800 CHICKEN FARMS IN CANADA. IT IS MANDATORY AND STRICTLY ENFORCED.**

Farmers in Canada have a responsibility to the birds they raise, to the industry, to their fellow farmers, and to consumers for upholding high principles of animal health and welfare on the farm.

SUSTAINABILITY

Chicken farmers are also committed to sustainability through innovation, by preserving the health of the land, providing value to Canada's economy, and making affordable food for Canadians.

A life cycle assessment was recently completed to evaluate the environmental impacts of chicken production, from the broiler breeder stage right through to processing. When considering the average carbon footprint of chicken in different regions around the world, Canadian chicken production has the lowest carbon footprint overall.

Due to major productivity gains and improvements in the feed to gain ratio over the last 40 years, there has been a 37 per cent reduction in the carbon footprint and a 45 per cent reduction in water use. Also, 62 per cent of the entire sector's energy use comes from renewable sources.

↣ CONTINUED ON PAGE 48



ON-FARM FOOD SAFETY

Chicken Farmers of Canada's On-Farm Food Safety Program is the national standard for chicken producers in Canada and the first program of its kind to receive full federal, provincial, and territorial government recognition. It ensures that strict safety procedures and standardized safety systems are found on every Canadian chicken farm, from coast to coast, allowing Canadian chicken farmers to continue to produce a safe, high-quality product for Canadian families.

Audited annually, and third-party audited, 100 per cent of Canada's chicken farmers are certified on the program. Like the Animal Care Program, this is the only program capable of ensuring food safety on all 2,800 chicken farms in Canada. It is also mandatory and strictly enforced.



THE ON-FARM FOOD SAFETY PROGRAM EMPHASIZES ANIMAL HEALTH, CLEANLINESS AND SAFETY THROUGHOUT EACH STEP OF THE PRODUCTION CYCLE, AND FOLLOWS STRICT BIOSECURITY MEASURES TO PROTECT ANIMAL HEALTH AND PREVENT FLOCK INFECTIONS FROM OUTSIDE SOURCES.

THE *RAISED BY A CANADIAN FARMER* BRAND IS SYNONYMOUS WITH ORIGIN AND QUALITY—BUT BOTH CONSUMERS AND FARMERS WANTED IT TO MEAN MORE. TODAY, WHEN YOU CHOOSE CHICKEN WITH THE *RAISED BY A CANADIAN FARMER* LOGO, YOU KNOW YOU'RE GETTING THE BEST FROM LOCAL FARMERS, WITHOUT EXCEPTION.

Our branding program ensures you will:

- Show consumers you care about providing them with high quality, Canadian-raised products.
- Give Canadians a direct connection with the farmers. Research shows that people are more likely to buy chicken if it has a label showing it's from Canada rather than elsewhere.
- Gain access to a robust, integrated marketing program which provides you with a range of additional support while raising awareness of your brand.

"KFC is famous for our taste, but we've equally always been dedicated to the chicken we serve," says Nivera Wallani, president and general manager of KFC Canada. "We proudly partner with Chicken Farmers of Canada in the Raised by a Canadian Farmer branding program as it signifies the quality, passion, and commitment of Canadian chicken farmers—values the Colonel himself exemplified in everything he did."

Just a few of the retailers who've signed onto the brand:
Walmart
Swiss Chalet
7-Eleven
Maple Leaf
KFC
And more.

DIG IN

To learn more or to connect directly with Chicken Farmers of Canada, please visit **chicken.ca**.

If you'd like to know more about Restaurants Canada, become a member, or learn about the benefits our partnerships bring to your business, please visit **restaurantscanada.org**.

