MENU

CANADA'S FOODSERVICE MAGAZINE

THE 2022 CANADIAN FOODSERVICE WISHBOOK:

THE ULTIMATE LIST OF CAN'T-MISS PRODUCTS, SERVICES AND EQUIPMENT TO LEVEL UP OPERATIONS IN THE NEW YEAR

CANADIAN RESTAURANTS WILL EMERGE

STRONGER THAN BEFORE

RESTAURANTS CANADA CEO TODD BARCLAY



THE COLUMN:

CHEF BASHIR MUNYE SHARES A LETTER TO HIS DAUGHTER

$18.95
Winter 2021
menumag.ca

40009977



VICTORINOX
SWISS ARMY



THE BEST OF BOTH WORLDS:

THE BEST KNIVES, THE BEST BOARDS

FROM THE MAKERS OF THE ORIGINAL SWISS ARMY KNIFE™
ESTABLISHED 1884

epicurean
A BRAND OF VICTORINOX

Restaurants Canada

The voice of foodservice | La voix des services alimentaires

LETTER FROM THE EDITOR

At the start of 2021, the anticipation of the pandemic coming to an end was high. Our industry was rebounding, with guests enjoying meals on premises and events back on the calendar. This was the light at the end of the tunnel we were hoping for. As the year waned, it felt like groundhog day – a re-elected government, but with changes in the levels of offered industry support, and the pandemic continuing to wreak havoc on our industry. Now, as we approach the beginning of a new year, we find ourselves still fighting to survive.

While this went on in the political realm, we saw our industry once again step up and meet important challenges in the face of a crisis. Our ability to care for those we interact with every day, to implement new measures to stay open, to help support local communities and the efforts we have continued to make to support one another – it's humbling to see our industry continuing to stick together to focus on revival.

In 2022, we will focus on reviving our industry. In this issue we continue to look to arm you with some of the tools and insights to do so. RC Show, February 27-March 1, 2022, is a chance to revive your business to build a better future through the lessons that we've learned and that will be shared at the show. We look forward to meeting you again in person or online. We also share with you our new annual Foodservice Wishbook, highlighting must-have items and curated picks to help you choose the right products, equipment and services in every category.

Restaurants Canada's President and CEO Todd Barclay gives us the latest state-of-the-nation address, Restaurants Canada Chair, Cindy Simpson, shares her experience from the Maritimes and we share tips on combating menu inflation and managing the review-bombing phenomenon.

It is because of our industry's dedication and resilience that we can continue to make a difference in the lives of those around us. Despite the challenges we have faced, our industry continues to band together and show its strength. Please know that we are grateful for your support as we move forward into the new year.

Thank you.





Roberto Sarjoo
Editor

Winter 2021
Volume 6 Number 5

Restaurants Canada

The voice of foodservice | La voix des services alimentaires

Do you have comments or a story for us? If so, please email menueditor@restaurantscanada.org.

6.5

MENU is published four times per year by Restaurants Canada

Managing Editor
Roberto Sarjoo

Contributors
Chris Barrett
Brigitte Foisy
Chef Bashir Munye
Shannon Murphy
Chris Szego

Creative Direction
Arable Brand Communications

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

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

© Copyright 2021. All rights reserved. No part of this magazine may be reproduced without written permission of the publisher.

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

Twitter
@RestaurantsCA
@MENUmagCA

Instagram:
MENUmagCA

HST Registration No. #
106866460 RT0001

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

Publication Mail Agreement
No. 40009977
ISSN 2371-4883

Stronger Together
Thank you to our corporate sponsors.

PLATINUM

GOLD

SILVER

Diversey™

No-Rinse Sanitizing in 30 seconds!







NEW

Viper™/MC Broad-Spectrum Cleaner and No-Rinse Sanitizer Wipes

An exciting cleaning and sanitizing innovation from Diversey

The cleaning, sanitizing and oxidizing power of Accelerated Hydrogen Peroxide® is now available in a convenient, ready-to-use wipe! These versatile wipes can be used for both front-of-house and back-of-house applications and are an ideal no-rinse sanitizing solution for any food contact surfaces.

Break the chain against a range of foodborne illness such as Salmonella and Listeria in just 30 seconds with Viper Wipes!

Contact your Diversey Representative or call 1.800.668.7171

www.diversey.com

AHP®, Accelerated Hydrogen Peroxide® and Design are trademarks of Diversey, Inc.
All logos and trademarks are owned by or licensed to Diversey, Inc. © 2021 Diversey, Inc. All Rights Reserved. 92191-SAL en (21/342)




7


8



contents



ON THE COVER:
Chef Bashir Munye shares a letter to his daughter, Lula.

THE VIEW

7 Cindy Simpson, Restaurants Canada Board Chair:
Coming Together to Raise our Voice

8 President & CEO Todd Barclay:
Emerging Stronger Than Before

THE COLUMN

11 Chef Bashir Munye:
Speaking Up for Change:
A Letter to my Daughter: A story about how food saved me

YOUR STORIES

15 The Evolving Role of Restaurants:
What's next on the path ahead?

29 A Few of our Favourite Things:
Canadian Chefs share their holiday wish list with Chefs Canada

62 Don't Mess with "The Pig":
Angela Caputo's restaurant was review-bombed last spring. Read her story and get tips on how to fight back from Chris Barrett of Operatic Agency.

MENU







THE CONVERSATION

20 Restaurants Canada's Senior Economist Chris Elliott on the Foodservice Labour Shortage

MAIN COURSE

32 2022 Canadian Foodservice Wishbook:
A curated list of the most exciting tools, tech and products to accelerate your business

55 RC Show Preview:
RC Show is back to revive the industry, in Canada and around the world

FRONT OF HOUSE

26 Menu Inflation:
How to entice customers back amid soaring food prices

PARTNER CONTENT

24 Gordon Food Service:
Escaping Hiring Woes with Retention Strategies

60 Interac: Restaurant Vertical:
The Pace of Payments Innovation in Canada's Restaurant Industry

CANADIAN BEEF



TIME TO BEEF UP YOUR BUSINESS

The Canada Beef and Veal team has a steak in your future!

PROMOTION AND MARKETING
PROGRAMS AND SERVICES

- National, regional and independent operator promotion and sales building programs
- National and regional distributors support programs
- Branded and co-branded support programs
- Cooperative advertising support
- Development and production of custom marketing resources
- Canada Beef marketing library
- Supply chain development
- Food safety systems resources
- Beef buyers guides, wall charts and reference materials
- Partner programs
- Consumer marketing support

For more information about promotion and marketing:
Rod Koning, Executive Director, Channel Marketing
rkoning@canadabeef.ca
cdnbeefperforms.ca
canadabeef.ca

EDUCATION & TRAINING
PROGRAMS AND SERVICES*

- Butchery and culinary education resources for the food processor, retail, foodservice and academic teams
- Education and training video production for industry
- Food safety and quality assurance
- Consumer product experience support
- Value chain familiarization for domestic and export market buyer groups
- Event marketing and trade show activations
- Carcass utilization and value optimization
- Engaging in on-line seminars and conferencing
- Web-based education and training for processor, retail and foodservice professionals
- Market insights
- Trends analysis

For more information about education and training:
Mathieu Pare, Executive Director, Canadian Beef Centre of Excellence
mpare@canadabeef.ca
cdnbeefperforms.ca
canadabeef.ca

* Access to CBCE facilities will be in accordance with current COVID-19 health guidelines.

CANADA BEEF

CANADIAN BEEF CATTLE CHECK-OFF

COMING TOGETHER TO RAISE OUR VOICE

BY CINDY SIMPSON
CHAIR, RESTAURANTS CANADA
BOARD OF DIRECTORS



What I have missed most during the pandemic is the opportunity to visit and meet with members and colleagues across Canada. Fortunately, staying in my own province, Ontario, has turned out to be somewhat of a benefit, leading me to discover new restaurants, wineries and other member businesses. Nevertheless, I had experienced a bit of "cabin fever," and Zoom simply wasn't cutting it.

All those negative feelings dissipated when Luc Erjavec, Restaurants Canada's vice-president of government relations in the Maritimes, invited President and CEO Todd Barclay and I to visit Nova Scotia, New Brunswick and Prince Edward Island. Luc organized meetings with a number of members and politicians, each hosted in their own province.

Like all of us, our members in the east have endured a challenging time. Not surprisingly, some of their concerns were unique to their own province. What we all share though, is a common humanity, a love for our businesses and a passion for our industry. Everyone we met showed great strength of character and determination to succeed – pandemic or not. I have no doubt they will both succeed and flourish. Bravo Atlantic Canada!

Unfortunately though, the cynical side of me is forced to ask the question: Does our federal government take unfair advantage of our tenacity and will to survive? Do government leaders believe that we can — and will — survive whether or not they provide the assistance we need? Late in 2021, they pulled the rug out from under us with the Tourism and Hospitality Recovery Program and its "threshold" of a forty per cent decline in revenue to qualify for benefits. The math is scary. Many businesses with revenue declines of 25 to 35 per cent either have failed or will fail without qualifying for this program, and businesses with declines of more than 40 per cent will not likely be saved, even if they do qualify for this program. Restaurants Canada's government relations teams have been working tirelessly to try to adjust the qualification standard to a ten per cent decline in revenue.

As of this writing, we are all on pins and needles waiting for some good news in the upcoming budget announcements. And wait we must, as we have waited for months for the federal government to extend existing benefits. Don't we deserve better than this?

Restaurants Canada's government relations team, led by Lauren van den Berg, continues to work on behalf of our industry. Through their efforts, businesses will receive some subsidies until May 2022. As well, the team continues to work on forgiveness for government-backed loans and extensions of repayment deadlines for CEBA.

While in the Maritimes, I asked our members to write to their MPs and MPPs. One important thing I have learned as Chair of Restaurants Canada's Board of Directors is that your federal and provincial representatives will listen to you. A phone call from any one of you could change the future— astonishing but true!

RC Show 2022 is a combination of live and virtual conferences, a dynamic trade show, industry competitions with prizes and networking events. Please come and help mark the resurrection and renewal of our beloved industry. Let's make it a celebration!

In closing, I wish to give a shout out to the five wonderful restaurants whose hospitality we enjoyed on our Maritime trip. They were:

- Upstreet BBQ Brewhouse in Dartmouth, NS
- Bicycle Thief in Halifax, NS
- Clos in Moncton, NB
- Big Stop Restaurant in Aulac, NB
- Claddagh Oyster House in Charlottetown, PEI

Their ambience was wonderful and the food was utterly delicious. Should your travels take you to the region, it would be very much worth your while to give them a try.

Although 2022 will already be underway as you read this, I would still like to take the opportunity to wish all of you and your families, the best for this New Year.

EMERGING STRONGER THAN BEFORE

RESTAURANTS CANADA PRESIDENT
& CEO TODD BARCLAY





I write to you today as we come to the close of another difficult year. It has been a year of challenges and frustration, but also of hope and renewal. As we enter into a new year, I want to reflect on where we have been and what lies ahead for our industry.

In 2021, we faced many challenges. The pandemic that swept across the nation continued to take a toll on our industry, economy and our way of life. But through it all, our industry remained strong. We rallied together and we continued to fight hard to overcome the many adversities.

Since our last issue, the Deputy Prime Minister and Minister of Finance, Honourable Chrystia Freeland, announced that the federal government is replacing the current wage and rent subsidy programs with targeted support for restaurants and other uniquely hard-hit businesses –the Tourism and Hospitality Recovery Program and The Hardest-Hit Business Recovery Program.

Out of this announcement, a positive sign was restaurants were included in the new, targeted approach the government is taking. This directly reflects the advocacy work that has taken place by your Restaurants Canada team with the federal government throughout the pandemic, ensuring that the needs of our severely impacted sector have been heard by key decision-makers.

However, while we appreciate the reference of restaurants in these new programs, we were disappointed that the eligibility requirements will leave so many operators out in the cold this winter.

Upon hearing this announcement, we went out to you to learn more about how this change would impact you, your business and your staff. Your feedback exposed that 90% of operators would no longer qualify for the aid they need to survive.

Following the announcement, we have been in close discussions with government officials, including MPs and cabinet ministers such as Minister Freeland, Minister Ng and Minister Boissonnault as well as Erin O'Toole's office. We continue to share our concerns with them, reiterating that our hardest-hit industry deserves support programs that will help us survive the ongoing crisis so we can continue reviving communities across the country. We are recommending the following changes to federal support programs to help foodservice businesses:

- An eligibility threshold starting at 10 per cent (instead of 40 per cent) revenue decline for the new Tourism and Hospitality Recovery Program;
- Greater forgiveness for all government-backed business loans;
- Tax credits or other sources of funding.

During these focused meetings, we have been sharing our recommendations, survey results, sales forecasts and data related to the impacts these programs have on our industry. Additionally, we have been executing a coast-to-coast media relations strategy that includes a cross-country media briefing that leverages local stories from local operators. At the time of writing, Bill C-2 has officially been introduced in Parliament and our *PR for GR* campaign has ramped up with operators and board members from across the country stepping up to speak to media and share their stories around why the eligibility threshold to access these critical support programs must be made more accessible if our sector is to help the Canadian economy recover. This national roll-out campaign is already progressing and will continue into the new year to ensure we build momentum about the plight of Canadian restaurants in the news cycle and ensure it remains top-of-mind for the media, elected officials in Ottawa and the voting public.

I encourage you and your networks to help amplify our concerns by reaching out to your local elected officials. The more messages they receive about the devastating impact these changes will have on an industry struggling to survive, the stronger our collective voice will be. This is a critical time for our representatives to hear a consolidated and powerful voice from our industry.

As part of the ongoing campaign, we have prepared several topline messages that you can share with your teams:

- Restaurants Canada is urging Parliament to expand federal support programs: 90 per cent of foodservice businesses have relied on federal rent and wage subsidies to help them survive the pandemic, but only 20 per cent qualify for the new Tourism and Hospitality Recovery Program.
- Restaurants are key to reviving main streets across Canada and feeding our country's economic recovery, but first, they need to survive. Federal support programs are currently too restrictive and will leave far too many hardworking restaurant operators out in the cold as they continue to cope with the ongoing pandemic.
- Without better access to financial support, most foodservice businesses will struggle to keep paying their staff, and many will have to consider closing down for good under the weight of crushing debt.



We all know that the restaurant industry is an essential part of rebuilding the economy and social interactions in our communities across Canada. Over one million Canadians rely on our industry for their livelihood. However, our industry continues to face an uphill battle, especially due to some recent decisions made by our elected officials.

Our industry deserves support programs that will help us survive this ongoing crisis. In the coming weeks and months, we will be continuing to amplify our messages through increased PR efforts to ensure we educate the public on the importance of our industry and aid in influencing policy in favor of our industry.

At this point, our industry has sacrificed so much. Our team will continue to advocate for you in order to assist in preserving your livelihoods, restoring pandemic job losses, and helping you to keep contributing to vibrant communities across the country. As we enter into a new year, I remain optimistic about the future of our industry. I know that we will overcome these challenges and emerge stronger than ever before.





YOU PERFECT THE MENU. WE'LL SPREAD THE WORD.

American Express® is all about promoting our merchants to our Cardmembers, letting them know where they can take-out, order-in and Shop Small®.

Start welcoming customers hungry for local eats.

Visit **amex.ca/accept** to learn more.

Already a merchant?
Let Cardmembers know they're welcome with signage and supplies.

Visit: **amex.ca/signage**

SHOP SMALL™ BY AMERICAN EXPRESS

™, ®: Used under license from American Express. Copyright ©: Amex Bank of Canada, 2021.



A LETTER TO MY DAUGHTER.

