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FALL/WINTER 2019/20

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Their Sammies**

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Look for Brand Points PLUS
qualifying products throughout
the magazine!





Do you have 20/20 vision?

As the old year closes and the new year dawns, many operators are considering the trends that will affect their businesses in the year 2020. Issues like labour and food costs are ever-present, but what about some of the other trends that may change the way you look at your operation and refocus your vision?

We've been keeping a close eye on some of the disrupters and their potential impact on foodservice operations, both big and small. Take the plant-based revolution, for instance. What started as a niche movement - vegetarian and then vegan - has overtaken the mainstream, with big players like A&W, McDonald's and Tim Hortons all introducing plant-based options. Savvy operators are considering ways to "healthy up" their menus, adding more plant-based options, and letting diners know.

Another trend we're keeping an eye on is the possible entry of cannabis cuisine. Since recreational cannabis became legal in October 2018, many in the industry have been waiting for the other shoe to drop: edibles. Edibles and CBD-infused beverages are expected to join menus at some restaurants, with a few creative chefs in Canada already sharpening their knives to add a little cannabis to their cuisine.

Closer to home, almost every operation is examining its "green" footprint and looking for ways to be more environmentally conscious. For many this means banning plastic straws, cutting down on the use of Styrofoam and plastic products, and doing more to eliminate unnecessary waste.

Here's one way to get involved: Second Harvest, Canada's largest food rescue organization, has launched an online platform called FoodRescue.ca. This website connects food businesses with surplus food directly with non-profits who can benefit. Operators are stepping up to do more.

We continue to keep our eye on competitive pressures, too. Convenience stores have begun to encroach on some of quick-service and family restaurants' traditional turf by offering more fresh food and take-home options. Technomic has found that over half of consumers agree that c-stores are just as capable as restaurants in offering fresh foods and beverages.

Whatever the threats or opportunities, we are here to help. We can pinpoint trends of interest, offer strategies to help you jump on trends while they're fresh, and give practical tips to raise your game.

Here's to a healthy, profitable new year greeted with 20:20 vision!

Sincerely,

Ari Nikula

Yen Bros. Food Service
1988 Vernon Drive,
Vancouver, British Columbia V6A 3Y6
604-255-6522

YenBros.com

Yen Bros. opts for a new FortisBC CNG truck Transition to a cleaner choice

By Lawrence Herzog

Yen Bros. Food Service is joining more than 40 other FortisBC customers running natural gas-powered fleets using CNG (compressed natural gas) technology. The Vancouver-based independent foodservice distributor has purchased a Freightliner M2-112 delivery vehicle with a Cummins Westport ISX12N spark-ignited gaseous engine.

Tyson Jerry, a sales manager for FortisBC Energy, says operational savings and opportunity to reduce emissions are the biggest factors encouraging commercial customers to make the leap from diesel. "For most companies, it just comes down to dollars. Diesel is expensive right now, likely to remain so, and alternative fuels are gaining market share. The environmental aspect speaks to some and it does reduce emissions – greenhouse gases, particulate matter and nitrous oxide (NO_x)."

Yen Bros.' new CNG-powered truck will provide a 50 per cent reduction in fuel costs compared to a diesel equivalent. For Yen Bros., that will add up to about \$18,000 a year once all tax credits are entered. FortisBC incentives will help defray the incremental difference between the cost of a new natural gas truck and a diesel.

Incentives for change

Within the commercial transportation sphere, local food and produce delivery haulers to restaurants and grocers are relatively low mileage. But now, with all the incentives, using CNG for low-mileage commercial trucking is more cost-effective than ever before. “Natural gas is a very predictable fuel from a price perspective,” Jerry says. “It varies a few cents, but diesel can fluctuate 40 cents in a year.”

Compared with diesel equivalents, CNG engines provide a 30 per cent reduction in greenhouse gases (GHGs), a 95 per cent reduction in NOx, and they emit virtually no particulate matter. CNG-powered trucks don’t need diesel emission controls, diesel exhaust fluid (DEF) or particulate filters that can plague fleets with downtime. “Natural gas engines just run cleaner, so they don’t require these systems and experience less downtime,” Jerry says. “And downtime is money lost.”

Proven technology

Over the last seven years, FortisBC has added more than 850 CNG-powered trucks and buses into service in B.C. “This engine technology has been in service for the last decade, and it’s proven,” Jerry says. “Worldwide there are 90,000 of these Cummins Westport engines in operation, and many of them are in California, running on Renewable Natural Gas (RNG).”

Fleets that use RNG can reduce GHGs by a whopping 90 per cent. RNG is created from any biomass such as waste products and feed stock from sources including dairy farms, landfills, and anaerobic digesters.