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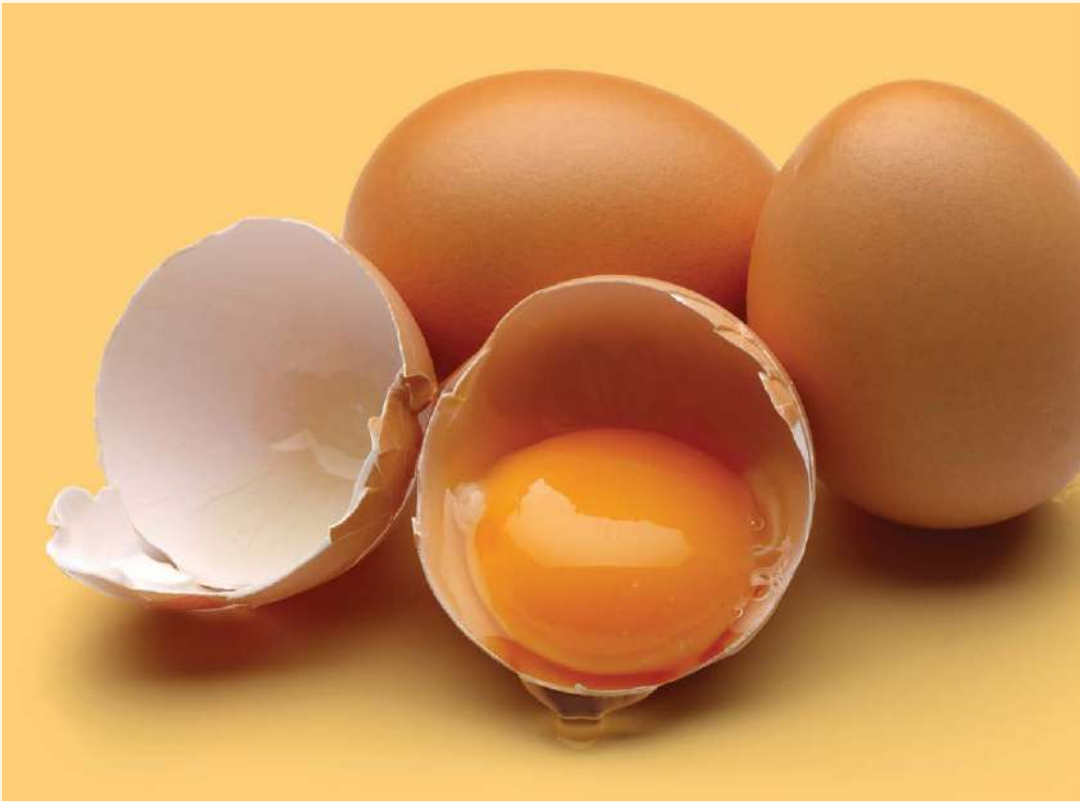
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FOOD SERVICE

THE EGG IS NATURE'S MIRACLE FOOD

Have you ever looked at an egg and really considered it? Its appearance, its composition, its simplicity? It is often said that the egg is a perfect foodstuff—versatile, widely available and nutritious in a whole sense.

BY STACEY NEWMAN, WITH EXCERPTS AND EXPERTISE FROM HAROLD MCGEE



A food staple through millennia to the present, taking eggs for granted is easy to do. But eggs are an integral part of humanity's culinary bedrock. Eggs are used in just about every corner of the globe, throughout history, across cultures, geographical regions and methods of preparation, processing and preservation.

COOKING EGGS

Doubtless bird eggs have been enjoyed ever since humans mastered fire. Salting and pickling eggs are ancient treatments that preserved the spring's bounty for use throughout the year. We know from the recipes of Apicius that the Romans ate ova frixa, elixa, et hapala—fried, boiled, and "soft" eggs—and the patina, which could be a savoury quiche or a sweet custard. Savoury yolk-based sauces and egg-white foams developed over the next three centuries. By around 1900, Escoffier had a repertoire of more than 300 egg dishes, and in his *Gastronomie Pratique*.

↣ CONTINUED ON PAGE 52

GET GLOBAL WITH EGGS ON YOUR MENU!

Eggs are still consumed in many of the same ways our ancestors prepared them. Chefs today incorporate eggs into myriad recipes the world over. When was the last time you used eggs—simple, nutritious, delicious—into creative recipes for your guests?

Here are a few menu items to get you cracking:



Tokneneng
is a tempura-like Filipino street food made by deep-frying orange batter covered hard-boiled eggs.



Shakshuka (Israel / Tunisia):
tomatoes, eggs, feta and lots of spice!