BY CHEF BASHIR MUNYE

A story about how food saved me

Dear Lula,

This letter of love affirmation is for all those nights I spent expediting service or behind the line cooking until midnight, only to come home to find you sleeping. I hope you grow to understand me and see the man I have become. This is a story about how food saved me.



Before becoming your father, I was a chef with a complex career driven by the love of cooking and desire to nurture and help people.

When I began in this industry, kitchens were full of racism, homophobia, misogyny and other forms of oppression. Kitchen brigades thrived in this type of culture – a culture that I did not design and have been escaping for many years to create a path of equity for the next generation of cooks.

My nomadic journey began with some beautiful memories of my childhood – sitting on the laps of my grandmothers and aunties, being passed around and fed in the kitchen. I still recall the laughter, the smells and the love shared in our home that gave me a sense of belonging and identity. At that young age, I could not understand why my father, myself and other men were not allowed in the kitchen. I later recognized that this was due in part to patriarchal roles in Somali society. Women in my family – as in many other cultures – were restricted and oppressed by men in the kitchen and other spaces.

When I migrated to Italy, I was the only African child in a Christian Catholic all-boys boarding school. I was forced to obey new customs, pray to a God I didn't know and speak a language that was foreign to me. I started to feel an emotional disconnection from my culture and the rich traditions of my upbringing. I was just five years old and wanted so badly to be able to hold on to my own identity.

When I was offered the first meal at school, I instinctively started eating with my hands. A nun shouted at me: "Solamente animali e selvaggi magiano con le mani!" (Translation: "Only animals and savages eat with their hands!"). Hearing those words as a child was so painful. The trauma of that moment made me reflect on the years where I felt most loved and cared for with food rituals that brought comfort. From that moment on, eating with my hands became something shameful. I internalized my self-hatred by rejecting everything my culture represented and embracing the indoctrination of the colonial frame of mind. For the longest time, that trauma manifested in me as a chef as I fought against my longing to be connected with my own traditions or foodways as a Somali person. I was afraid of the stigma and the taboo of cooking "African Food" – consuming it with my hands, or sitting on the floor.

My healing began when I moved to Toronto, Ontario from Virgina, with a simple plate of spaghetti with tomato sauce, xilib suuqar (finely diced beef stew) and xawas (a fragrant combination of spices, similar to garam masala, with a pronounced hint of cumin). It took me back to that time where life was simple and I felt carefree surrounded by family, listening to those stories of a community still vibrant and resilient.

I never had dreams to become a chef or work in the hospitality industry. My ayeeyo (grandmother) wanted me to become a lawyer, a diplomat, or even a politician. Perhaps I got lost like many of us who migrate into a new place – we must start all over again, hoping to build a better future for ourselves and our family.

Cooking really saved me from becoming someone that I could not see myself becoming. After working at the YMCA, I worked in an Italian restaurant called Grazie and then landed a sous chef position at a restaurant that was focused on training marginalized youth in the hospitality industry. I was one of those youth; young and Black with a lack of Canadian culinary experience.

> "I WANT TO BE PART OF THE SOLUTION TO CREATE A FUTURE GENERATION OF FOODSERVICE EMPLOYEES WHO ARE ANTI-RACIST, ANTI-MISOGYNISTIC AND ANTI-HOMOPHOBIC — A SOLUTION WHERE WORKERS CAN MAKE A LIVING WAGE, WHERE WOMEN DON'T HAVE TO MAKE A CHOICE BETWEEN WORK AND FAMILY.

> “I'M PROUD THAT I HAVE COINED THE TERM "NOMADIC COMFORT FOOD" FOR MY STYLE OF COOKING BASED ON MY OWN NOMADIC, PASTORAL HERITAGE – A WAY OF COOKING DRIVEN BY LOCAL, DIVERSE AND CULTURALLY APPROPRIATE INGREDIENTS THAT RECREATES SOMETHING THAT MAKES ME FEEL AT HOME.

My experience as a sous chef at this restaurant impacted me so deeply. Many of the participants/cooks had experienced hardships such as homelessness, substance abuse and unwanted teenage pregnancy. Cooking became more than just cooking; it gave me a purpose greater than putting food on a plate. Although in those four years I went to sleep many times emotionally drained, I would wake up every day with the desire to make impactful change in someone's life through cooking, and it felt great.

In 2000, I went to culinary school at George Brown College and never looked back. I worked in some very beautiful hotels, renowned restaurants and catering companies, but those beautiful spaces were also very toxic, and I felt as though I was losing a bit of myself every day. This led me to create a space that reflected my own ideologies through my business – *My Little Dumplings* (named after you, your brother Hamza and your sister Zenzi). My Little Dumplings was the first farm-to-table, culturally diverse dumpling place focused on using 70 per cent local ingredients sold at farmers markets. Those years at the farmers markets really changed my understanding of the tribulations that farmers go through every day.

Despite my love for cooking, I needed to transition into something that allowed me to grow in a different direction. I became a culinary professor in the most diverse culinary school in Canada, and I love it.

My experience teaching at a local college allowed me to go back to school to pursue a Master in Environmental Studies at York University. Despite life circumstances, the emergence of COVID-19 and wanting to give up on numerous occasions, having you around gave me the strength and resilience to continue and complete my studies.

After decades in this industry and the completion of my Master's, I now understand how deeply our food system is entrenched in neoliberal capitalism. A system that is based on the exploitation of workers surviving on a minimum wage instead of living wage. A system where women are not treated as equals to men and are systematically underrepresented in positions of leadership. Where BIPOC are still experiencing direct and covert racism in every aspect of the system, from migrant workers to food packagers.

I want to be part of the solution to create a future generation of foodservice employees who are anti-racist, anti-misogynistic and anti-homophobic — a solution where workers can make a living wage, where women don't have to make a choice between work and family. Where BIPOC chefs can cook food that is culturally significant to them without the fear of being stigmatized, shamed or devalued or of their plates being seen as cheap ethnic food. I believe we can be all be better together as active learners in dismantling forms of oppression and challenging ourselves on whether we are contributing to change or maintaining and perpetuating oppression. It can be as simple as asking yourself, Are the people who work for you experiencing hunger?" Did you know that most people in the food sector get paid $15 per hour? That's about $2,000 a month or $24,000 per year. The Canadian government suggests allocating 10 per cent of your annual income to food, which equates to $2,400 per year, $200 per month, $100 bi-weekly, $7 per day. Lula, in some places, you'll be lucky to have a decent breakfast for that amount.

Lula, my journey has taught me that I'm a passionate believer, and that food is a fundamental human right (your right). I advocate for the right of people to be food sovereign through public engagement, culinary and academic panel conversation, and creating direct relationships with farmers and cooking with food that is culturally appropriate.

I'm proud that I have coined the term "nomadic comfort food" for my style of cooking, based on my own nomadic, pastoral heritage – a way of cooking driven by local, diverse and culturally appropriate ingredients that recreates something that makes me feel at home.

That yearning that I have been experiencing over the years to get back to my cultural roots has been satisfied. I finally feel comfortable enough in my own skin to critically reflect on my shortcomings as a chef and my growth and contribution to the food system as a culinary professor and food activist.

I like the person that I am becoming, and I hope you are as proud of me as I am of you.

With love,
Abo
Bashir Munye

Article adapted for MENU from Chef Bashir Munye's personal letter to his daughter, Lula. A version of this letter was previously published in MarQuee magazine.

bubly™
sparkling water
beverage

your meal's next bestie



Trademarks are property of Portfolio Concentrate Solutions UC. Used under licence. ©PepsiCo Canada ULC, 2021



The Evolving Role of Restaurants

BY CHRIS SZEGO

While the global pandemic is not yet over, at the time of writing, Canada's high rate of vaccination and overall declining COVID-19 case count means there's finally some light at the end of the tunnel. Despite nearly two years of devastating closures and restrictions, staff layoffs and shortages and rising food prices, there's a small but growing sense of optimism about the future in the foodservice sector. As what we hope was the worst of the crisis recedes, Restaurants Canada asked leading restaurateurs how they coped and what they're planning for this next stage.



11th Mile,

> “From winter patio experiences to prepared at-home meal kits, cocktail kits and grocery items; takeout food for pickup/delivery; socially distanced farm dinner and tours - we have tried it all.”
>
> ***Lacey Sellinger, Odla, Saskatoon, Saskatchewan***



Odla

WHAT CHANGED?

The wave of closures and restrictions – which were both intermittent and prolonged – caused deep uncertainty in the foodservice sector. It also led to incredible innovation across the country. Restaurateurs rolled up their sleeves and adapted, modifying menus and processes with hard work and innovative flair. “What didn’t we do!” said Lacey Sellinger, general manager, co-owner and sommelier of Odla, a farm-to-table restaurant and market in Saskatoon, Saskatchewan. “From winter patio experiences to prepared at-home meal kits, cocktail kits and grocery items, takeout food for pickup/delivery, socially distanced farm dinner and tours – we have tried it all.”

“We packaged a one-hour cooking and cocktail class for groups of any size to purchase on Zoom,” Sellinger continued. “We made sure to keep the offering simple so that people wouldn’t have to go to the grocery store or seek out specific kitchen tools. We tried everything to keep our staff working. One idea that took off was sending our bartender to people’s homes for small private parties.”

“We knew people still wanted a break from cooking, but our food isn’t really suited to takeout,” said Jennie Wilson from Fredericton, New Brunswick’s 11th Mile. They offered meal kits instead. “We figured most people would spend ten minutes at home to get a restaurant-quality meal. And we were right!” 11th Mile also created a curated list of pantry items like salsa, sauces and soda mixes to jazz up home cooking, and helped people make up for missing celebrations by offering special meals for holidays like Valentine’s Day and even take-home taco parties. “Ultimately, with the advocacy of Restaurants Canada, we were granted the right to sell cocktails and wine to go. That made a huge difference and made take-home options a lot more fun.”

11th Mile is far from the only restaurant with a menu that isn’t entirely suited to takeout. Joshua Mott, owner of Her Father’s Cider Bar in Toronto, Ontario, felt the same. Though Her Father’s Cider Bar began (and continues) to offer takeout as an option, it wasn’t a significant part of their business. What really did take off was the ability to deliver cider to customers at home. “The biggest part of our business was takeout growlers. It meant we could keep purchasing from our suppliers.”

Those growlers were hand-delivered by Mott’s staff. “At least 75 per cent of our staff stayed on throughout. Anyone who wanted to work was given hours.” Keeping staff allowed for



> “As dine-in slowly becomes a thing again, our focus will be on safety for all customers.”
>
> ***Patrice Gilman, Gladys Caribbean Restaurant, Winnipeg, Manitoba***

maximum flexibility. When the closures were lifted for a short period, Her Father’s Cider Bar was able to open its doors, then swiftly readjust to pickup/delivery only when strictures were put back in place. It wasn’t easy. “March 2020 was a really trying period. It was a tough decision to stay open, but we’ve been pretty fortunate. We really had the support of the neighbourhood.”

Others made smaller changes. Patrice Gilman, co-owner and chef at Gladys Caribbean Restaurant in Winnipeg, Manitoba, said that deciding to partner with an online ordering app was a change to their process. “The scope of the restaurant remained the same, we just added a few tablets to facilitate the feature.” Though the app was a great tool for the pandemic, allowing for safely distanced contact and also for marketing and promotion, Gilman shares the same reservation as many other restaurateurs: the steep cost. “It’s a pricey venture for small businesses like ours.” Though Gladys would like to keep using the technique, the 25 per cent fee makes the decision less than simple. “Based on our forecasting and long term plan, this may not be feasible for the business in the future.”

Odla also made the crucial move to online. “The first thing we did when the pandemic hit was move our Odla Market to an online platform. Essentially overnight we created an online store for people to purchase grocery items for pickup or delivery.” They also adopted a third-party delivery app, which required upgrading some of their technology.

Up in Whitehorse, Yukon, James Concepcion’s biggest change wasn’t technology based at all. Concepcion bought Antoinette’s Restaurant in March of 2021. Though closed due to COVID-19 at the time of the purchase, the restaurant was an established presence in Whitehorse. His major change? “I put up a billboard with photos of all the dishes. It’s not beautiful, but it works.” The photos had an immediate impact on web traffic. “Even locals had thought the restaurant was still closed.” Other successful changes included expanding some sections of the menu and offering Sunday brunch choices from around the world. “People couldn’t travel during the pandemic. In my restaurant, you can travel the world in 60 minutes. Sunday is a quiet time in Whitehorse, but people make reservations two weeks in advance. Curious people who would never have come before.”







> “I think our customers want what they’ve always wanted: a little magic. A place to forget their cares, enjoy each other, and be delighted by the food and drink. They gave up some of that magic to keep us going when things were really tough, and we will always be grateful for it.”
>
> ***Jennie Wilson, 11th Mile, Fredericton, New Brunswick***



WHAT CHALLENGES REMAIN?

Though options are beginning to open across the country, a number of barriers remain. Supply chain issues affect every aspect of the industry. In addition, the foodservice sector has been dealing with a labour shortage for years and the pandemic has amplified that shortage into a genuine crisis. Myth is a Toronto, Ontario restaurant that opened after some restrictions were lifted in June 2021. “Staffing has been a challenge due to the impacts of the pandemic on the hospitality industry,” said co-owner Eileen Tsomaris. “Stock and supply of products have also been challenging to manage for restaurants all over the city. That said, our team’s main priority is to create a remarkable experience for every guest, every time they visit.”

11th Mile’s Wilson faced a similar crunch. “With regards to full re-opening, re-staffing was very difficult. People had, understandably, emptied out of the industry. We were exhausted mentally, but our customers were very excited to come back. It was hard to keep up…we had to dig deep after a very trying period.”

Whitehorse is also suffering a massive labour shortage, but it’s not limited to foodservice. “Everyone is working two or three jobs here. Minimum wage starts at $22/hour. Managers are constantly trying to poach staff from other restaurants.” The shortage extends to housing too. Concepcion’s staff is housed in hotels and he subsidizes some of their living costs. Such competition means third-party delivery apps are off the table, because there’s absolutely no one to make the deliveries. Besides, he says, “It’s a cold city. Even in a thermal box, that doesn’t cut it.”

In contrast, at Her Father's Cider Bar, Mott is fully staffed. Three quarters of his staff stayed on through the entire pandemic and, now that they’ve reopened, the rest have returned. He praises the effort and ingenuity of his staff, especially Chef Elijah Pang who kept everyone busy and motivated. “It may sound cheesy, but honestly my staff inspires me.”

Sellinger said Odla also faces staff shortages in front and back of house. “But I feel the biggest challenge is trying to balance the guests’ ever-changing comfort level being out in a public space. We want to implement a protocol that ensures all guests feel safe dining in our establishment while still creating a relaxed and pleasant atmosphere.”



WHAT'S NEXT?

As restrictions ease and comfort levels rise, restaurateurs across the country are sensitive to the needs and desires of their guests. As a whole, they're looking to provide both safety and comfort. "I think Canadians want dining out to be a relaxing experience again," said Odla's Sellinger. "A break from the mundane (and the dishes) without the added fear and anxiety brought about by COVID-19."

"As dine-in slowly becomes a thing again, our focus will be on safety for all customers," said Gilman. "It has been almost two years since the pandemic inundated the world, and people have developed new ways of coping. Unfortunately that means staying away from public or crowded spaces." Gladys plans to invest in marketing and promotion to attract guests. "The question will be: What would make people want to come to us? Do we promote our safety protocol and give a sense of peace? Or do we launch an exciting new menu that allows people to forget the two years of TV dinners?"