From an operational perspective, trucks running CNG and RNG offer other benefits as well. On average, natural gas engines are up to 10 decibels quieter than a comparable diesel engine. This reduction in noise is noticeable for drivers and restaurant



employees working deliveries: a quieter environment with better air quality.

For future trucks, Yen Bros. will take advantage of the Federal Green Freight Assessment Program from Natural Resources Canada to receive funding for the remaining incremental costs. That incentive funding could cover the total difference in price compared with equivalent diesel vehicles.

What are CNG & RNG?

- Compressed Natural Gas (CNG) burns cleaner than petroleum-based products like diesel fuel because it has a lower carbon content.
- Renewable Natural Gas (RNG) is naturally generated by the decomposition of organic waste at landfills and agricultural waste sources. It is also called biomethane.

COMPARED WITH DIESEL EQUIVALENTS, CNG ENGINES PROVIDE A 30% REDUCTION IN GREENHOUSE GASES (GHGS), A 95% REDUCTION IN NOX, AND THEY EMIT VIRTUALLY NO PARTICULATE MATTER.

A CLEAR CHOICE



You Deserve To Be Rewarded

Owning a restaurant can be a grueling task – you work long hours in a high-pressure environment while constantly managing diverse customer expectations. For most, the grind is worth it, as the opportunity to share a joy and passion for food with others is extremely satisfying.

The decision you have made to support a local, family owned distributor network exemplifies your passion and commitment to the community. We think that is awesome and shouldn't go unappreciated.

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Great advice



TECH SAVVY

USING A LABOUR MANAGEMENT PLATFORM TO MAKE YOUR LIFE EASIER

As a teenager, Jordan Boesch was a "sandwich artist" at a popular quick-service restaurant, an experience in a family business that eventually spun itself out as 7shifts, a North America-wide company he founded in 2014. At its most basic, 7shifts is a web and mobile-based labour management and communications platform for restaurateurs which provides tools for controlling labour costs and scheduling staff, among other functions.

Save time and money

7shifts – and other programs like it, such as HotSchedules – offers a self-serve, simplified experience for restaurateurs and managers to get on top of some of the most nagging problems all operators face – labour management, staffing and scheduling, among the most pressing.

These programs can save operators considerable time and money, according to Boesch, and help them stay on top of their labour targets. "Our platform gives managers a chance to see if they are going to go over or be under those labour and budget targets in real time," Boesch says, adding that the 7shifts system assists with forecasting sales and predicting costs. ►

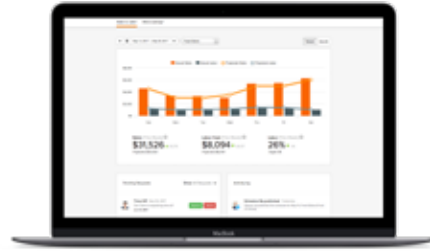
It also helps employees communicate with managers and provide shift feedback, too. "If I had to bundle it all together, I would say that we're not only a platform for managers but also for employees to help them be more engaged with their workplace."

Eliminate scheduling chaos

Boesch saw up close the chaos that is the typical hourly-worker scheduling process. "There were always a lot of sticky notes and papers everywhere, and hand-written notes about shift-trading and when people could or could not work. It got me thinking about improving the situation."

Labour management is a central focus of platforms like 7shifts, and Boesch stresses it's not a matter of just scheduling the right number of people at the right time. "We draw on historical sales data from a point of sale (POS), and we look at weather patterns and seasonality. We look at all these variables that could influence how much labour you would need to service the demands of your restaurant at a particular time. We build that out for the restaurant, and they can make adjustments as needed depending on the insights."

Behind the scenes, machine learning – the algorithms and models used by computer systems which continuously improve their performance over time – takes place, as it does in most of today's technologies. The company draws on their own in-house machine learning team and data science team, which optimizes for the various efficiencies as they relate to weather and seasonality, but also the skill level of staff members. The result is less time wasted on



"There were always a lot of sticky notes and papers everywhere, and hand-written notes about shift-trading and when people could or could not work."

scheduling and more time devoted to working with staff and driving sales – and profits.

Reduce turnover rates

Platforms like 7shifts can also help managers better control the "employee lifecycle" in the restaurant – hiring, training, scheduling and retaining. Employee turnover in restaurants is the highest of any private industry in North America, according to Boesch, and it has continued ramifications for restaurants. "Restaurants are now starting to look more closely at turnover rate and its costs from a macro level. It's quite expensive, ranging from \$3,000 to \$5,000 when you lose an employee and upwards of \$20,000 when you lose a manager," he notes. "If \$5,000 worth of meat disappeared from your fridge, you'd probably be checking cameras, yet operators have become almost complacent and see high turnover as normal."