Spanish Tortilla:
potatoes, eggs, onions, veggies and meats to taste, like a deep, pan-fried omelette.



Tamagoyaki (Japan):
a very thin, crepe-like omelette spiced with dashi and soy sauce, then folded.

Gyeran-jjim (Korea):
hot, steamed egg custard served with green onions, pork and/or beef in a hot pot.



Scotch Egg (UK):
eggs, sausage, breadcrumbs, a deep fry... this is a crowd pleaser.

Baghala Ghatogh (Iran):
fava beans, eggs, dill and saffron made into a stew.

Let's not forget the versatility of eggs; build these beautiful classic cocktails into your menu:

- **Royal Fizz**
- **Rum Egg-Nog**



- **Pisco Sour**
- **The Tom and Jerry**
- **Whiskey Flip**



A GLOBAL FOOD STAPLE THAT IS EVER-PRESENT ON CANADIAN TABLES

Today, hens in Canada are housed in clean, well-lit and well-ventilated barns. They are fed a balanced diet of grains, vitamins, minerals and plenty of water. Egg farmers often grow their own crops for their feed. Laying hens are checked daily, and the eggs are collected every day. Eggs are packed right on the farm, loaded into flats and stored in a cooling room.

The eggs are delivered from the farm to a grading station. There, they're washed and cleaned, then passed over a strong light during what's called the 'candling' process. Candling makes sure the shell is clean and without cracks; the egg white is thick, and the yolk is well-centred. Next, the eggs are weighed and separated by size before moving on to the carton station. Once in cartons, they're delivered to grocery stores by a refrigerated truck within four to seven days from leaving the farm.

"The eggs of birds, animals that arose some 100 million years later, are a refined version of the primitive reptile egg. Their hard, mineralized shell is impermeable enough that the embryo can develop in the driest habitats; and they contain an array of antimicrobial defenses. These developments made the bird egg into an ideal human food. It contains a sizeable and balanced portion of animal nutrients; and it's so well packaged that it keeps for weeks with little or no care."

– Harold McGee,
McGee *On Food and Cooking*

THE UNIVERSAL HISTORY OF THE EGG

Eggs have been around for nearly a billion years longer than the oldest birds. The chicken species has been around only for the last 3 to 4 million years and was probably domesticated in Southeast Asia before 7500 BC. Scholars don't know exactly why chickens were domesticated, but they were likely valued more for their egg production than for their meat. A political opening between England and China brought specimens of previously unknown Chinese breeds, the large, showy Cochins, to the west.

Just a few decades after its arrival in the United States from Tuscany around 1830, descendants of the White Leghorn emerged as the champion layers. Versions of the Cornish hen, itself the offshoot of Asiatic fighting breeds, were deemed the best meat birds; and the Plymouth Rock and Rhode Island Red, whose eggs are brown, were bred as dual-purpose chickens.

Today, an egg or meat chicken is usually the product of four purebred grandparents. The egg remains a popular choice among Canadians for its versatility, affordability and excellent performance as a high-quality protein.

↣ CONTINUED ON PAGE 54





CANADA'S TABLE AND PROCESSED EGG SECTOR AT A GLANCE

- In 2018, there were

1,143 REGISTERED EGG FARMS IN CANADA,

generating $1,15 million in total farm cash receipts, contributing 1.8 per cent of cash receipts to farming operations in Canada.

- ### ONTARIO HAD 35.8 PER CENT OF THE FEDERAL EGG QUOTA

allocation in Canada while Quebec was second with 20.1 per cent. The western provinces and the North West Territories had a combined egg production quota allocation of 36.8 per cent while the eastern provinces had a combined production quota allocation of 7.3 per cent.

- ### THE AVERAGE CANADIAN FLOCK SIZE IS ABOUT 22,000 HENS.

Canadian egg farms can range from a few hundred to more than 400,000 hens. The average laying hen produces about 340 eggs per year (25.4 dozens).

- The most popular breed of chicken for egg production in Canada is the

WHITE LEGHORN.

Canadian farmers also raise Rhode Island Reds.

- Egg processing includes the production of whole egg, albumen and egg yolks in frozen, dried or liquid form, but also omelettes.