Myth has made safety practices a priority. "Canadians are looking to dine out in safe and COVID-19-controlled spaces," said Myth's Tsoumaris. "Our goal is to serve as an escape from Toronto with delicious food, phenomenal music and entertainment and an ambience that our guests want to return to."

Joshua Mott knows his customers are eager to get back to a sense of normalcy. He's more than ready to join them, to leave all the QR codes, online ordering and socially-distanced practices behind. "We take pride in our food, our cider, our service and our space. The last two are fundamental to our business."

Jennie Wilson, at 11th Mile, summed it up perfectly. "I think our customers want what they've always wanted: a little magic. A place to forget their cares, enjoy each other, and be delighted by the food and drink. They gave up some of that magic to keep us going when things were really tough, and we will always be grateful for it."

INFUSION SERIES®
Soft Heat®



ENERGY STAR

The first commercial coffee brewer to earn ENERGY STAR® certification.

BUNN
www.bunn.com



ON THE FOODSERVICE LABOUR SHORTAGE

WITH RESTAURANTS CANADA'S SENIOR ECONOMIST, CHRIS ELLIOTT

In September 2021, the amount of unfilled foodservice sector jobs in Canada grew to nearly 200,000 vacancies. MENU reached out to Restaurants Canada's Senior Economist Chris Elliott for a conversation on his thoughts on the labour shortage and what strategies, trends and tactics will matter most to operators now and in the coming years.

For foodservice operators desperate for solid information and guidance following an unprecedented string of industry-transforming changes, the struggle is real and immediate. So, while it's fair to assume that discomfort with speculation is an occupational success factor for economists, there's no denying that the inordinate amount of time they spend sifting through data in search of truth makes them an invaluable source of informed insight.

Chris Elliott starts with some level setting background. "We knew the labour shortage was going to be a long-standing issue when we look at the demographic factors – it was plainly obvious. In 2018-19, we could see the writing was already on the wall with the numbers we were seeing from Stats Canada. For context, back in the late 70s and early 80s, 15 to 24-year-olds accounted for roughly 20 per cent of the overall population in Canada, and that number has steadily declined to about 12 per cent right now. And, that number will continue to slide to about 11 per cent by 2030. The key issue is that young people generally account for about 40 per cent of all foodservice workers, so if you have that shrinking base, you're going to have to make up for that somewhere else. We've also seen extraordinary social and cultural change with Millennials and Gen-Zs. Education has become more competitive, and consequently younger generations are postponing entry into the workforce because they're putting a lot more emphasis on school work, volunteer work and sports – they're doing all they can to get into university." Elliott acknowledges that even though this statistical and social double-hit would have taken some ingenuity to overcome, the pandemic was an accelerant. "Immigration has always been a source for filling jobs. During the pandemic – especially in the early days - immigration numbers just dropped



> *"I think the pandemic has taken a problem and magnified it to a much bigger crisis than we thought could ever happen."*

out. Now, there's a bottleneck of people trying to get into Canada, and an ongoing delay. I think though, that the pandemic has changed things in other ways. In the early days, we had two out of three foodservice workers either laid off and not working any hours or permanently unemployed. That, I think, has led to a change where people are rethinking whether or not they want to rejoin the industry. They got a little bit of a break and found that they could spend more time with friends and family on weekends, whereas before they would likely have been working. There are all these different elements combining together and, as a result, we're seeing staggering labour shortage numbers. These are numbers we've never seen before. It's record breaking."

So many aspects of the restaurant business have changed it's nearly impossible to know which problem to tackle first. While reopenings are long-awaited good news, many operators were surprised to learn that the teams they longed to bring back to work weren't there anymore and debate as to why was rife. Elliott believes that many previous food sector workers have moved on to other industries looking for more job security because they were afraid. They may have been thinking, "Yeah, you're reopening, but how long is that going to last?" "I think the pandemic has taken a problem and magnified it to a much bigger crisis than we thought could ever happen."

Pandemic-era reporting, especially in the early days, focused a great deal on restaurants and other social businesses, which may have played a role in the loss of faith in the stability of restaurant industry employment. "I think there is some fear from the general public – you watch the news and when they talked about places you might catch COVID-19, it was usually gyms or restaurants that were speculated on in the news," Elliott allows. "That certainly hasn't helped the situation. In the new year, Restaurants Canada will be diving into Canadian households and Canadians in general to better understand how they feel about the industry. How they feel about having family members who work in the industry? Is there a different perception out there we're not aware of? It's an immigration problem, it's a demographic problem, but is it also a perception problem? Is it something we need to get to the bottom of?"

There may be no single truth or absolute strategy to quell the labour shortage, but Elliott believes in the future potential of the industry and the certainty of its reinvention and revival. "Overall, the industry enjoys a very positive image – people love going to restaurants and having great food experiences. But we want to layer in the past and present employee experience for perspective. This is a very labour intensive industry and that's not going to change. We can't automate the way General Motors or Amazon can. We need to find a solution to this, but there's no magic bullet. We need to look at immigration, we may need to look to older Canadians looking to supplement their income with part-time work in a social environment."

Elliott also points out that the shortage is not concentrated in specific restaurant segments. The problems are more or less evenly distributed across all operation sizes, styles and locations. Some operators have made it through to this point based on their work culture, staying in touch with employees through the pandemic, offering them as much work as they could to keep them employed earning some income. This has clearly caught Elliott's attention. "There was a really interesting episode of *The Decibel* podcast on The Globe and Mail with an interview with a former foodservice employee, and they were quoting the numbers from the study we'd just completed. They were talking about free meals, benefits and similar tactics operators are using to try and attract new talent. They asked the former employee how she felt about those benefits and initiatives and she that while these are all good things to get people in the door, they cannot be temporary. These have to be permanent changes in order to keep people. So, I think there's two elements to it – bringing people in, and then retaining them in the long

term. This is more expensive for the operator, but that's the cost of holding on to your talent. I think it's the future reality for sure."

"What operators are doing now – working long hours themselves or cutting opening hours – those things are short-term solutions." Elliott continues, "Operators and managers can't work forever without burning out, and cutting back on hours is not a way to grow your sales. The industry runs because it has great employees, and that will continue. Offering some of these benefits are just the cost of doing business."

Some restaurant brands are leaning into recruitment strategies that prioritize their corporate values and holistic employee value proposition. Elliott believes that hiring managers who rely solely on hourly wages and perks will not lead the labour solution. "Younger generations want to choose a company that knows how to relate to and support its workforce through corporate values. People don't want to just work for a company, they want to work for something. If companies start to spread their values and what they represent, and employees understand how they make a difference in the world, that's what will appeal to a younger generation. Putting those values forward – here's who we are and what we stand for, and here's what we can do for you. Maybe it's experience they can take forward in life or learning to ropes with intent to open their own restaurant. There's got to be benefits both ways, and I also think there needs to be flexibility in terms of hours. It will take a combination of efforts."

If labour were the only cost subject to sharp increases, restaurants might be able to scrape through; however, food prices, insurance, delivery fees, and rent are also skyrocketing in parallel. Elliott has clearly ruminated on exactly this. "Future success will likely come down to efficiency and productivity - is there a way we can reduce the size of our menu to earn efficiency in the kitchen? Do we shrink our real estate footprint and operate similarly to a ghost kitchen? Maybe we can use those efficiency gains to pay people more and not have to raise prices as much. Many restaurants are reformatting their footprint and there's talk of some moving to take-out window service. I think many operators are looking at efficiencies that work for their brand and model."

While agile thinking and efficiencies may help restaurants climb back into the black, what might they do to the culture of restaurants – their reason for being? If it's all about ghost kitchens and condensed menus, what hope is there for the soul of the industry? Elliott is optimistic. "People still want to go out to restaurants. It's the go-to place. The pandemic has changed how often and where people go out. Working from home has made some big changes. People aren't going out for breakfast or lunch as much because they're not commuting like they used to. These changes may have been caused by the pandemic, but I think a lot of them will be permanent. I don't think we're going back to five days in the office like we used to. The pandemic has changed things for certain operators based on where they're located and how they operate, but I believe Canadians still want to go to restaurants and order delivery from a restaurant they could go to in person."

The ghost kitchen model will play a growing role in the industry, but Elliott sees this as a natural disruption of the model. "Ghost kitchens will become a bigger part of the industry, but won't replace the industry. People still want to go out and meet with people. If you have great food and great service, you can still do quite well. If you're raising menu prices, I think there's some "forgiveness" for that. People understand it. And, on the economic side, Canadians have accumulated about $190 billion in savings throughout this crisis. There's shopping power to spend, and I think a lot of it will end up in the foodservice industry."

To learn more on how Canadian restaurants are responding to labour shortages, visit: restaurantscanada.org



Since 1944, Restaurants Canada has represented Canada's diverse and dynamic restaurant and food service industry.

For over 30 years, Chase® Merchant Services has been committed to providing businesses with safe, reliable and secure payment solutions.

Chase Merchant Services is the preferred payment processor for Restaurants Canada now offering lower rates* to accept† credit cards with no hidden fees.

Get a complimentary account review[2] to see if Chase can improve your bottom line.



Maximize the value of your membership[1]

chase.ca/en/restaurants-canada

CHASE

Restaurants Canada

1: Members who wish to obtain payment processing services from Chase® Merchant Services must submit an application. All applications are subject to Chase Merchant Services standard approval policies and procedures, including without limitation credit approval and entering into a Merchant Agreement with Chase Merchant Services. * Certain conditions apply. Proof of membership status with Restaurants Canada (RC) will be required. The fees set out above have been specifically negotiated by RC for RC Members' benefit. Other fees apply, all of which will be set out in the Merchant Agreement. †: All such applications are subject to credit approval and entering into a Merchant Agreement with Chase Merchant Services. 2: Cost comparison will be based on a calculation of the overall cost for comparable services, as determined by the processing statements you provide, and will exclude all one time fees. Cost comparison results are estimates only and do not guarantee savings. In addition, inaccuracies in the comparison may occur due to pricing variances and complexities in the statements provided. All applications are subject to credit approval and entering into a Merchant Agreement with Chase. Chase and the Octagon logo are registered trademarks of JPMorgan Chase Bank, N.A. © 2021 JPMorgan Chase & Co.

ESCAPING HIRING WOES WITH RETENTION STRATEGIES

SPEND LESS TIME SEEKING NEW STAFF BY KEEPING YOUR TEAM INTACT





The foodservice industry recovery presents good news and bad news:

The good news: 89 per cent of Canadians are looking forward to going out to a restaurant with family and friends again.

The bad news: The labour shortage is one of the biggest hurdles restaurants have as they plan reopening and growth.

A Restaurants Canada survey shows 64 per cent of operators expect staffing levels to be about the same or higher than they were prior to the pandemic. With fierce competition to find labour, it's more important than ever to reduce turnover and retain your best workers.

Hiring is expensive. So is scheduling to cover vacancies, recruiting job candidates and onboarding and training. It's actually less costly to invest in motivating employees so they will stick around. Here is a reminder of some proven strategies:

Have an IMPACT on retention

Your intuition and business skills may not be enough. Use the IMPACT approach to engage employees and remind them why their work matters:

I — Involved. Deepen bonds by showing you're invested in the team's outcome.
M — Mentor. Guide your team through unfamiliar situations to build confidence.
P — Pay. Compensate them in ways that go beyond hourly wages.
A — Appreciate. Single out top performers publicly, if possible.
C — Challenge. Offer opportunities so people reach to perform at a higher level.
T — Trust. Create a relationship that encourages people to bring concerns to you.

Leadership enhances retention

Most employees don't quit a job, they quit a boss. Retain employees by being a boss who balances being in charge and understanding human behaviour. Workers are more likely to stick around when you exhibit leadership skills like these:

Plan check-ins and evaluations

Schedule performance meetings to track growth.

- Giving advice builds confidence
- Listening to feedback strengthens relationships

Offer ongoing education

Have open training for food, beverage and kitchen skills.

- Paying for ongoing certifications invests in your team
- Building their skills benefits cross-training and promotion

Connect with employees

Yes, it's a business, but it's not all about business.

- Ask employees about their lives outside of work
- Organize staff appreciation activities

Offer incentives

It doesn't take much to show appreciation:

- Offer a cash reward based on attendance or number of call-ins
- Give bonuses based on progress and improvement
- Provide a free staff dinner to everyone
- Reward people with the choice to work preferential sections, desired shifts, or assign them to lucrative events, like parties or events
- Create an "Employee of the Month" to honour and motivate team members

Ask your Gordon Food Service Sales Representative about "Staff Smarts," our staffing guide to help you manage today's labour challenges.

Gordon FOOD SERVICE

wholesale club™
everything foodservice

Shop with us!

Free Business Membership.
No Minimum Orders.

sunspun™

Only available at Wholesale Clubs.
Priced to add value to your menu.



wholesale club™ everything foodservice × express™

SHOP ONLINE. PICK UP IN STORE.†

For a location near you, visit **wholesaleclub.ca**

Follow us
@therealcanadianwholesaleclub

LET'S CELEBRATE OUR CHEFS

Stay tuned for our **Celebrate our Chefs Program** where we'll be locking down prices on select items for 11 weeks to say thank you to our chefs, live from Thursday, October 21, 2021 to Wednesday, January 5, 2022. Don't miss your chance to win one of 10 prizes of $50 at your local Wholesale Club. Visit our website or your local store for details.

†Applicable fees for in-store pickup of online orders are extra. In-store pickup of online orders is only available at select locations and on orders over $75.



MENU INFLATION:

How to entice customers back amid soaring food prices

BY SHANNON MURPHY

Earlier this summer, I went to Fat Pasha, a restaurant located in Toronto's Annex neighbourhood that serves Middle Eastern *bubby* food, inspired by Chef Anthony Rose's grandmother's cuisine. As we took our places on the patio, the server informed us we could view and order our food directly from the kitchen through an app called Ambassador, an online platform offering direct, in-restaurant ordering and on-demand delivery across the US and Canada with zero commission or fees. It was a strategy the restaurant was testing during their recovery efforts to help ease the load on the hard-pressed staff and reduce food costs.

Food cost – or menu inflation - has consistently ranked within the top three challenges restaurants are facing right now (the other two are the potential for further shutdowns and pandemic-induced debt). Food prices are rising, leaving restaurants still struggling to recover from the economic impact of COVID-19 with another pandemic business challenge.

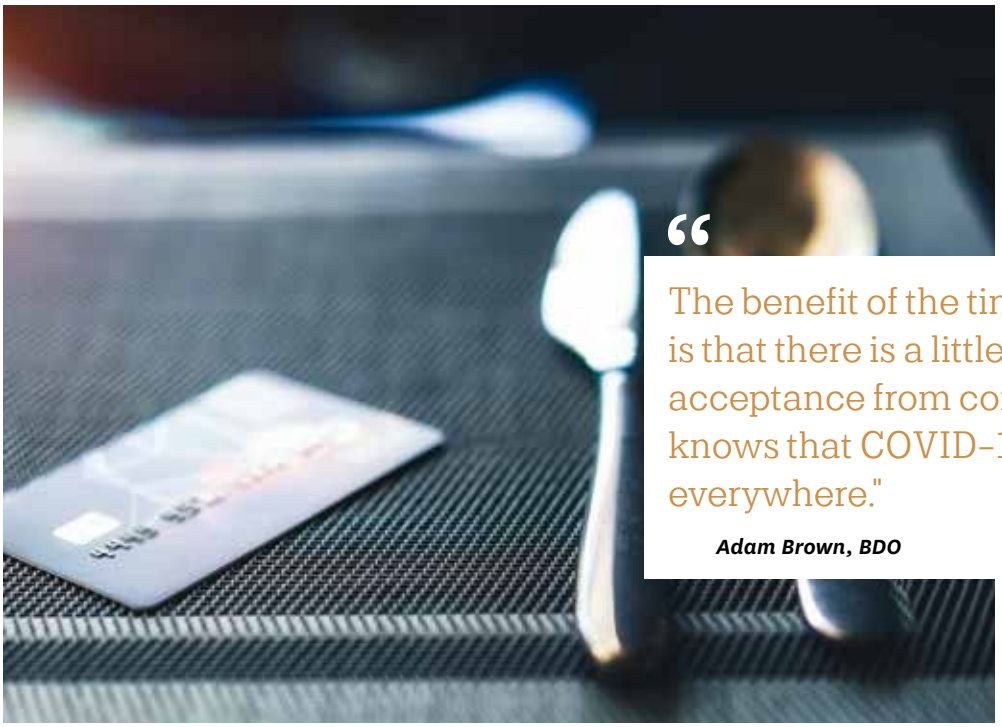
Menu inflation is not something new. Typically, menu inflation ranges between 2.5 and 3 per cent annually and menu prices saw a 2 to 3 per cent year-over-year increase up until 2020. For 2021, Dalhousie University Agri-Analytics Lab's Canada's Food Price Report (11th edition) forecast an overall food price increase of 3 to 5 per cent, with the most significant increases predicted for meat (4.5 to 6.5 per cent), bakery (3.5 to 5.5 per cent), and vegetables (4.5 to 6.5 per cent).