"The ROI for 7shifts is substantial in just being able to help operators schedule better," Boesch says, adding that some of that is saved by preventing early clock-ins that quickly add up. The platform can also reduce the time spent scheduling

by 80 per cent. "It takes some of the work out of the manager's hands and gives employees the responsibility of determining the shifts they can work. The manager is involved only when approval is needed."

Embrace technology

"It's becoming more common that restaurants are using technology," says Boesch. "It has largely been an industry that's slow to adopt technology, but that's also meant that there is a lot of technology companies with a lot to offer the industry." Boesch sees that trend continuing as a younger demographic of restaurateurs and food-business operators enter the industry. "Cloud-based technology is where they are going to look first. It's an exciting trend, and I think it is going to grow."

As we head into 2020, Boesch says it's a good time to think strategically about the next 12 months. "Think about how you engage staff and manage your labour. Doing things the same way could mean leaving dollars on the table."

Source: The Dish

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20/20 Vision

Top industry trends to keep you on track

By Sophie Mir

Hard to believe, but 2020 is right around the corner, and with it the promise of new trends to help operators run better businesses. We asked our data partner, Technomic Inc., to tap into the top trends: ►

Sophie Mir is an Associate Editor for Technomic Inc., a Chicago-based foodservice research and consulting firm. Technomic provides clients with the facts, insights and consulting support they need to enhance their business strategies, decisions and results. The company's services include publications and digital products as well as proprietary studies and ongoing research on all aspects of the food industry. Visit technomic.com for more information

1

EXAMPLE:

Ki Modern Japanese +
Bar's Togarashi Tofu Steak
with umeboshi (Toronto)

Powered by Plants (MENU)

Plant-based beef patties have gained increasing popularity over the past year. We predict that the next wave of plant-forward dining expands beyond beef to include imitation seafood, eggs and pork. We also predict that less familiar vegetables and fruits will take the spotlight as centre-of-the-plate proteins, such as ume and Jerusalem artichokes.

**STAT:**

Over a third (34%) of consumers report that they are eating more meals with vegetarian options or substitutes than they were two years ago.

Source: Technomic



2

Creative Employee Engagement Strategies (OPERATIONS)

With rising competition from non-foodservice companies such as Uber and Lyft to gain and retain employees, we expect to see more creative employee engagement initiatives geared toward young people. For example, McDonald's partnered with Snapchat earlier this year to hold a one-day virtual hiring event, which allowed users to instantly apply through the Snapchat app. Expect more tech-centred strategies that utilize social media and mobile apps.



3

Food from Your Couch (OPERATIONS)

With growing requests for increased convenience and accessibility, restaurants will offer more ways to cater to consumers' "here and now" demand. This includes restaurants rolling out meals kits and providing easier online ordering methods, such as partnering with Google Assistant for voice ordering.





STAT:

Over a quarter (26%) of consumers ages 18-34 express they would be likely to purchase unique limited-time beverages that are experimental, including colour-changing drinks.

Source: Technomic 2018 Canadian Beverage Consumer Trend Report, 136 consumers ages 18-34

4

EXAMPLE:

Lemonade served in the bottle with mint in the bucket with dry ice



Live-Action Fare (MENU)

Customers don't just want their food and beverage to taste good, but they also want it to look good too. With consumers increasingly documenting their restaurant experiences on social media, we predict operators will roll out meals that can be captured in interesting videos that can be shared on Instagram, Facebook and the like. This includes menu offerings that change colour, move or make noise.

Example: Starbucks recently introduced reusable cups that change colours when ice is added. Rose turns into coral red, citron yellow becomes emerald, sky turns cobalt blue, apricot becomes tangerine and the icy blue cup changes into a raspberry colour.



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5

Levantine Inspirations (MENU)

With Israeli foods and beverages proliferating on menus the past year, we predict interest to expand from Israel to its surrounding countries in the Levant in the coming year, including ingredients, flavours, dishes or beverage trends from Turkey, Syria, Lebanon and more.

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Immediate Waste Elimination (OPERATIONS)

Even though most restaurants have taken steps to be greener, operators will meet consumers' growing demands for urgent change by taking immediate steps that can be seen at the restaurant level. This includes banning of plastic bags and cutlery, and food programs that donate unsold foods to local community groups at the end of every day.



EXAMPLE:

FoodRescue.ca is a website that directly connects food businesses with surplus food to non-profits with limited funding and resources.