- Processed eggs are sold at retail, to hotels, restaurants and institutions and to further processors for the manufacturing of many foods (bakery products, mayonnaise, noodles, etc.) and specialty items such as shampoo, pet foods and adhesives.

- Processed eggs are also exported. In 2018,

CANADA EXPORTED 5.2 MILLION KILOGRAMS OF PROCESSED EGGS

worth 14.9 million dollars and 1.5 million dozen shell eggs worth 2.4 million dollars

CANADA IMPORTS 21 million dozen eggs annually. Most egg imports are required under trade agreements with the US. Egg imports will rise to 51 million dozen annually as new trade agreements take affect.

AN INCREASE IN CONSUMPTION YEAR AFTER YEAR:

There are a number of factors that explain this increase in North America:

- Shift in consumer attitude towards eggs;
- Shift towards more protein driven diets with eggs as a cheaper protein source;
- Decrease in popularity of cold breakfast cereals;
- Increased demand for products containing liquid egg whites (albumen) only, such as yolk-free omelettes and breakfast sandwiches.

(Source: agr.gc.ca/)

ACKNOWLEDGMENTS

Special thanks to Harold McGee—renowned food science writer—for permission to include excerpts from his seminal book *On Food and Cooking: The Science and Lore of the Kitchen*, from Hodder and Stoughton, ISBN 978-0-340-83149-6.

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[1] Dry time determined using Dyson test method 769 based on NSF P335 to a measurement of 0.1g residual moisture.
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THE FUTURE IS VIRTUALLY HERE



John Lettieri on being a real-life foodservice HERO

BY STACEY NEWMAN



Let's get titles out of the way because, despite all of his triumphs, there seems to be nothing that makes him squirm more than peppering John Lettieri with recognition, or—gasp—compliments. Lettieri is the founder and president at HERO Certified Burger and Lettieri Espresso Bar, an Ironman athlete, an avid cyclist and all-around super-nice, charismatic and entrepreneurial human. He exudes generosity. He doesn't want you to focus on John Lettieri, the person. He's just a "guy with some good ideas." Okay. We would talk about the good ideas, then.

Lettieri had absolutely no problem describing his experiences and his vision for the foodservice industry—fuelled by years of successful ownership and lessons learned. He possesses an uncanny sense of the future and where the business needs to go, with an overarching mandate to give back. His background is as a cheesemaker; he trained in Switzerland and developed a keen interest in the food industry in general. His first foray into foodservice was in the café category, and his progressive concept was well before its time. Lettieri Espresso Bar + Café offered creative lattes, loose-leaf teas, fresh-squeezed juices and smoothies long before other purveyors entered the same market.

As things evolved in the café world, and as an original farm-to-table advocate in the quick service format, he then moved into burgers in search of the healthiest options available in the market. Over a span of 15 years, his quest began with looking for



all-natural cheese; and beef products free of hormones or antibiotics. Lettieri jumped into sourcing ground beef that met these standards, on an exclusive basis. The beef was being featured in 5-star restaurants in Switzerland, which was a food market he knew well because of his years spent there. Lettieri's focus was homed in on sustainability.

He would pay a premium for ground beef so that it didn't have to go into the commodity market. This solution was at the heart of his business model. To this day, Lettieri still works with the same two ranchers, who raise 100 per cent Canadian beef that is hormone-free and "anything bad-free." His business model was not only sustainable, but paid premiums into the industry and into agriculture to make the farmers and ranching sustainable, too. "Agriculture is the key to everything we do," Lettieri explains. And he says that sustainability applies to everything they do: the packaging used, waste management and so on.



PURCHASE HERO INGREDIENTS



USE YOUR RESTAURANT TO COOK HERO'S MENU



SELL FOOD THROUGH DELIVERY PLATFORMS

HERO CERTIFIED VIRTUAL KITCHEN

During the bricks and mortar phase, HERO grew to about 55 stores. Lettieri delved deeper, recognizing the increasing costs associated with restaurant ownership. This would become the foundation for conceptualizing and 'building' the HERO Certified Virtual Kitchen concept.