The explanation seems simple: higher food costs equal higher menu prices. But menu inflation is a complex issue driven by many underlying root causes the restaurant industry has been dealing with for years, all heightened by a global pandemic. "The ongoing crisis has exacerbated an already difficult set of circumstances for food production and processing," says Denise Allen, president and CEO of the Food Producers of Canada (FPC). "Continuous supply chain disruptions, coupled with ongoing uncertainty and challenges to the flow of goods between provincial and international borders has made a less than ideal situation worse,"

The closure of borders has directly impacted labour costs and created labour shortages, which also contributes to menu inflation. "We are an entry-level industry and we provide jobs for first-time workers and new Canadians," says Donna Dooher, owner and executive chef of Mildred's Temple Kitchen. She uses last year's apple harvest in the Okanagan Valley as an example. "There were tons and tons of apples that didn't get picked and rotted on the ground because the demand wasn't there and there was no one to pick the apples. Now that we've reopened we can't just turn around and grow apples really fast."

The massive layoffs at the beginning of COVID-19 saw many servers move to different opportunities. "Working in a restaurant is not seen as a profession the way it is in Europe or other countries," says Jo-Ann McArthur, president of Nourish Food Marketing. "Everyone is competing for a smaller pool of people who require some major enticement to go back."

Also fuelling the food shortages is global warming. "Our food chain is being threatened by global warming. We need to pay attention to the fact that the west is on fire and we have water shortages resulting in drought," says Dooher. McArthur agrees. "Frankly there are all sorts of things happening with extreme weather right now. Frost just wiped out the coffee harvest in Brazil and that's only one of many examples of how food costs are being driven up."



> The benefit of the time that we're in right now is that there is a little more understanding and acceptance from consumers because everyone knows that COVID-19 cost increases are everywhere."
>
> ***Adam Brown, BDO***

While many of the reasons food prices have increased are outside the control of the operators, how to manage the increases and which ideas to implement to entice the customers back, are all within reach. "Customers are very price sensitive and when they recognize their favourite items on menus going up in price they may potentially reduce their spend or frequency of visits," says Adam Brown, partner and national leader of value creation services at BDO. "The benefit of the time that we're in right now is that there is a little more understanding and acceptance from consumers because everyone knows that COVID-19 cost increases are everywhere."

Dooher and her team anticipated this reaction from customers and took action early. "We started to make adjustments to our menu pricing before we even opened for sit-down dining. We thought we would be better served to take more of an incremental approach to the costs on our menu." Understanding your menu and what customers want is vital. "It's important to understand the food elasticity and demand elasticity of your menu items to develop an effective pricing strategy," says Brown. "Identify those menu items that customers love and will continue to order. Take price increases on those items instead of on appetizers and desserts, where customers may be a little more price-sensitive."

Operators can also rejig their menus and portion sizes to manage both menu inflation and food waste. "A lot of restaurants have too many choices… it's important to really streamline your menus," says McArthur. "Reimagine your menu to allow for easier food preparation and utilize ingredients in a cost-effective way." Menu engineering and menu formulation will also assist operators with food inventory management challenges.

Where ingredients come from is also important. "There is a cross-country, post-pandemic push to reopen restaurants right now. Operators are busy restocking dry stores, frozen foods, fresh produce, seafood and meats. This is creating a surge of demand. The drive puts higher than average pressure on inventories, which affects pricing," says Mathieu Pare, executive director of emerging markets at the Canadian Beef Center of Excellence. So, when you can, source locally. There is real value in sharing with customers where your ingredients come from and who produces them. "If you have local suppliers, really showcase them. Right now, everybody wants to support their neighbours. So, if customers are familiar with the people who grew the food in their meal, they will understand they are not just supporting this restaurant but the whole supply chain, and be less opposed to higher menu prices," says McArthur. Brown agrees, "Arm your servers with the right talking points around the menu and gauge the customer's reaction. Be as transparent as possible about why the prices on the menu are increasing."

Another way to support operations is with technology. Pare is a huge supporter. "Restaurant owners and managers should explore technologies that customers have become familiar with during the pandemic. QR-code-reading smartphones can ease the transition: most of us have experienced menus moving to digital formats accessible online via smartphones." There have also been considerable advances in web-based education and online learning in the foodservice industry. The Canadian Beef Center of Excellence has developed training videos to help chefs learn food preparation techniques that can be shared with the rest of the staff. "Product knowledge for staff and easy access to resources not only trains the kitchen and front of house team, but it also helps educate diners," says Pare.

But by far, the best thing a restaurant can do to help offset any price sensitivity when welcoming customers back is to ensure their first post-COVID experience is unforgettable. Encourage your staff to use your menu as a storytelling tool. Focus on the positive, like the exciting new offerings and excellent service that guests will remember. "Hospitality and dining are about sharing, learning, and exploring new food tastes, textures and presentations and the ambiance created in a social setting," says Pare." It is about catching up with friends and family that we have not been within a long time. Tell customers how happy you are to see them, remind them about why they love going to restaurants, what they have missed and why they are happy to be back."

Flexible hospitality equipment finance

SilverChef®



Apply online for up to

$40,000

of funding in just 5 minutes. With a high approval rate, we're always looking for ways to say "yes".

Why wait to get the hospitality equipment your business needs? SilverChef makes it easy to get the equipment you need, and fast. Find out more about the finance solution trusted by over 50,000 customers. Our industry-leading lease and rental products put you in control of your cashflow, making your outgoings easier to predict, plan and manage.

Scan the code below to find out more and apply today.

Don't dream, Do.

Contact SilverChef today.
1-844-283-7844 | SilverChef.ca

a few of our favourite things:

CANADIAN CHEFS SHARE THEIR HOLIDAY WISH LIST

BY BRIGITTE FOISY, VP CHEFS CANADA

Chefs Canada connected with some of the country's most influential chefs to find out what's on their wish list for the holiday season to help take them into the new year. Not surprisingly, their collective desires mirror our own as we take stock of the world around us and look for ways to give thanks and find joy in each other.

The chefs share their top tools, tech, books, services and ingredients as well as their greatest wishes for 2022...



Chef Samuel Sirois
Chefs Canada National Culinary Athlete, Bocuse d'Or Team Canada

Fav tool: Binchotan charcoal; Japanese BBQ

Fav book: The seven-volume elBulli opus, *elBulli 2005-2011*, by Ferran Adrià

Fav tech: Freeze Dryer/Lyophilizer Juicerville

Fav service: Sporting and mental coach. I've been using Jean-Francois Menard, who's helping me prepare for the Bocuse d'Or 2023. I'm also thankful for our food buyers who research and shop for the best quality ingredients at the very best price!

Fav ingredient: or gift: White truffle from Alba!

Greatest wish of all: To make my country proud and be on the podium at the Grand Finale of the Bocuse d'Or in 2023!



Chef Helena Loureiro
Portus Calle Restaurant – Montreal, QC

Tool: Copper cookware from Portugal

Fav book: *Scook: The Complete Cookery Guide* by Anne-Sophie Pic

Fav tech: A commercial pastel de nata making machine

Fav service: I would like to give benefits packages to all of my employees.

Fav ingredient: Bolo rei (typical Portuguese holiday dessert)

Greatest wish of all: The possibility of getting subsidies to increase my employees' salaries! And a trip with my family.

Chef Vikram Vij
Vij's Restaurant - Vancouver



Fav tool: I'd love to receive a Nespresso coffee machine or an ironing board, I am tired of ironing my clothes on my bed.

Fav book: I want to read my own book this winter... to remind myself again to remain humble and focused.

Fav tech: Vij's for you spices and pickles... They are delicious and spice up any dish! They make a great gift but are also ideal for foodservice use!

Fav service: Positive attitude, staff and hard work, Focus on providing the best Indian food and experience at the restaurants.

Fav ingredient: Single malt whiskey and some great old-fashioned glasses to go with it.

Greatest wish of all: For myself, I want nothing else than quality time with my family and lots of laughter and happiness. What else can one want..? Love, laughter and My Shanti! But for my industry, my wish is that all small and independents survive to continue to make our communities more diverse.



Chef Nick Liu
DaiLo - Toronto

Fav tool: A STAUB CAST IRON OVAL BAKING DISH WITH LID! We're working on a new dish at DaiLo and this dish would make the presentation really shine! I'd use it at home too for many different applications.

Fav book: *Essential Cuisine* by Michel Bras. It's a classic book that I grew up with that was really popular when I was a young chef. It's the one that got away, that's for sure!

Fav tech: An Ooni pizza oven. I would use it for all sorts of dishes like roasted chicken and baking bread.

Fav service: At DaiLo we use and love Results Hospitality. They're a third-party auditor that counts liquor inventory and provides detailed reporting. It really helps with creating efficiency and keeping our costs in line.

Fav ingredient: White truffles because we use black truffles all the time at DaiLo. White truffles are very seasonal and hard to come by, but they make an amazing addition to any recipe.

Greatest wish of all: To be able to spend more time with family. Our schedules are so demanding in the restaurant industry so any time I can get with family is highly valued.



Chef Nadège Nourian
Nadège – Toronto, ON

Fav tool: A scale, I would like an excellent, precise scale for home baking. I'm baking more and more with my son, who is eight years old, and he loves it. Currently, I have a bulky kitchen scale that takes up half of my counter, and I would love a smaller one!

Fav book: *Desseralité* by Jessica Préalpato. She was the first female pastry chef to win the World's Best Pastry Chef by the famous World 50th Best Restaurant in 2019. Another book I enjoy is Montreal's Patrice Demer's last book, *Parcours sucré*. Patrice is a fantastic pastry chef and one of my favourite chefs in Canada.

Fav tech: A sous vide machine. I want to start cooking with the sous vide technique at home that is healthy and tastier. Then, I want to try to incorporate that technique in some sweets at home as well.

Fav service: Accounting. I will not be able to be where I'm at today without my accounting firm. Our margins in our industry are so tight. We need to have an eye on financials constantly. Prices are increasing at such a fast pace lately, and our lovely accounting firm helps us stay on track.

Fav ingredient: The perfect ingredient for this season are wild mushrooms, especially chanterelle and morel. Every Christmas, we always use wild mushrooms to go with our traditional Beef Wellington, cooked by my husband. I love it!

Greatest wish of all: I would love the government to provide real support to individuals and businesses to help fight climate change. This could include finding a natural solution for the substitution of plastic items, or supporting electric vehicles or solar panels.



Chef Phil Tees
Liquidity – Okanagan Falls, BC

Fav tool: A nice Konro charcoal grill would be a great Christmas gift.

Fav book: *Salt Smoke Time: Homesteading and Heritage Techniques for the Modern Kitchen* by Will Horowitz, Marisa Dobson & Julie Horowitz. An amazing book that not only showcases phenomenal techniques but is also a guidebook for sustainability in our industry.

Fav tech: The latest Apple Watch. I have become so dependent on the watch to take notes, set timers, look up recipes on the fly and communicate with colleagues and purveyors.

Fav service: I highly recommend the Calm App and the 10-20 minutes of meditation. I do them every morning before work! It allows me to get centred, helps me get rid of my anxiety and has made me a much more level-headed chef.

Fav ingredient: I love cooking turkey, it's a classic but also something that's been usually done wrong in my experience. I love working on it and presenting it in different ways that you wouldn't expect. My wife is from Newfoundland, so any holidays mean Jiggs dinner, there is something about that meal that always feels so special to me. It holds a truly special place in my heart.

Greatest wish of all: My greatest wish right now is for us to find a way to live simply so others can simply live. I feel like there is so much tension in the world, in business and in politics. I wish we could understand that we are all in this together and to find a way to make it work and to be civil.

Brigitte Foisy *is the Vice-President of Chefs Canada, an organization that works to shine the spotlight on Canadian cuisine and chefs, as well as our national culinary teams including Bocuse d'Or Team Canada. She has also been working with some of the world's biggest food and beverage brands for over 25 years.*



Canadian Foodservice Wishbook

As we set our sights on the new year, Restaurants Canada has curated a list of some of the best, most innovative and most sustainable products to help Canadian operators revive and thrive.

We've got something for everyone and every format, from patio enhancers and bleeding-edge equipment, to revenue-driving tech and implementation-ready environmental solutions.

For the sustainability minded...

TOO GOOD TO GO

toogoodtogo.org

JOIN MORE THAN 130,000 CAFES, RESTAURANTS, STORES AND FOOD SELLERS THROUGHOUT THE WORLD WHO ARE INCREASING PROFITS AND LESSENING WASTE BY USING THE TOO GOOD TO GO APP!



- **Helps manage food waste and lessen profit losss**
- **Growing international user community – hundreds of partners and thousands of users already active in the GTA**
- **Introduces your food to new audiences**

Each year, more than one third of the food produced in the world goes to waste – in Canada, that number is a staggering 58 per cent. Too Good To Go is on a mission to change that and wants restaurants everywhere to join.

The concept is simple: register your restaurant on the app and post your unsold food in "surprise bags" priced at one third of the retail cost. Consumers with the app will then reserve the bag for same-day pickup. There is no scanning, photo uploading or additional work needed. It's a great way to join the no-waste movement and control food waste-related losses. The discovery element of the app also introduces your food to new customers who are likely to return and purchase food at the full retail cost.

To learn more about how you can join the world's largest b2c marketplace for surplus food, download the Too Good to Go app on the App Store or Google Play.

REX: THE RESTAURANT EXCHANGE

A UNIQUE, DEDICATED CIRCULAR MARKETPLACE FOR FOODSERVICE IN ONE SIMPLE APP.

REX
The Restaurant Exchange

RC Show
Restaurants Canada
The voice of foodservice | La voix des services alimentaires
• THE HOSPITALITY EVENT OF THE YEAR •

RC Show 2022 Special Offer:
Download the REX app FREE to connect and exchange products and services with like-minded companies at RC Show!

- **FREE to use for all RC Show participants**
- **Post your Show special on REX to rent or sell your products and services**
- **Create additional revenue during the show**
- **Buy and sell goods to reuse and reduce waste**
- **Join a comprehensive marketplace for sustainable suppliers**
- **Hundreds of vendors already active in Canada**

REX is a mobile app that can improve and enhance your RC Show experience by connecting you with other exhibitors, suppliers and attendees to buy and sell your products, services and resources. The team at Restaurants Canada, RestoGreen and Leaf are on a mission to change the waste habits of the foodservice industry, and are inviting the industry to join the innovative, eco-friendly REX b2b economy.