6

7 Natural Enhancements (CONSUMER)

Consumers' definitions of health continue to evolve from the elimination of "bad" components, like fat and calories, to the addition of components that better their mental, physical and emotional well-being. With that in mind, operators will incorporate ingredients that provide natural enhancements, such as collagen, goldenberries and various algae.



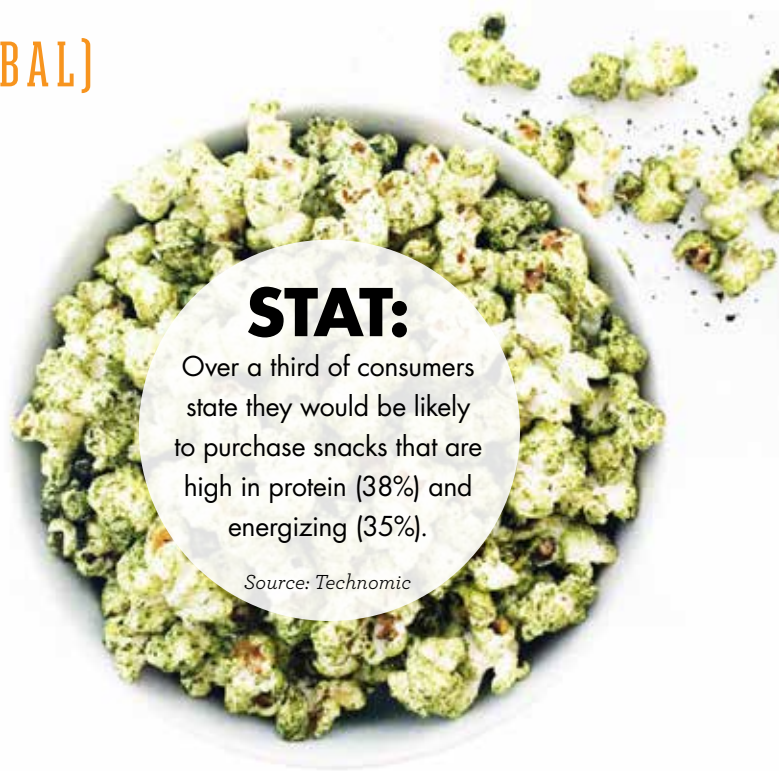
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Hearty Snacks (GLOBAL)

Operators are taking a traditional snack and enhancing or reinventing it so it becomes more filling. Examples include protein-enhanced mac and cheese, poutine with an extra wow factor, and spirulina popcorn. By doing this, they are essentially giving consumers a new reason to visit between traditional dayparts. While this is mostly prevalent in Latin American markets, snacks will likely increase in popularity in Canada.

Example 1: Our Daily Brett's Spirulina Popcorn (Calgary)

Example 2: The Juice Truck's Protein Ball with hemp



STAT:

Over a third of consumers state they would be likely to purchase snacks that are high in protein (38%) and energizing (35%).

Source: Technomic

STAT:

Over half of consumers (56%) somewhat or strongly agree that c-stores are just as capable as restaurants in offering fresh foods and beverages.

Source: Technomic 2018 Canadian C-Store Foodservice Consumer Trend Report, 668 consumers who purchase retail and prepared foods/beverages at convenience stores

9

EXAMPLE:

Popbox Micromrkt in Toronto menus upscale coffees and specialty beverages that highlight healthy ingredients like turmeric.

C-Stores Gaining an Edge on QSRs (OPERATIONS)

Convenience stores are stepping up their game, serving as a threat to QSRs through a variety of ways, such as offering more, unique prepared foods and beverages, providing delivery and improving quality of fare.

**STAT:**

Half of consumers (50%) agree or agree completely that they would like restaurants to be more transparent about what's in their menu items.

Source: Technomic

10 Transparency 2.0 (GLOBAL)

Consumers want to know and understand what is in their foods and beverages, and the source of their food. Many key operators have jumped on this trend by providing details on the living conditions of poultry and cattle, and offering produce from local farms. Expect this trend to continue with increased transparency, such as literally transparent packaging, allowing customers to see the food inside the box or bag before they purchase; nutrition labels simplified and easier to understand; and more details on company culture and hiring practices (such as working condition of farmers/employees).

Example: B.Good, a U.S.-based chain expanding in Canada, features a map on restaurants' walls showing from which local farms and bakeries seasonal ingredients are sourced.





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Instagram 201

Now that you have an Instagram account, where do you go from here?

by Kate Engineer

If you're not on Instagram, you don't exist. That's the hard truth. The social media landscape has quickly become the dominant marketing tool for restaurants to connect globally and directly with existing and potential customers. No biggie, there are just around 1 billion of them.