Lettieri has an eye for under-the-radar trends, but how does he rationalize moving to a virtual kitchen business model? Because of the rapid growth of third-party delivery, the stagnant growth in brick/mortar and limited expansion of brick/mortar franchises, Lettieri contemplated how HERO might ride this wave and expand the brand in the most sustainable, cost-effective manner that would be a win for all stakeholders.

He speaks to the advocacy and the information he regularly consumes from Restaurants Canada (RC), referring to recent data from RC that showed him "the biggest complaint is occupancy and labour. The problem is gross sales." Lettieri references the opening of their New York City store and that recognizing the popularity and potential of the delivery model is imperative today. "How much more could you push through with no extra cost to get that 30 per cent net that you would take home? What do we need to get into the industry as far as we can?"

With a good market plan and by using food delivery apps and the available aggregated data, HERO is looking to the demand for convenience in foodservice and once again, Lettieri has jumped in head-first. HERO has developed a plan around providing delivery service, virtual kitchens and new products that meet the same quality-based criteria that have served HERO so well. New HERO business is happening out of the HERO Certified Virtual Kitchen—a delivery model that serves and supports foodservice. This is Lettieri's superpower; this is what makes him a real hero—building not only his business but integrating his success and knowledge into the industry, to support fellow operators and ensure a healthy ecosystem for future restaurateurs. "Instead of me opening up beside another restaurant, we are going to get them into our delivery package," says Lettieri. HERO is becoming a sales company more than an operational company. "We want to become a content creator, a data marketing company that sells burgers, chicken and seafood."

And that's just the beginning. Stay tuned for the second installment where we deep dive into upcoming developments and opportunities. For more information or to connect with John Lettieri, please visit heroburgers.com.

↣ CONTINUED ON PAGE 58

Projected Industry Growth 2019

QUICK-SERVICE RESTAURANTS ARE DRIVING FOOD TRENDS

factors:

- PORTABILITY
- SPEED
- QUALITY
- HEALTHY OPTIONS
- SUSTAINABILITY



VIRTUAL KITCHEN MARKET SIZE

- Virtual kitchens have cropped up in increasing numbers in other markets over the years
- Food delivery apps like Uber Eats and SkipTheDishes
- Consumer demand for the convenience of food delivery

Source: Deschamps, T. (2018)

Virtual kitchens set to disrupt the traditional eatery industry in Canada:

10% Survey of 100 NYC top customer-rated restaurants via delivery services: Seamless and Grubhub found that **more than 10% come from ghost kitchens**

95,000
Canadian restaurant operators in 2018

Delivery-only model is proving to be successful with companies like Lettuce Entertain You Enterprises and Deliveroo

4.3%
growth in 2019

Virtual kitchens have expanded to **America**, **Australia** and **Europe**.

ADVANTAGES OF VIRTUAL KITCHENS:

leverage existing fixed assets & **franchisee expansion without start-up costs**

- » Required: industrial kitchen equipment, existing staff (no additional investment)
- » Allows brands to adapt to new dining trends and changing consumer preferences
- » Integration of multiple food concepts, sharing of ingredients leads to better quality products and innovative offerings which ties into economies of scale



Source: Phelps, R. (2018). Ghost restaurants set to disrupt traditional eatery industry.



CAPITALIZING = HERO CERTIFIED VIRTUAL KITCHENS

- Increase sales
- No extra labour
- No hassle
- Proven menu
- Partner with premium brand
- No additional labour
- No investment
- No start-up costs: leverage your existing assets to partner with HERO Certified Burger, Seafood and Chicken

ARE YOU READY FOR THE NEXT EVOLUTION? INVESTORS ARE

Investors are pouring millions into the creation of a network of shared kitchens, storage facilities and pickup counters that established chains and new food entrepreneurs can access to cut down on overhead and quickly spin up new concepts in fast food and casual dining. The millions of dollars spicing up this new business model (ghost kitchens) investors are serving up could be considered the second iteration of a food start-up wave.

Source: Williams-Grut, O. (2018). UBS: Online food delivery could be a $365 billion industry by 2030.