To learn more about RestoGreen services, visit:
www.RestoGreen.com

Come and explore REX at Booth #526 at RC Show 2022!



1. CREATE your FREE REX profile for RC Show 2022!

2. LIST your products or services on REX before RC Show.

3. SELL OR RENT demo products, surplus inventory, equipment or products.

4. CONNECT and exchange with buyers via secure, online transactions.

5. SMILE! Find other vendors and partners at RC Show who share same eco-friendly values.

JOINTLY SPONSORED BY:

LEAF

RESTOGREEN

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

Engaging Foodservice in Eco Friendly Endeavours

CUISIPRO HERB KEEPER

HIGH PERFORMANCE MEETS SMART, HUMAN-CENTRED DESIGN.



- **Reduces waste while enhancing freshness**
- **Fits in refrigerator door shelf**
- **Works with all herbs, including asparagus**

As we seek new ways to stretch and preserve our ingredients, the Cuisipro team presents a must-have gadget that's so simple, it's maddening we didn't have these for decades. The Cuisipro Herb Keeper stores and keeps herbs fresh longer than traditional storage methods and works with all kinds of herbs as well as asparagus.

The herbs are held in neat bunches in a suspended tray for easy access, with their stems immersed in water keeping them fresh and hydrated in your fridge.

Learn more and order online now at zestspot.com or check out the Cuisipro Herb Keeper from Browne at booth #2435 at RC Show 2022!

THE SMOOTHIE MACHINE

REVENUE POWERED BY HEALTH-FOCUSED ROBOTICS AND A MISSION TO REDUCE FOOD WASTE!.



- **Creates smoothies made from upcycled produce in less than a minute**
- **Adjustable recipes and pricing**
- **Electronic payment, software and network-enabled**
- **Self-cleans after each service and engineered to the highest safety standards**
- **No plumbing or special electrical required**
- **Refrigerated machine with pasteurized, shelf-stable smoothie product**

The Trendi team behind The Smoothie Machine may openly refer to themselves as "misfits", but we think the term "genius" is more appropriate. Wanting nothing more than to find a way to address food waste in the hospitality industry, they have taken their product from napkin concept to market and earned all the right certifications.

The Smoothie Machine uses AI-driven robotics to help the farm and food industries rescue and upcycle food waste into delicious, plant-based smoothies made fresh to order, at the touch of your fingertips, in under a minute. Each smoothie is blended with water, ice and 100% real fruit with no added sugar, and 200 calories or less.

Able to match the daily output of a busy smoothie bar, with far less overhead and effort, The Smoothie Machine is perfect white-label revenue extender for established franchises and foodservice.

For more information on The Smoothie Machine and to join the food rescue revolution, contact:
T: 1.833.4TRENDI
e: hello@trendi.com

Check out the The Smoothie Machine by Trendi at booth #327 at RC Show 2022!

GoodLeaf

goodleaffarms.com

VERTICALLY FARMED, STRAIGHT-UP GOOD MICRO AND BABY GREENS!



- **Vertically farmed for year-round foodservice availability**
- **Positive release program and "Touch-Free" technology ensures food safety and quality**
- **Produce is pesticide free, non-GMO and Rigorous Food Safety (SQF) certified**
- **GoodLeaf Farms use 95% less water than traditional growing methods, are more efficient in land use and recycle used substrate in commercial landscaping**
- **Canadian company committed to Canadian values**

GoodLeaf's farm to fork philosophy means longer-lasting greens at peak quality and a delightful intensity of fresh flavour. And, their mighty microgreens and bountiful baby greens are available year-round for their growing roster of chef and restaurateur clients.

Like most sustainable enterprises, GoodLeaf has a great story behind it. After several years' working reactively in the healthcare devices industry, GoodLeaf Founder Gregg Curwin went searching for a way to proactively impact the health of Canadians. Inspired by the work already underway on indoor-hydroponic farming in Japan, Gregg quickly set about bringing the idea of delivering fresh, nutritious produce to Canadians year-round. Over a busy, seven-year period, Gregg's vision advanced through an extensive research phase to a pilot farm in Truro, Nova Scotia and finally to the development and launch of GoodLeaf's first, large-scale, fully commercialized vertical farm in Guelph, Ontario.

The next chapter is best enjoyed on the plate. Find out how to get GoodLeaf on your plate:
t: 1-800-489-0087
e: xxx

Check out GoodLeaf Farms at Booth #3307 at RC Show 2022!

For the patio-forward thinker...

MENSA PATIO HEATERS

mensaheating.ca

SMART, SAFE HEATERS TO EXTEND YOUR PATIO SEASON.

EU Innovation and Sustainability Award Winner





- **Motion activated and safe to touch**
- **Beautifully engineered and designed**
- **Energy efficient and environmentally friendly**

MENSA offers Danish-designed patio heaters with no warming time, no noise, soot or odour, and a bulb that lasts 5,000-7,000 hours. If that doesn't put these heaters at the top of your 2022 list, the designs themselves will. Choose from the IMUS under-table model, the VIREOO Pro table-base model with motion-sensor activation designed specifically for the hospitality market or the STATIO high table for outdoor standing spaces.

The custom technology behind their quartz short wave lamp design ensures the lamp delivers 92% efficiency – it doesn't waste energy heating the air – it delivers heat when the unit's light sensors contact an object or person. MENSA's bipolar lamp house cuts energy use by about two thirds, delivering lower running costs and a greater than 66% reduction in CO_2 emissions!

MENSA's newest product, the NATES heated cushion, is the perfect solution for patio conditions where space is at a premium. Water resistant with a printable surface to display your brand, NATES cushions are powered by rechargeable batteries with a five-hour charge.

Pricing:

NATES: $99/cushion (batteries included)
IMUS: $197/unit
STATIO: $350/unit (includes universal mounting bracket to use heater with existing table tops)
VIREOO Pro: $300/unit (includes universal mounting bracket to use heater with existing table tops)

Contact info:
t: 647.298.6789 | e: info@mensaheating.ca

Check out MENSA HEATING at booth #2523 at RC Show 2022!

For operators ready to invest in the best in tech, performance and efficiency...

GARLAND CANADA
A WELBILT COMPANY

garlandcanada.ca

UNMATCHED VALUE AND PEACE OF MIND.

As many industry professionals will agree, Garland Canada is the leading supplier of foodservice equipment in the Canadian market. Their commercial product lines are renowned for all the right things - quality, reliability and innovation focused on operational, labour and energy efficiency and an unwavering commitment to outstanding culinary execution. Garland Canada is also the sponsor of the Garland Culinary Competition, which has surfaced and helped promote some of Canada's top culinary talent.

FILTERQUICK® FRYER

Can save up to 40% less oil and 10% less energy

The newest addition to their growing line of oil and energy conserving fryers, FilterQuick offers 30, 60 and 120 lb frypot configurations with state-of-the-art combustion technology. Specialized features include closed-cabinet design with fully automated filtration, customizable recipe management and an easyTouch controller that monitors food, oil life and quality to deliver a consistent food experience for your guests.

XHP BROILER™

2020 Kitchen Innovations Award winner

The engineering genius of Garland's heavy-duty counter broiler stems from its patented gas burner system. Designed to deliver better food quality at high power with low energy consumption, it operates at 51% cooking energy efficiency. All-stainless-steel construction makes it tough enough to stand up to any kitchen and a snap to clean.

GARLAND XPRESS GRILL

Flexibility, efficiency and safety

Available in multiple sizes and configurations, the Xpress Grill offers menu flexibility, food safety as well as rapid recovery and rapid pre-heat features that save up help operators save up to 24% on energy. The grill cleans well and the easyTouch® screen design is easy to use, cutting down on training and down time. Even better? The precise temperature control feature eliminates temperature over- and under-shoot, allowing you to customize grill lane temperatures for each item on your menu.



Lincoln 2424 Aperion



Convotherm Combi Oven

INSTINCT BY GARLAND

Green heat induction for the most powerful and efficient kitchens

Garland's induction technology generates precise heat constrained to the cooking vessel itself, saving 50% on energy in comparison with gas and reducing the ambient heat that can turn a kitchen into a sauna. With automatic pan detection, temperature display and power display with automatic shut-off, you're focusing energy on the food alone, eliminating waste.

Garland's patented RTCSmp® system is the first of its kind in the world, with sensors that detect boiled-dry and overheated pans, reducing the power under electronic control to keep staff safe. The Instinct series works with a wide spectrum of pans and the system's unique induction technology will automatically customize performance-based heat patterns for specific pans to ensure cooking results.

LINCOLN 2424 APERION

Over 15% faster than traditional conveyor ovens

Easy to operate and requiring minimal training, the Aperion reduces energy waste by ensuring consistent baking. Available in countertop and free-standing models, Aperion can be installed without a vent hood and is easy to clean with a removable front access door.



Merrychef eikon® e2s

MERRYCHEF EIKON® E2S

High speed, compact and versatile

Merrychef e2s combines three heat technologies – tuned impingement, microwave and convection - to cook 10 times faster than a traditional oven. With best-in-class energy efficiency, its versatility is unmatched as it can be used for cooking, toasting, grilling and reheating with equally outstanding results. The e2s is outfitted with a catalytic converter for ventless cooking and its easyTouch® icon-driven touchscreen enables recipe pre-programming for high quality, consistent results and labour savings.

CONVOTHERM COMBI OVENS

Energy-Star approved, smart technology enabled.

Convotherm offers a solution for kitchens of all sizes, from the high-end maxx pro family to the mini tabletop family of combi ovens. Pre-programmed recipes allow for consistency and ease of use for untrained staff and unattended cooking features help reallocate labour to other duties while food cooks. These ovens use less energy and water than traditional equipment, and the standard automatic wash feature reduces labour and saves money.

For more information on Garland Canada and their established family of professional kitchen equipment, please contact:
Jeff McMullen, VP Sales, Canada
T: 416.629.8267 | E: Jeff.McMullen@welbilt.com

See their equipment live on stage at the Garland Culinary Competition on the culinary stage at RC Show 2022 and visit Booth #813!

SMART LIFE SOLUTIONS

smartls.ca | safepad.ca

THESE ARE THE SOLUTIONS YOU'RE LOOKING FOR.





- **Service and disinfection robots**
- **Unique solution to help manage labour shortages and differentiate your operation**
- **Canadian business**

The restaurant industry has been talking seriously about robots for about a decade, but the future is now. Whether you're in the midst of some tough labour shortfalls, want to add to your guest experience or frankly just love the idea, this may be the perfect time to explore the world of service-intuitive AI.

COMMERCIAL SERVICE ROBOTS | smartls.ca

Powered by industry-leading technologies, service robots are in demand. Delivery robots can help save time, mitigate staffing challenges and provide an interactive, unique and entertaining customer experience to help your operation stand out and add marketing value. Already in place in GTA restaurants including 168 Sushi, these Pudo Robotics-engineered robots are affordable and reliable and use smart technology to level up your business. Disinfection robots are also available.

VERACO SAFE PADS | safepad.ca

These antimicrobial covers use silver ion technology to break down dangerous pathogens on common touch points in public spaces, reducing microbial growth by up to 99.99%, including COVID-19. Safe Pads eliminate water and cleaning product waste, take just 30 seconds to install and last up to one year!

Pricing available online or upon request. Customization may be available, depending on the model. For more information, please contact:

Hazem Hajjeh, CEO
t: 647.977.8261
e: hazem@smartls.ca

Visit Smart Life Solutions at booth #641 at RC Show 2022!

SKYLINE COMBI OVENS

BY ELECTROLUX PROFESSIONAL

electroluxprofessional.com

HIGH PERFORMANCE MEETS SMART, HUMAN-CENTRED DESIGN.



- **Sustainably made**
- **4-star certified ergonomic design**
- **11 dedicated Cycles+**

For those who work more closely with their oven than their closest colleagues, Skyline Combi Ovens offer a human-centred design solution for non-stop service guided by performance, ergonomics and usability. These ovens deliver maximum efficiency and are the first-ever oven to earn an independent 4-star certification for ease of use and smooth, ergonomic design which can mean as much as a 75% reduction in sick leave and a 25% increase in business productivity.

Beyond their sleek beauty, SkyLine Combi ovens are sustainably manufactured and operate at the highest energy, gas and water efficiency in the industry. They also offer a range of specialized smart features including an intuitive, easy-to-use, colourblind-friendly touchscreen interface you can personalize with your preferred settings, menu and recipe photos. With 11 dedicated Cycles+ including dehydration, regeneration, pasta pasteurization, EcoDelta cooking and sous-vide, you can expand and enhance your menu offering from a single unit.

AVAILABLE MODELS:

SkyLine PremiumS
SkyLine ProS
SkyLine Pro

For more information and pricing, contact: Roger Kenney
t: 919.376.7196
e: roger.kenney@electroluxprofessional.com

Check Electrolux Pro at booth #1408 at RC Show 2022!

VICTORINOX

victorinox.com

ICONIC, CLEVER DESIGNS.



- **130+ years of quality equipment design in the Swiss Tradition**
- **Rockwell score of 55-56 for optimal hardness, flexibility and edge**
- **Proprietary stainless steel blend for blade endurance and edge retention**

> **"VICTORINOX CREATES QUALITY, RELIABLE KNIVES THAT HAVE LAUNCHED THE CAREERS OF COUNTLESS YOUNG CHEFS."**
>
> **~ Trevor Lui**



You'd have to work hard to find a chef who hasn't known the pleasure and reliability of a Victorinox knife. Not so much as tools as reliable companions, all Victorinox knives are Swiss-made in Ibach-Schwyz and Delemont and with over 130 years' experience, their blades and business have been honed to perfection.

Victorinox Professional Knives are recognized for their craftsmanship and ergonomic handling, but what puts them at the top of the list is their design customization to the owner and task. Made of martensitic stainless steel, Victorinox blades and handles are designed in parallel with the evolving needs of chefs and butchers and are continuously perfected at pace with trends, cooking styles and kitchen design.

"Victorinox creates quality, reliable knives that have launched the careers of countless young chefs." says Trevor Lui. And, building on that tradition, Victorinox remains the knife of choice in many professional kitchens across Canada and around the world.

For more information, programs and pricing, contact:
e: jeffrey.hof@victorinox.com
t: 1.905.760.1123 ext. 4143

Visit Victorinox at booth #2544 at RC Show 2022!



FIBROX® PRO

Designed by professionals, for professionals.
The Fibrox Pro collection by Victorinox offers a selection of affordable, rugged and ergonomically designed chef's knives crafted to purpose and sold individually or perfectly curated and bundled into sets including various Competition BBQ sets and Field Dressing or Fish Fillet kits.



WOOD

High performance and standout design.
Classically designed and crafted of rosewood or walnut, Victorinox professional wood-handled knives feature the same blade as Fibrox® Pro and are perfect for those who take pride in the traditional care and maintenance of natural materials.

For those who find joy in cleanliness and food safety (aka: all of us)...

AURA SMART AIR CANADA

auracanada.ca

Recognized by @Realcomm's Digie Awards for Best Tech Innovation in the Wellness Tech category!



- **Eradicates 99.99% of airborne COVID-causing particles indoors**
- **Compatible with Alexa and Google Assistant**

As more venues reopen permanently and capacity rises, Aura Smart Air Canada has a solution to help keep everyone safe and healthy and provide greater peace of mind for both employees and guests: Aura Air.

Aura Air is a smart air purification and monitoring system that detects, captures, and kills 99.9% of viruses, bacteria, germs and allergens, allowing operators to manage and monitor multiple devices at once and gather air quality insights in real time through the Aura Control Panel.

Pricing: $500/unit, volume discounts available

For more information, contact:
e: info@auracanada.ca
t: 416.697.9137

Check out Aura Smart Air Canada in the media room and Pop-Up restaurant RC Show 2022!

VIPER ™MC BROAD-SPECTRUM CLEANER & NO-RINSE SANITIZER WIPES

diversey.com

PATENTED NO-RINSE, HIGH PERFORMANCE CLEANING, SANITIZING AND OXIDIZING POWER.



- **Convenient and simple canister with resealable cap**
- **Realistic 30-second sanitizing contact time**
- **No-rinse, food-contact safe formula**

As always, you can count on Diversey to continuously raise the bar on clean. Their Viper Broad-Spectrum Cleaner and No-Rinse Sanitizer Wipes are exciting additions to operator food safety and cleaning power. Powered by Accelerated Hydrogen Peroxide (AHP), these wipes pack great cleaning power and spell big trouble for germs and foodborne illness-causing bacteria.

Viper products are easy to use – just clean and leave the surface visibly wet for 30 seconds to sanitize. The no-rinse formula saves time and materials so you can get on with delivering an outstanding, safe food experience!

For more information and pricing, please contact your Diversey rep or call 1.800.668.7171.

Check out Diversey at booth #2119 at RC Show 2022!

THE FOG TANK

fogtank.com

AN EFFORTLESS MAKEOVER FOR METAL KITCHEN AND BAKEWARE.



- **Safely cleans all types of metal cookware - even aluminum**
- **Saves time, money and space in your kitchen**

The FOG Tank is a kind of miracle for kitchens with a hot, wet and busy dish pit. Essentially a heated soak tank, it effortlessly removes fat, oil, grease and carbon buildup from metal cookware and kitchen and bakery equipment. The FOG Tank is thermostatically controlled, fully insulated and constructed from 304 grade stainless steel, yet it's small enough to fit under a counter. The FOG Tank takes up 60% less space than a three-compartment sink and also dramatically cuts water and energy usage, time and labour costs.

The secret ingredient is FOG Tank's non-caustic, non-toxic, environmentally friendly, and fully biodegradable Tiger Carbon Remover Powder®, that eliminates scrubbing, leaving your equipment sanitized, clean and good to go.

Pricing:

NATES: $99/cushion (batteries included)
IMUS: $197/unit
STATIO: $350/unit (includes universal mounting bracket to use heater with existing table tops)
VIREOO Pro: $300/unit (includes universal mounting bracket to use heater with existing table tops)

For more information and pricing, please contact:
t: 858.566.6212

Check out The FOG Tank at booth #540 at RC Show 2022!

For the on-trend menu designer...

KING'S VEGAN BACON

kingsvegetarianfood.ca

THIS IS THE VEGAN BACON YOU'RE LOOKING FOR.



- **Vegan**
- **Looks, tastes and crisps like bacon**
- **SQF certified company**

From their days operating King's Café in Toronto's Kensington Market, the opening of Zen Gardens restaurants in London, Mississauga and Guelph to their of launch King's Vegetarian Food Manufacturing Company, King's has always led with the diet, products, health benefits and philosophy of vegetarianism. King's stocks more than 100 vegetarian and mostly vegan items, including their unreal vegan meatballs, dim sum and seafood, but...we're here to talk about their bacon.

In the world of plant-based alternatives, not all products are created equal. The folks at King's openly include their customers in their product perfection process, and you can taste the difference their approach makes. This bacon crisps well and represents on sandwiches, veggie burgers and for meatless classic breakfasts even non-vegetarians will crave.

To learn how to put King's on your menu, please contact:
t: 905.501.8366
e: info@kingsvegetarianfood.ca

Check out King's at booth #1948 at RC Show 2022!

HIGH LINER
FOODSERVICE™

Pan-Sear Selects®
Garlic & Herb
Butterfly Shrimp



HUGELY SATISFYING SHRIMP



Ovencrunch®
Buffalo Style Shrimp
with Frank's Red Hot®

High Liner® Shrimp.
A big addition to your menu.

Easy to Execute

Pre-seasoned and pre-portioned. Requires minimal labour and creates no waste.

Super Sustainable

High Liner shrimp is guaranteed BAP 2-Star Certified.

Menu Versatility

Easily customizable, giving you the ability to create multiple menu offerings.

BAP CERTIFIED

highlinerculinary.com | 1-877-991-3474

SEAFOOD IS *Better*®

GRASS FED ORGANIC BEETROOT HONEY & TURMERIC/GINGER HONEY YOGURT

futurebakery.com/dairy

ONTARIO'S ONLY CERTIFIED GRASS FED, ORGANIC YOGURT!



- **Made from local Ontario certified grass fed, organic Jersey cow milk**
- **Sustainably produced and packaged**
- **Made in Canada**
- **Kosher and Halal certified**
- **Available in 2L foodservice sizes**

From the health-savvy natural dairy product development wizards at Toronto's MC-Dairy comes Ontario's only certified grass fed, organic yogurt. Available in Beetroot Honey and Turmeric/Ginger Honey flavours and bottled in recyclable glass jars, this yogurt boasts a variety of health and green benefits.

The yogurt is non-homogenized, with a lovely cream top and a clean ingredient list that includes just A2 grass-fed, organic whole Jersey cow milk, raw honey, organic beetroot juice OR organic turmeric, ginger and cardamom powder and live bacteria culture.

Jersey cows produce A2-casein protein milk, which some find easier to digest, and has a signature golden hue due its naturally high beta carotene levels. Jersey milk is also 20% higher in calcium and richer in micronutrients, minerals and vitamins.

To learn how to put MC-Dairy grass-fed, organic yogurt and other dairy products on your menu, please contact:

Marisa Ejtel, Sales Manager
t: 647.225.1173
e: sales@futurebakery.com

Check out MC-Dairy at the Savour Ontario by Dairy Farmers of Ontario booth #2027 at RC Show 2022!

HOLY CANNOLI

holy-cannoli.com

THERE CANNOLI BE ONE!

Holy Cannoli® Toronto
#THERECANNOLIBEONE



- **Female-owned business**
- **Authentic, high-quality ingredients**
- **Gluten-free options available**

When a business focuses on perfecting just one thing, mastery is within reach. Holy Cannoli is arguably the best cannoli bakery in Toronto renowned for their high-quality and utterly delicious cannoli cream and shells. A family-owned business led by Vanessa Chiara, Holy Cannoli started as an idea in 1985 based on Vanessa's father, long-time Italian baker Nicola Chiaravalloti's, famous ricotta recipe and officially opened in 2013.

Offering a range of flavoured creams, Holy Cannoli's reputation for service is as strong as their praise from cannoli connoisseurs.

Visit Holy Cannoli's brand new (and first!) brick-and-mortar retail shop at 1 Thirtieth Street in Etobicoke, Ontario.

For information and pricing, please contact:
Vanessa Chiara
t: 647.401.5505
e: info@holy-cannoli.com

Check out Holy Cannoli at booth #2751 at RC Show 2022!

IMPOSSIBLE BURGER

impossiblefoods.com

A BURGER MADE FROM PLANTS BY PEOPLE WHO LOVE MEAT.

IMPOSSIBLE™





- **Plant-based**
- **Sustainability-driven**

This is the plant-based burger from California that started it all. Impossible Burger tastes and handles just like ground beef. Savoury, juicy and delicious, it can be formed into patties for mouthwatering burgers, crumbled, grilled, griddled, sautéed and more!

As more consumers demand plant-based alternatives, adding Impossible Burger to your menu is a great way to cater to changing tastes without sacrificing flavour and margins.

To learn how to put Impossible Burger on your menu, please get in touch:
visit: impossiblefoods.com/ca/sell-impossible

Check out Impossible Foods at booth #1735 at RC Show 2022!

For those looking to enhance their coffee bar...

TWO BEARS

twobears.ca

THE BEST BARISTA-FRIENDLY OAT MILK GOING. AND, IT'S 100% CANADIAN.



- **Canadian made from Canadian oats**
- **Shelf stable**
- **Dairy free**
- **High-performance microfoam**

Two Bears coffee roasters is a Toronto business born of the passion and craft of its co-founders, CEO David Schneiderman and Joe Angellotti. Devotees of coffee culture, they've introduced a premium, shelf stable, dairy-free oat milk that gives lattes and cappuccinos a perfect, silky-smooth microfoam that performs to baristas' high standards.

Two Bears Oat Milk is unsweetened, but naturally sweet and can be used in smoothies or in morning granola.

For more information and pricing, please contact
David Schneiderman, CEO:
t: 416.889.9980
e: sales@twobears.ca
or order online at: www.twobears.ca

Check out Two Bears at booth #1446 at RC Show 2022!



We'll Help You Sizzle

Go, go, go! From prep table to evening rush, your kitchen is full-tilt forward motion. To ease the load, our culinary ideas, specialty products and professional expertise make hectic days easier and turn your busy nights into your best nights.

Let's go! Connect your kitchen with inspired solutions at gfs.ca.

Gordon® FOOD SERVICE

© 2020, Gordon Food Service®

For the organized oenophile...

ALFRED

alfredtechnologies.com

A VIRTUAL SOMMELIER THAT HELPS YOU SERVE EVERY BOTTLE IN YOUR CELLAR AT JUST THE RIGHT TIME.



Alfred is a tech company that offers innovative beverage management solutions for the restaurant, bar and hotel industries, and also to private collectors.

- **Alfred's unique perpetual inventory concept eliminates the need for periodic inventory counts.**
- **Powered by AI, their solutions minimize inventory management efforts and maximize profitability by enhancing the value of specialty wines through an amazing interactive intelligent wine list.**
- **Optimal tasting range reporting ensures the right products are promoted at their peak maturity, eliminating losses related to declining products.**
- **Alfred provides the current market value of each wine, so you can make intelligent purchase and selling choices.**
- **Boring and tedious tasks are eliminated by the Alfred solution, so that restaurant professionals can focus on staff well being and offer an enhanced customer experience.**

Supported by an in-house team of passionate experts from the restaurant and technology industries, Alfred is currently carrying out the most ambitious artificial intelligence project in Canada while keeping the human element at the heart of their development.

Pricing starts at $195/month.

To learn more about Alfred, please contact:
e: Sales@intelligentcellars.com

Check out Alfred at booth #649 at RC Show 2022!

For creative (and practical) mixologists...

CAESAR SQUEEZER

caesarsqueezers.ca

PRACTICAL, PORTABLE LUXURY.



- **Small-batch**
- **Canadian made**

Caesar Squeezer, like so many great Canadian inventions, is essentially a camping hack, perfected and scaled for the modern market. The Vancouver start-up was founded by Shawn Lee (the bartender) and Michelle Robinson (the aficionado) when Shawn was faced with a real-life problem: where to find Caesar ingredients in the middle of a music festival. We're sure you can relate.

Now, Lee and Robinson mix their small-batch Caesar mix under great secrecy –and to great acclaim – and want to share it with operators to save time, money and valuable fridge space while ensuring a consistent, quality Caesar.

For more information and pricing, please visit:
www.caesarsqueezers.com/shop

Check out Caesar Squeezer at booth #2804 at RC Show 2022!

For on-trend bartenders planning a Dry January menu...

LYRE'S NON-ALCOHOLIC SPIRITS

lyres.ca

STOCK UP ON AWARD WINNING SPIRITS!



- **Global Masters-winning non-alcoholic spirits**
- **Vegan, gluten, egg and nut-free**

Recognized by judges at The Global Masters' blind tasting competitions, Lyre's has the lineup to creativity, flavour and quality to your dry January offering.

Lyre's American Malt: Generous flavours of vanilla and toasted nuts with herbal notes providing a complexity, offset by a long mellow finish. The gently spiced palate results in the flavours remaining well after finishing.

Lyre's Amaretti: Totally almond on the palate and tangy with spice to keep the nutty and candied vanilla flavours to a delicious medium-sweet. Sugar levels are beautifully balanced by the slight bitterness that almonds naturally have. The finish is long and generous.

Lyre's Italian Spritz: The bittersweet flavour of the Italian Spritz is like sunshine itself, bright with flavours typical of its origins. The sweetness from orange is perfectly fused with the complex and astringent flavours of rhubarb, finishing dry and deliciously refreshing.

Pricing: $44.99/bottle - Wholesale pricing available.
For more information, please contact Cristina Bardorf:
e: cristina@lyres.co

Check out Lyre's at booth #2604 at RC Show 2022!

RIVAL HOUSE

drinkrivalhouse.com

A PREMIUM NON-ALCOHOLIC BEVERAGE CURATOR AND ONLINE RETAILER FOR CANADIANS.

- **Committed to working with partners and vendors dedicated to sustainable business practices**
- **Canadian company**
- **Curated list of the finest non-alcoholic wine, beer and spirts**

Seeking out and promoting alcohol-free wines, beers and spirits that rival the complexity, refinement and flavour of top alcoholic beverage brands is a role we all should thank Rival House for taking on. The brands in their portfolio are sourced from around the world, and include Lyre's, Brewdog, Win, Lussory and their eponymous beer label, Rival House.

All Canadian restaurants can get on board the Rival House train and benefit from dedicated non-alcoholic bar menu options with coast-to-coast shipping (free on Canadian orders above $49, with same or next-day courier delivery across the GTA) through their well-stocked ecommerce site.

Wholesale pricing available.

For more information, please contact:
e: info@drinkrivalhouse.com

Check out Rival House at booth #3009 at RC Show 2022!

SOFT CRUSH

trade.softcrush.ca

IDEAL ALTERNATIVES FOR THE SOBER CURIOUS

- **Curated no/low alcoholic beverage portfolio**
- **Licensee/trade pricing**
- **Canadian company**

softcrush.ca

"BEST ALCOHOL-FREE SPARKLING WINE I HAVE EVER TASTED."

~ Wine Enthusiast



ODDBIRD oddbird.com

Oddbird creates world-class wines liberated from alcohol, using traditional methods combined with cutting edge innovation. They work with select vineyards in France and Italy and ferment and mature all their wines up to 12 months before gently liberating the wine from alcohol. Experience the flavour of no compromise.

Pricing: variable



NOUGHTY noughtyaf.com

Amanda Thomson, CEO and Founder of B Corp certified Thomson & Scott, was voted one of Business Insider's Coolest People in Food & Drink 2019. Leading the global shift to alcohol-free drinking, Thomson recently launched game-changing Noughty - the first top quality alcohol-free, organic, vegan, halal, low sugar sparkling.

Noughty offers beautifully crafted, organic, vegan, alcohol-free sparkling wines that are perfect for aperitif and party nibbles, as well as with all manners of cuisine for those who choose not to drink alcohol.

Pricing:
Organic Sparkling Rosé: $14.99/bottle (wholesale)
Organic Sparkling Chardonnay: $14.99/bottle (wholesale)



BIG DROP BREWING CO. ca.bigdropbrew.com

Big Drop is exclusively dedicated to making the finest 0.5% ABV beer. Boasting a varied lineup of World Beer Award winners - Pine Tree Pale Ale, Paradiso Citra IPA and Galactic Dark Noir - Big Drop Brews are not only low alcohol, but "gluten reduced". They are fermented from grains containing gluten, and crafted to reduce the gluten content to <10PPM rendering them celiac safe.

Whether you're looking to cut down, cut out or just try something new, Big Drop has crafted a great beer for almost any beer lover.

Pricing: $2.49/can

According to the soft crush team, one in five Canadians do not drink alcohol, and one in four Canadians under 24 do not drink. Sophisticated no-alcohol and low-alcohol (no/low) options are in demand, with consumers seeking beverage alternatives for a host of reasons as unique as their personal tastes. What they have in common is that they don't want to compromise on experience or great taste.