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THE MARKETPLACE

INSPIRE · INNOVATE · EMPOWER



IT'S TIME TO DIG INTO DIPS

Introducing Stealth Fries Potato Dippers from Lamb Weston

- Forty-two per cent of guests look forward to enjoying signature sauces, especially dips.
- That's why dips are on 30 per cent of all menus and are projected to grow 5 per cent over the next four years.
- Fries are one of the most profitable foods on the menu. You can charge more by adding a dip!
- Seventy per cent of guests are interested in fries paired with a dip.
- Eighty-three per cent of guests are interested in larger shareable sizes.

These unique, bite-sized scoops are perfect for flavourful dipping and dunking. Potato Dippers are the perfect shape for scooping up creamy, zesty queso and their Stealth coating helps them stay crispy to carry the weight of heartier dips.

Looking for inspiration? Try pairing Potato Dippers with familiar or global flavours. Use Dippers as a LTO, signature, shareable app, or serve them as a primary or secondary fry. Set your menu apart with this unique shape and delicious flavour; make it easy to dig into dips.

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Not just for lattes anymore, embrace the season's most in-demand flavour as you prepare your menu's top savoury stews, soups, smoothies, dessert selections and more. This versatile blend is also a perfect add-on for your squash and sweet potato dishes as well as the classic pumpkin pie.

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It makes everything better!

Maroun's Garlic Spread makes everything savoury better. Recipes, sauces, dips, sandwiches... Maroun's elevates it all as a dip, base, sauce or spread. The Original Maroun's Garlic Spread is bold. Or as bold as you want it to be. You can tame the taste, of course, by adding just a hint, or by adding more. And more.

Substitute it for fresh garlic—no peeling, no chopping—in recipes by using the 1 TBSP = 1 CLOVE formula.

Maroun's origins are found at Cedar's Eatery in Charlottetown, Prince Edward Island. Established in 1979, Cedar's has become a culinary icon in the province, and home to some of the best Lebanese (and Canadian) food you'll ever taste. There, Maroun's Garlic Spread is a mainstay with Lebanese classics like Shish Taouk and Kafta, but those in the know like to order a side dish for dipping their French fries.

It's just that versatile.

MAROUNS.CA



A PRODUCE REVOLUTION: *Taking on Big Plastic*



Markon First Crop (MFC) Strawberries consistently provide full, ruby red colour, sweet flavour, and firm texture. The varieties they choose have a shape ranging from conical to diamond to heart. Their strawberries are harvested by dependable, long-time grower partners.

They are backed by Markon's 5-Star Food Safety Program, which requires that each clamshell be stamped with information that can trace it back to the specific field where it was harvested.

Available Now
Markon's debut product in our new line of recyclable packaging, Markon First Crop (MFC) Strawberries, is now available in the convenient foodservice-specific 4/2-pound pack size. Be part of the wave of change by switching to this more sustainable product.

Lead by Example
The first step of Markon's initiative will be to move away from strawberry clamshells and ship biodegradable, recyclable containers. This single change equates to 3.4 million clamshells saved annually and over 450,000 pounds (or nearly 30 tons) of plastic that won't go into landfills or the ocean.

Changing Tides
This is just the beginning of a whole new system of change in the produce industry. Markon's goal includes inspiring member companies, grower-partners, and operator customers to shift from plastics to more environmentally friendly products and packaging.

Usage Ideas

- When served raw, strawberries have a toothsome texture and mildly sweet flavour. Cooking them intensifies their sugar content and creates a soft texture ideal for many desserts (especially crumbles, pies, and tarts).
- Fresh strawberries can be used in recipes for cheesecakes, green salads, pancakes, salsas, sangrias, smoothies, and waffles. Try baking them in pies, quick breads, and tarts, or stewing for jams and jellies.

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With excellent cost-in-use
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How ketchup is 'cutting the mustard' in Canada

KETCHUP'S HISTORY IS A BIT OF A MYSTERY

We don't know precisely when and how ketchup came to be, but scholars and historians agree that the likeliest origin happened during the 1600s. The Chinese created a mélange of pickled fish and spices and called it ke-tsiap, from the Amoy dialect "koe-chi-ap" or "ke-chiap," meaning the brine of pickled fish or shellfish. Then, during the 1700s, the table sauce had arrived in what is present-day Malaysia and Singapore, where English colonists first tasted it. The Malaysian-Malay word for the sauce was "kicap" or "kecap" (pronounced "kay-chap"). Kicap evolved into the English word "ketchup" and English settlers then took that ketchup with them to the American colonies.