That's where soft crush comes in. They've curated a growing portfolio of refined brands and products to satisfy anyone's craving or occasion.

To learn more and order soft crush brands, please contact:
Mark Kuspira
T: 403-874-7927 | E: mark@softcrush.ca

Check out the soft crush portfolio at booth #2807 at RC Show 2022!

PARTAKE BREWING — NON-ALCOHOLIC BEERS

drinkpartake.ca

GREAT TASTE. 10-30 CALORIES. NON-ALCOHOLIC BEER.



- **Brewed in Canada**
- **Low calorie, low carb**
- **award-winning**
- **0.3% ABV**

Partake Brewing is non-alcoholic brewery. If that's all a brewery does, then it's a fair bet that their products are not only non-alcoholic as promised, but likely delicious. Founder and CEO Ted Fleming launched the brewery with the acknowledgement that his non-alcoholic customers are beer lovers too, and so deserve, "all the things that make craft beer great … including taste, variety, authenticity, creativity and passion."

Brewed by beer lovers for beer lovers, Partake is the non-alcoholic beer you can proudly drink without judgment on any occasion. As a leader in non-alcoholic beer in North America, Partake is committed to crafting a variety of expertly brewed, low-calorie, non-alcoholic beers that people are proud to drink in any social setting, regardless of the reason for cutting back on alcohol. Partake's Pale, IPA, Blonde, Peach Gose, Red and Stout are just 10-30 calories per can making these brews the lowest calorie counts on the market, without wavering on flavour. This combination of great taste, variety of styles, and low calories make Partake a refreshingly obvious choice for any beer drinker.

For more information on pricing and direct delivery, please contact: customerexperience@drinkpartake.com

Check out Partake at booth #2806 at RC Show 2022!

For operators looking for new ways to enhance their profitability...

TABLZ

tablz.com

HAVE YOU EVER ASKED WHY YOU CHARGE THE SAME FOR DINING EXPERIENCES AT 5 P.M. ON MONDAY AS YOU DO AT 7 P.M. ON SATURDAY?

TABLZ



- **Premiumizes your offerings, enhance guest experience and manage flip times to drive revenue**
- **3D-maps your dining room to promote premium seating options and experiences and guest comfort**
- **Integrates into your existing table management software**
- **100% profit-sharing model with no set-up fees and fast implementation**

Tablz is a first-of-its-kind start-up from the folks at Transparent Kitchen that brings real-estate thinking to restaurant dining rooms and encourages operators to think about restaurant square footage differently. Tablz booking technology allows guests to view and personalize a custom menu of offerings by table location, time of day, and desired experience, educating guests on key service principles like flip times, offering incentives for off-peak booking times and adding premium pricing for high-demand tables, services or times.

Guests have the flexibility to create their experience by selecting premium add-ons or by taking advantage of incentives like pre-booked special menu items or reserving less popular seating times. With bookings securely paid up front, Tablz also gives operators the freedom to design and implement a cancellation program which can be tailored to fully or partially reimburse restaurants for no-show patrons.

For more information and exclusive Restaurants Canada member offers from Tablz, please contact:
e: frazer@tablz.com

Check out Tablz at Booth #531 at RC Show 2022!

UBER

ubereats.com/.ca

FROM THE RESTAURANT TO DOORSTEPS WITHIN 30 MINUTES!

- **Easy registration**
- **Onboarding support**
- **Tech support and sales insights**

The Uber Eats delivery brand is so well known it's become a verb.

Consumer recognition of the Uber Eats delivery service expands restaurant delivery horizons, putting your food in front of new neighbourhoods and customers. The service also offers useful data insights to help you understand your customers and tailor your delivery menu to demand. Activation takes just a few days and they'll set you up with a welcome kit, tablet, software and creative support. From there, service fees are collected as a percentage of each order made through the app.

For more information, please visit:
https://merchants.ubereats.com/ca/en/

Check out Uber Eats at RC Show 2022!

For those who seek clarity and foresight...

UNIFIED DATA

unifieddata.ai

UNIFIED DATA MONITORS AND PROVIDES REAL-TIME MARKET INTELLIGENCE FOR THE NORTH AMERICAN FOODSERVICE INDUSTRY.



"UNIFIED DATA ALLOWS OUR INDUSTRY TO IDENTIFY SPECIFIC EMERGING TRENDS IN OUR LOCAL MARKETS AND AT A NATIONAL LEVEL. DATA DRIVEN DECISION MAKING IS ABSOLUTELY THE FUTURE OF THE FOOD AND BEVERAGE INDUSTRY."

~ Chris Elliott, Senior Economist, Restaurants Canada

- **Powered by foodservice industry experts using AI technology**
- **Tracking 36 million online restaurant consumers across 450,000 detailed restaurant menus**
- **40 billion data points over five years and growing daily**

Monitoring over one million restaurants across North America, Unified Data populates location information by analyzing a consumer-facing menu discovery platform with over 450,000 menus. Their proprietary discovery platform enables the analysis of consumer behaviour patterns of over 36 million North American-based searches, helping operators make informed business decisions.

Unified Data customers gain access to valuable reports and insights on open and close rates of restaurants, emerging markets and growth in geo-specific regions, and trending menu items, flavours and brand information. Their platform helps operators understand consumer behaviour and identify how consumers interact with menu design, cuisine and brands to keep them ahead of the curve and the pack.

To learn more, please visit: unifieddata.ai
t: 1.833.640.3282

Check out Unified Data at booth #948 at RC Show 2022!

For operators ready to freshen up their style...

TABLEWARE SOLUTIONS

tablewaresolutions.com

MASTER PURVEYORS OF IMPORTED TABLETOP PRODUCTS DESIGNED FOR THE FOODSERVICE INDUSTRY.

- **Unbeatable value and the most extensive warranties in the industry**
- **Exclusively represents some of the best brands including Abert, Ariane, Astra, Broggi, Continental China, Leone, Porvasal, Spring USA and Villeroy & Boch**
- **Bone china and porcelain, vitrified hotelware, stainless steel and silver-plate cutlery, hollowware, glassware & induction warming products**





If you're looking for a global selection of outstanding tableware sourced from around the world, Tableware Solutions is the go-to master importer for Canadian operators. Their vast and specialized tabletop portfolio offers unbeatable value, beauty and resilience for all areas of the industry, at great price points. From fine dining to banquet hall service, they source and represent leading fine china, glass and flatware brands as well as buffet and induction service solutions.

Tableware Solutions has locations located across Canada to serve every corner of the industry.

To add style and function to your table in 2022, contact the Tableware Solutions client services team at:
t: 905.629.9555
e: info@tablewaresolutions.com

Check out Tableware Solutions at Booth #2319 at RC Show 2022!

LARGO BIB APRON FROM CHEFWORKS

chefworks.ca

PERFORMANCE MEETS CUSTOMIZATION AND BRAND CONSISTENCY, ALL IN ONE SOPHISTICATED APRON.





- **Committed to the 4 Rs: Reduce, Reuse, Repair, Recycle**
- **Double-needle, reinforced stitching for strength and durability**
- **Unisex, short-bib tailored fit**

Whether you're looking to refresh, rebrand or just want to kick of the new year in style, Chef Works' innovative Largo Bib Apron ensures the ultimate connection between your business's branding, identity and uniform.

Get started by adding your logo, name or title to the simple body design, then choose your strap colour for optimal personality and brand consistency. This sophisticated (and frankly cool) apron has been styled with modern details, crisp lines and versatile features - refinement at its finest - with multiple storage options which make it a smart choice for the front or back of house.

Chef Works is a full-scope uniform solutions provider, covering roles from management, front desk and banqueting to front- and back-of-house, housekeeping and maintenance.

To learn more and find pricing information, please visit chefworks.ca or contact us at:
e: orders@chefworks.ca
t: 1.888.640.2433

Check out Chef Works at booth #827 at RC Show 2022!

SPIRIT WARES

spiritwares.com

STUNNING AND STURDY CERAMIC TABLEWARE DESIGNED BY CHEFS FOR CHEFS



- **Durable and unique**
- **Restaurant-tested**
- **Artisanal craftmanship**
- **Wholesale pricing**

As fellow chefs, restaurateurs and hospitality folks, the team behind Spirit Wares understands the importance of having high quality, stunning and cost-effective tableware. Determined to develop a new brand of restaurant and hospitality-focused ceramic wares,they took matters into their own hands, creating beautiful ceramics built to withstand the beating of a commercial kitchen.

SPIRIT WARES OFFERS THREE DISTINCTIVE AND UNIQUE LINES:

REACTIVE SPIRIT: artisan techniques produce a chemical reaction during the firing process for unique effects on each piece

EARTHEN SPIRIT: tradition meets contemporary with unrefined natural features combined with new style colours and finishes for organic, rugged and timeless pieces

PURE SPIRIT: timeless and classic white tableware that lets the beauty of your food and ingredients speak for themselves

To learn more and view the collections, visit their online wholesale shop: industry.spiritwares.com.

For wholesale inquires in ON, QC, NS, NB, PEI or NL:
Please contact: Tom Malycha
e: tom@spiritwares.com | t: 416-557-1086

For wholesale inquires in BC, AB, SK, MB, NWT, YT, NU,
please contact: Louis Clement
e: louis@spiritwares.com | t: 403.819.1342

Check out Spirit Wares at booth #2409 at RC Show 2022!



ONTARIO LOCAL FOOD FOR THE PASSIONATE, THE BOLD AND THE EPICURIOUS

Connect with Ontario's local food scene and the culinary artisans, producers, restaurants and chefs who deliver the bounty of Ontario to tables across the province.

Sign up FREE for elevated local food recipes, restaurant, chef and maker profiles and inspired food ideas at:

savourontario.ca

SavourOntario

Savour Ontario

Brought to you by Dairy Farmers of Ontario



RC SHOW IS BACK TO

REVIVE THE INDUSTRY,

CANADA AND AROUND THE WORLD

RC Show

2022

FEBRUARY 27 – MARCH 1, 2022



RC Show
Restaurants Canada
• THE HOSPITALITY EVENT OF THE YEAR •



Reinvention is hard work. The last two years have challenged the foodservice sector like never before. But we've met the endless obstacles head-on, reworking menus, procedures and business models with ingenuity and dedication.

This year it's time to **REVIVE**. Join us at the RC Show 2022, Canada's leading foodservice and hospitality event **February 27 - March 1, 2022 at the Enercare Centre, Toronto**.

Recharge your business at this world-class hybrid industry showcase. Along with a dynamic in-person trade show, replete with workshops, competitions and events, RC Show 2022 will also offer its outstanding conference programming on a broadcast-quality virtual platform so you can attend from anywhere. The brand new RC Show Flex Pass gives you the flexibility to attend in-person, virtually, or a combination of both. And to further help the industry REVIVE, the Flex Pass includes access to the Leadership Conference programming, a $250 value.

LEARN FROM THE BEST

More than 150 national and global experts will discuss key issues, present the latest trends and share their accumulated wisdom and actionable insights that you can apply to your own business. Themed stages will feature interviews and panel discussions, practical workshops, education, training and demonstrations, and fireside chats with industry leaders – all of which will be broadcast live for online attendees. Hear from CEOs, segmented by category, about how they are addressing the hottest issues and trends in their sectors. See Jeremy Gutsche, CEO of Trend Hunter and New York Times bestselling author, at his workshop on disruption and innovation. Explore the most pressing topics, like new profit avenues, innovative solutions to equity, inclusion and mental health, strategies for sustainability and more.

The dynamic trade show floor will feature top and emerging brands grouped in category-specific pavilions to simplify the shopping experience. **Diversey**, one of our health and safety partners, will launch new disinfection wipes. Watch serving and sanitizing robots developed by **Smart Life Labs** in action. Learn from new technologies like **Tablz**, a no-cost reservation system and **Resto Vert**, a platform to promote and sell unused products. Add sustainability to your bottom line with **Too Good to Go**, an app that helps you reduce food waste and earn money at the same time and **Waterwise**, an environmentally friendly water purification system for your specific needs. It's a showcase of the latest products and services for every segment of foodservice and hospitality.

A professionally designed, ***Pop Up Restaurant and Bar*** will bring trends, insights and sustainable practices to life while demonstrating the most innovative equipment, technology and post-COVID-19 revenue-generating concepts and ideas. Learn about pop-up solutions with Stackt, and hear how necessity led to innovation for businesses like Mildred's Temple Kitchen, Chef Drop, Ascari and General Assembly. The Pop Up will also be home to Canada's finest foods and supplies while featuring the best of Italy, Peru, Japan and Brazil.







EVENTS



Share new tastes with old friends and celebrate. The biggest networking event of the year, the ***Opening Night Reception***, is complimentary to all RC Show 2022 attendees, but for health reasons space is limited so register early.

The industry's annual power event, ***Breakfast With Champions***, will return Tuesday, March 1, 2022. RC is partnering with Trend Hunter, the world's most powerful trend platform, to spark new ideas, unlock insights, and help revive our industry. Jeremy Gutsche, CEO of Trend Hunter, is one of the keynote speakers. Discover the latest data-driven insights research results and consumer trends, curated specifically for the foodservice industry, all while enjoying a culinary experience.

The ***CHF Top to Top*** reception on Monday, February 28, 2021 brings industry leaders together to network and honour the industry, recognize the Canadian Hospitality Foundation scholarship winners and raise funds to support the next generation of hospitality professionals.

Industry Night Out, the biggest party of the year, is back! Reconnect with industry peers and experience the latest bar trends while you celebrate in style at one of Toronto's hottest spots.

COMPETITIONS



Witness the rise of emerging talent at the annual ***Garland Canada Culinary Competition***. This year's contest includes both a virtual and a live component, during which participating chefs will demonstrate their creativity and skill for a panel of judges and compete for $10,000 in cash and prizes.

In the past two years, bars and restaurants all over the world have not only had to find new ways

to adapt and grow, but also to strengthen existing ties and create new bonds. With this in mind, the ***Beyond the Rail Competition***, presented by Beam Suntory, will test competitors' creative and technical skills, and also showcase their ability to work together. See the latest trends, products and processes come to life on stage as they compete for $5,000 in cash and prizes.

Watch as six of Canada's top sommeliers are put to the test in the ***Sommelier Service Competition***. Competing for $3,000 in cash and an all-expenses paid trip to renowned Champagne, France to visit the Piper-Heidsieck and Charles Heidsieck Champagne houses, sommeliers will prove their knowledge, poise and service skills to a team of judges.

Dairy Farmers of Canada are helping you up your coffee game with the art and science of coffee contests. In addition to the ***Barista Qualifier*** rounds, the rigorous ***Cup Tasters Competition*** will take place on the Coffee stage across all three days.



AWARDS

Restaurants Canada is always proud to honour the passionate, innovative people who strive to make a difference in the industry. This year it seems particularly important to celebrate the creative hard work of those who give back to their community and the industry as a whole. The RC Leadership, Culinary Excellence and Innovation Awards will be presented throughout RC Show 2022. Past winners include Chef Billy Alexander, who spread his passion for Indigenous cuisine across the country, Chef Keith Hoare, who has taught and inspired generations of culinary students, and Gastronomous, a company at the forefront of technological transformation. We also shine a light on the companies who made outstanding and engaging contributions to the show floor with the RC Show Exhibitor Awards.





HEALTH & SAFETY

RC Show team is ready! Together with the Enercare Centre's GBAC STAR Program accreditation and HVAC upgrades, following all Toronto Public Health guidelines, and making changes to ensure your safety, we couldn't be more excited to welcome back the industry to re-engage in business event interactions. As we continue to work toward RC Show 2022, please check rcshow.com for updated Health & Safety policies.