CONTINUED ON PAGE 65



KETCHUP IS THE DOMINANT TERM IN AMERICAN ENGLISH AND CANADIAN ENGLISH.

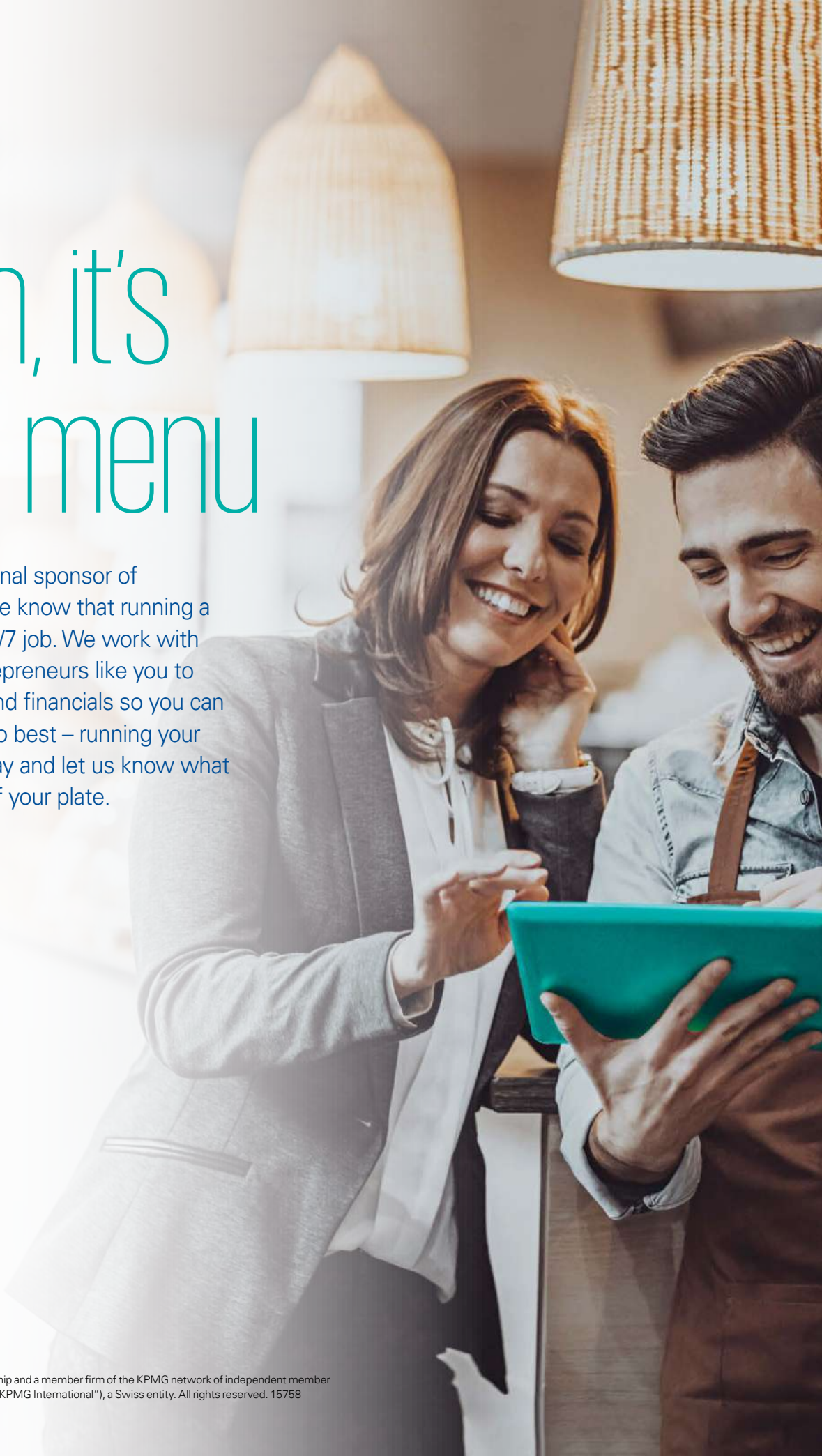
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AND THEN, THERE WERE TOMATOES...