NOW'S THE TIME

Registration for RC Show 2022 is open! This year's new RC Show Flex Pass provides the flexibility to attend in-person, virtually, or a combination of both that suits you best. If you register before February 1, 2022, you'll be entered in a draw to win a RC Show VIP Toronto Experience - a prize worth $1200. Ticket prices go up Jan 1 and Feb 27, 2022: buy now to save.

Restaurants Canada will launch their new RC 365 Digital Marketplace at the Show, a one stop resource where suppliers and operators can do business, opening both to new possibilities all year long. Gain access to the latest research, training and events. Set-up meetings and host events supported by Restaurants Canada media and partner promotion. Take advantage of special offers and shop the whole world from wherever you are.

Don't miss the hospitality event of the year where you'll hear from expert speakers, and be motivated by stories of success. All Show proceeds directly support the foodservice industry through education, events and government advocacy. Learn new tactics and strategies to revive your business and get the hard data you need to plot your course forward. Discover top brands, innovative products and special offers at the trade show. Reconnect with friends and colleagues and reignite your passion. Attend in-person or virtually at RC Show 2022, February 27 - March 1, 2022 to start an industry REVIVAL.

Learn more and register: rcshow.com



MADE IN CANADA

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

WELBILT PROUDLY MANUFACTURES THE FOLLOWING BRANDS IN CANADA:



GARLAND®

Inspired by Chefs, Engineered by Experts

*Including US Range & Sunfire



CLEVELAND

Timeless Quality, Tested for Life



LINCOLN

Consistency you can Count on.

VISIT US AT WWW.GARLANDCANADA.CA

GARLAND® CANADA
A Welbilt Company

WELBILT® @THE_GARLAND_CANADA @GARLAND_CANADA FACEBOOK GARLAND CANADA - A WELBILT COMPANY

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



Restaurant Vertical

THE PACE OF PAYMENTS INNOVATION IN CANADA'S RESTAURANT INDUSTRY

The impact of the COVID-19 pandemic on the restaurant industry is still being felt across the country. Despite the hardships faced by the sector at the onset of the pandemic, the restaurant industry has shown resilience and adopted new ways of doing business. Some restaurants have expanded their services, altered menus, shifted their business models and supply chains, while either equipping themselves with Plexiglas partitions to safely serve customers or pivoting to provide takeout and more ecommerce-driven offerings.

A key driver for these changes is consumer behaviour and the new ways through which Canadians are interacting with restaurants, as well as businesses at large. Many are reducing their use of cash as a payment method and are relying instead on digital payments. In fact, an Interac survey revealed that two-thirds of Canadians surveyed believe businesses that fail to adapt in order to allow digital payments will struggle.

Looking ahead towards a post-pandemic economy, the demand for digital payment options from businesses will only increase. With every dollar counting more than ever before given the challenges faced by businesses during the pandemic, efficient ways of paying and managing finances in ways that improve cash flow is now paramount. Improvements to accounts payables, accounts receivables, and methods of payment cannot be overlooked in this recovery-focused environment.



> *Eight in 10 (80 per cent) business decision makers surveyed agree that moving from traditional payment options to digital ones will be essential to post-pandemic growth.*

Pre-pandemic, day-to-day financial management often involved processes that were paper-based, cheque-driven and manual. These are typically slow and inefficient ways of working and require businesses to spend valuable resources processing and reconciling payments. The pandemic, alongside changing consumer preferences, has naturally reinforced the need for digitization and moved businesses to lessen their reliance on manual processes in an effort to boost overall operational efficiency. Eighty-three per cent of finance professionals surveyed by Interac affirm this notion, saying that applying digital transformation to their function is now a priority.

These needs are fuelling demand for innovative business payment solutions, such as Interac e-Transfer® for Business. An enhancement of the existing Interac e-Transfer service, this tool was built to meet the needs of Canadian businesses and offers higher transaction limits up to $25,000 depending on your financial institution, fast money transfers with instant confirmation and rich remittance data, allowing businesses to reconcile transactions with less paperwork. In other words, it can help streamline accounting processes and accelerate a paperless office strategy.

For those in the restaurant or franchise business specifically, this could mean being able to make just-in-time supplier payments as these payments would be confirmed and deposited within five seconds, minimizing the likelihood of late payments and maximizing eligibility for supplier discounts. Further, businesses could settle bill payments for regular expenses such as rent or utilities more efficiently.

From an internal standpoint, it could mean the ability to manage payroll or gratuity payouts in real-time, with employees receiving payments or tip-outs at the end of shift, maximizing cash-flow for the employee and employer alike with flexible routing options. These payments could also be made using an email, SMS or account number.

In practice, the flexibility of Interac e-Transfer for Business has shown to meet a variety of payment needs when put to use. For example, Interac e-Transfer for Business made it easy for one Canadian restaurant to collect food delivery payments while simultaneously serving the needs of their tax-exempt customers. Given some third-party food delivery apps are unable to remove sales tax from orders at present, the restaurant of a local inn signed up for Interac e-Transfer for Business to offer a payment solution to their customers. By enabling the service, they were able to receive payments instantly while serving the unique needs of their community.

Receiving payments instantly in this way can also be a game changer if a business is largely reliant on cheques, as there can often be uncertainty around whether a cheque will clear or when it will arrive in the mail. This is exactly the case for one Canadian food co-op which deals with customers that pay for products upon delivery via cash or cheque. However, in instances where customers do not have cash or a cheque in hand to pay, delivery drivers cannot unload the product and occasionally must leave without delivering an order.

With Interac e-Transfer for Business, the co-op is now able to receive payment instantly before delivering their product to customers, reducing the number of cheques and cash they receive, as well as eliminating the risk of undelivered inventory. Getting paid in seconds means money arrives in the bank right away, which helps improve cash flow. The solution also provides this co-op with an easy-to-use process of checks and balances whereby they can ensure a customer's account is paid up before drivers drop off product, ultimately allowing them to reconcile payments more easily now that they know where each payment is coming from.

In a recovery-focused economy, these examples demonstrate that the demand for digital payment options within the restaurant industry is showing no signs of slowing down. In fact, eight in 10 (80 per cent) business decision makers surveyed agree that moving from traditional payment options to digital ones will be essential to post-pandemic growth. Assessing how a business can revamp its payment processes and financial management to become more efficient and effective with tools like Interac e-Transfer for Business is necessary to equip the restaurant industry as it embarks upon growth and recovery plans.

Those interested in using the solution are invited to learn more by visiting Interac.ca/business, In The Know and to discuss the offering with their financial institution.

Interac and Interac e-Transfer are registered trademarks of Interac Corp.



DON'T MESS WITH "THE PIG"

Chef & Owner Angela Caputo was review-bombed last spring. She fought back, and she won.

Chef Angela Caputo is the owner of The Breakfast Pig Badass Eatery, a beloved, Feast On certified restaurant in Sault Ste. Marie, Ontario. More often referred to simply as "The Pig" by locals, it's considered one of the Sault's best restaurants and has won multiple awards for its signature epic breakfasts. In short, it's not the type of establishment that would typically find itself at the epicentre of a politically-driven smear campaign. Caputo herself is a talented chef, driven entrepreneur and respected community ambassador. She is also not someone you'd want to mess with.

In April 2021, prominent anti-vaxxer Chris Saccoccia, also known as Chris Sky, was making his way through the city with his "freedom convoy," which had toured eastward from BC holding anti-vaccination rallies in cities along the way. "One of his people called the restaurant and asked if we would provide Chris and his team with free food since he is "fighting for our rights on his own dime"," recalls Caputo. "After declining and stating that I don't agree with Chris Sky or anything he stands for, I made a Facebook post letting people in our community know that he would be rolling through and that they should be cautious of his dangerous message and it blew up. The story got picked up by a couple of our local news outlets and then shared on Twitter and it exploded from there, being published to 6ixbuzz and BlogTO and some other big accounts. Chris Sky followers began sending me disgusting messages, tearing apart my restaurant,

my appearance, threatening my safety and the safety of the restaurant. They also began placing false one-star reviews on Google, making up outlandish stories and posting them to our Facebook page and leaving negative comments on our Facebook and Instagram posts."

Reviews matter to the restaurants and hospitality business. A lot. Review bombing and personal attacks have the potential to strip away years of work in a few days or weeks and, if unaddressed, can even put operators out of business. For operations that rely on tourist traffic, they can be particularly devastating because visiting guests do not have the benefit of context; they choose their night out based on the stars and comments alone. For Caputo, the only palatable option was to fight back and take back control of her narrative. "I had to be a big girl and stand behind what I had said. I really felt that I was on the right side of this and was ready to stand up for myself and my community. CBC Radio caught wind of what was going on and they reached out and wanted to speak to me about why I chose to speak out and the repercussions from doing so. I absolutely love CBC Radio, so I agreed and they shared my interview and citizens across Canada began to reach out to me within minutes of the interview airing. Our phone began to ring off the hook and it was people offering their support from coast-to-coast. They sent money to help cover my costs for having to hire security, and actually sent so much that we used the money to make many meals for those experiencing food insecurity in the community. The business actually boomed from the exposure. I think people were seeing that I would not back down and that I wanted to do what's right for myself and for other restaurants. We had an outpouring of support locally and nationally. It was tough because those who were against me had the loudest voices because they were hiding behind their keyboards but, when it got to the right audience, I had more support than I ever imagined possible."

While the negative effects of review bombing on a business are evident, the emotional damage inflicted by these scurrilous tactics can be deep and lasting. "Emotionally for me, it was a very taxing time," Caputo admits. "To be receiving death threats, threats of having my business burned down and personal attacks on my character was trying. My family was worried for my safety and I was worried for my staff. We began locking the door (it was takeout only at the time) and we would hand the food out the door. Staff were concerned for me as this grew nationally, but I think ultimately this was a great example of standing your ground and being validated. I also had to come to terms with the fact that the reviews were outlandish and that we had earned so many positive reviews that even these hundreds of negatives couldn't hurt us, especially not with this new-found outpouring of support. We began reporting the reviews and Google actually removed most of them without much hassle. I knew that everyone that mattered was seeing the truth and that The Breakfast Pig was gaining positive national exposure."

For other restaurateurs and business owners who find themselves in a similar situation, Caputo shares her advice: "Have integrity. You never know what is going to catapult you into the spotlight, so your actions are always important. Choose your words wisely and do things that you can confidently stand behind. The public has a way of finding the truth."

Follow @thebreakfastpig on Facebook, Instagram and TikTok.

Review bombing and its impact on your business

CHRIS BARRETT,
CEO OPERATIC AGENCY

Consumers are more empowered than ever to interact with brands online — sharing images, asking questions and leaving reviews. This type of interaction offers restaurants an incredible opportunity to build relationships with their customers. That said, some consumers are taking to review platforms to post their opinions on COVID-related vaccine and mask mandates. They're doing so by leaving one-star "review bombs," expressing their opinions in comments but many without comment at all. Even worse, some users are leaving review bombs by masking their opinions behind defamations related to service and overall experience. With as many as 92 per cent of people checking online reviews before visiting a restaurant and 88 per cent of people trusting online reviews as much as a personal recommendation, these negative reviews can significantly affect your star rating, and worse, your reputation and the success of your business.





1. **Register and verify.** You can't manage what you can't measure. Register with review sites, especially those most meaningful for your industry (such as **Yelp.ca**, **tripadvisor.ca**, **opentable.ca** and **zomato.com/canada**) so you're alerted when someone leaves you a review. Verify your Google My Business and Bing Places profiles so that you can manage reviews and leverage the useful features they offer. Finally, set up Google Alerts to track mentions of your business. **https://www.google.ca/alerts**.

2. **Humanize your brand.** Make use of features like Google My Business posts and FAQs to proactively explain vaccine and mask mandates are government-driven and not specific to your business. Don't take a stance on right and wrong, but rather take the opportunity to show that these mandates are imposed on your business and that you appreciate the support and understanding of your patrons.

3. **Proactively request reviews.** 92 per cent will visit a restaurant with a four-star average or above. That drops to 72 per cent when you get into three-star territory, and plummets to 27 per cent and 13 per cent at the two and one star levels, respectively. Getting as many reviews as possible – proactively – will cause review bombs to have a lesser impact on your overall score, if they should occur.

The following steps are useful both In reactive circumstances where you've already been review bombed, as well as in proactive circumstances if you're fortunate enough to have not been targeted:

1. Engage with your reviews, positive or negative. 97 per cent of users who read reviews also take the responses from businesses into account, with as many as 45 per cent of users saying they're likely to support businesses just because they've responded to negative reviews. Best practices include a few basic elements. First, the online world operates 24/7 and people expect a quick response. Deal with negative reviews promptly before they escalate or other customers read the review without your side of the story. Second, be polite and professional. Don't react to a negative review; instead respond in a manner which doesn't push blame onto the reviewer. Finally, after acknowledging the challenge in your response, provide your contact details and offer to connect "offline." Please note, this is best accomplished through a dedicated customer service email and not a personal email address or phone number.

2. In the message itself, try to find common-ground solutions. Mask mandates, vaccine passports and reduced capacity are all important measures to get us "back to normal." While you may not be able to resolve these impositions right now, you may be able to offer alternative solutions for those who can't dine-in. For example, if possible, offer unique outdoor dining experiences, food delivery, incentives for curbside pickup, or try selling meal kits as options to show patrons frustrated with government legislation you're doing your best to work with every valued customer, within the parameters you're given.

3. Finally, report the illegitimate reviews. Some review platforms are already working on the ability to detect and remove review bombs. While that capability comes to life, many offer the option to report a review. For example, Yelp can freeze a company's page when a review bomb is suspected and will remove it. You can also report inappropriate reviews to Google if the review is unrelated to your service offerings or otherwise against their review policies.

It's worth noting you should avoid falling into the trap of companies offering to remove reviews for you. They often accomplish this by shutting down your accounts and re-opening new ones. When this happens, you'll also lose any positive reviews you already have and will be starting from scratch. Furthermore, you'll still be at the mercy of the next negative review (potentially, even more, damaging with no positive ones to balance it out). This can cause you to drop in rankings and therefore diminish your online visibility. Remember, a customer will tell approximately three people about a positive interaction and approximately 10 about a negative one. With the advent of online channels, those stats have ballooned with the average online interaction seen by as many as 2,300 people! This makes it imperative not to take shortcuts and instead consistently invest in your online reputation with the same effort you put into building your in-person experience. For those who already have too much on your plate (pun intended), hiring an agency partner who understands where the foodservice industry and internet collide can pay significant dividends.

WE BRING FOOD TO LIFE

Join the Foodie community at Sysco today! As Canada's largest foodservice distributor, we offer no delivery minimums and flexible payment options to meet your business needs, so you can focus on your customers.



NO DELIVERY MINIMUMS

For non-contract customers on your regularly scheduled delivery days.

Visit sysco.ca/delivery

Bring some green and red to every tradition



EST. 1873
Heineken®

MENU

CANADA'S FOODSERVICE MAGAZINE

THE 2022 CANADIAN FOODSERVICE WISHBOOK:

THE ULTIMATE LIST OF CAN'T-MISS PRODUCTS, SERVICES AND EQUIPMENT TO LEVEL UP OPERATIONS IN THE NEW YEAR

CANADIAN RESTAURANTS WILL EMERGE

STRONGER THAN BEFORE

RESTAURANTS CANADA CEO TODD BARCLAY



THE COLUMN:

CHEF BASHIR MUNYE SHARES A LETTER TO HIS DAUGHTER

$18.95
Winter 2021
menumag.ca

40009977