The tomato-based version of ketchup didn't come about until into the 1800s but an early recipe for "Tomata Catsup" from 1817 shows it still had the anchovies, a remnant of its fish-sauce origins.

> *Gather a gallon of fine, red, and full ripe tomatas; mash them with one pound of salt.*
>
> *Let them rest for three days, press off the juice, and to each quart add a quarter of a pound of anchovies, two ounces of shallots, and an ounce of ground black pepper.*
>
> *Boil up together for half an hour, strain through a sieve, and put to it the following spices: a quarter of an ounce of mace, the same of allspice and ginger, half an ounce of nutmeg, a drachm of coriander seed, and half a drachm of cochineal.*
>
> *Pound all together; let them simmer gently for twenty minutes, and strain through a bag: when cold, bottle it, adding to each bottle a wineglass of brandy. It will keep for seven years.*

"By the mid-1850s, the anchovies had been dropped." ('*The Cosmopolitan Condiment*,' slate.com)

A recipe for tomato ketchup also appeared in an influential American cookbook during which time cooks began to sweeten the condiment.

CATSUP IS COMMONLY USED IN SOME SOUTHERN US STATES AND MEXICO



CLEAN INGREDIENTS, LOCALLY SOURCED

If your meats are Canadian, your fruit and veggies are Canadian, why not keep the condiments Canadian, too? Whether it's a must-have ingredient in your feature dishes, or the perfect addition to your tabletop caddies, your customers are asking about and looking for local stories.

Meanwhile, local sourcing has remained an important part of the French's philosophy. In Canada, French's works with local farmers to source the best quality ingredients for use in all of its products. This has been evident for years in French's Mustard, where 100 per cent of the mustard seeds are grown by Canadian farmers. This philosophy now extends to French's Ketchup. Working with local farmers in Ontario, French's Ketchup is made with 100 per cent Canadian tomatoes. It's these Canadian-grown, Canadian-used tomatoes that give French's Ketchup its fresh, delicious taste.

↣ CONTINUED ON PAGE 66

MAIS OUI! CANADIAN KETCHUP IS EH! OKAY.

French's—the brand—created by Robert Timothy French and French's Mustard made its debut at the 1904 St. Louis World's Fair. By 1921, French's Mustard had adopted its trademark pennant and began advertising to the general public.

While its sister condiment, French's Mustard, may have been squeezed onto a delicious hot dog first, French's Ketchup didn't make its Canadian debut until 2015. In 2017, the company took their national pride one step further, announcing that all bottling duties would be moved to North York, Ontario, making production of the ketchup 100 per cent Canadian.

TOMATO SAUCE IS MORE COMMON IN ENGLISH-SPEAKING COUNTRIES OUTSIDE NORTH AMERICA, INCLUDING AUSTRALIA AND NEW ZEALAND.

Overall, the French's Promise is visibly evident for farmers, foodservice operators and consumers through transparency in the brands' ingredients, recipes and the community causes French's supports. While many companies may take years to reach this achievement, French's is proud to confirm that its ingredient changes are nearly complete. The company spent 2015 refining its product recipes and, today, more than 90 per cent of the company's products now include only real ingredients, without artificial flavours, colourants, dyes or high-fructose corn syrup (HFCS).

LOOK FOR THE PROMISE SEAL

Signaling this commitment, a Promise Seal appears on French's products and across all of its communications, promising great taste, real, local ingredients and true commitment to our communities. Only products living up to the promise bear the seal.

For more information on French's Ketchup options, contact your foodservice sales representative or visit frenchsfoodservice.ca

| *Featured Partner*

RED SAUCE IS THE TERM USED IN WELSH ENGLISH, SCOTTISH ENGLISH AND SOME PARTS OF ENGLAND.



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