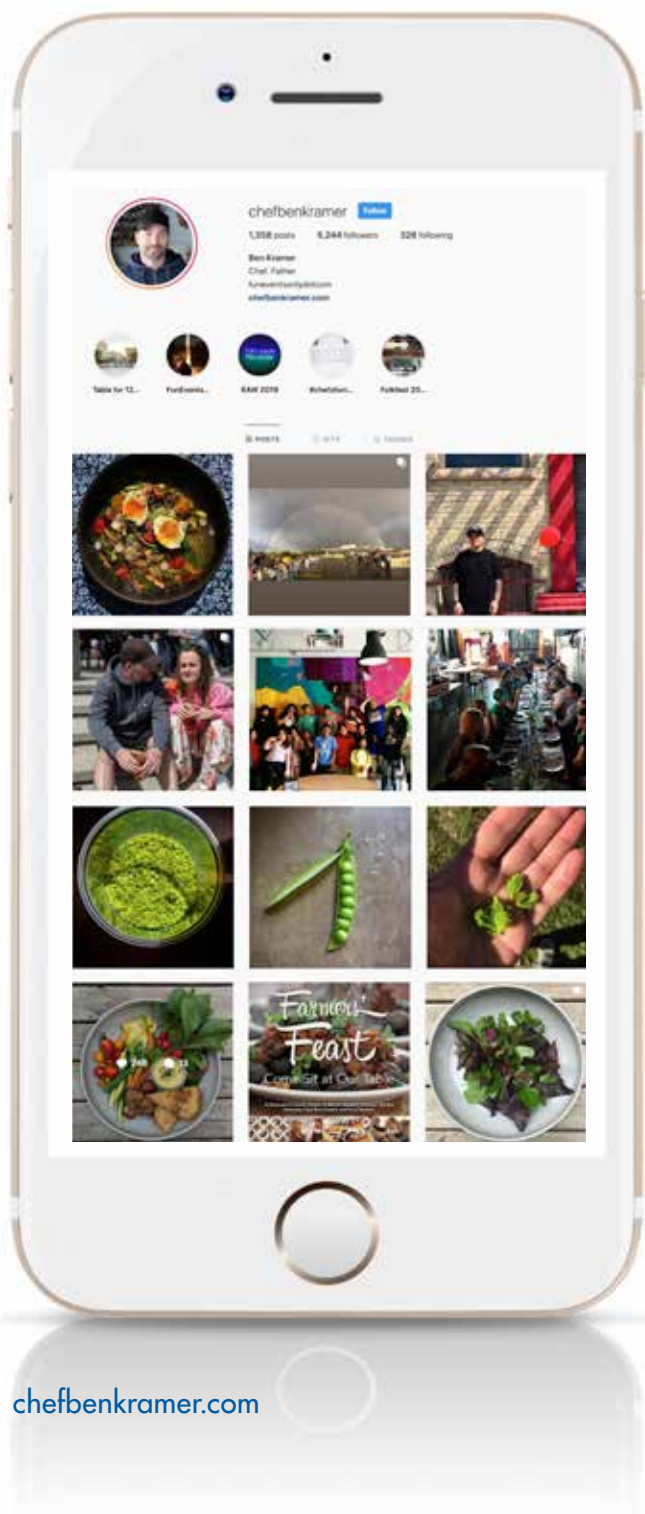
The "gram" user, combined with Instagram algorithms, continues to challenge restaurants to push creative limits, in order to achieve Follows, LIKES and Comments.

Custom caterer Ben Kramer, who has helped to transform Winnipeg into a vibrant food scene, leverages Instagram as a marketing tactic to show the breadth of his talent and engage his audience. With 5,259 followers and 1,347 posts to date, he's using Instagram to create buzz for his business.

What are some other social media tactics your restaurant can employ to develop impactful social campaigns?

Start with a monthly plan

Take the time to plan out your key messages and posts for the upcoming month by developing a social media content calendar. Your goal should be to support and highlight exciting initiatives within your restaurant operation that set your brand apart, while reinforcing key brand messages. ►



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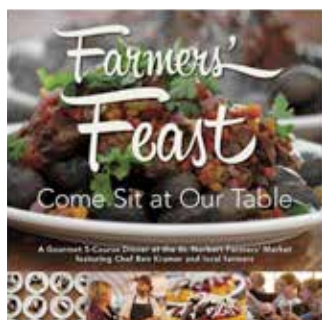


parmalat-foodservice.ca





THE SOCIAL MEDIA LANDSCAPE HAS QUICKLY BECOME THE DOMINANT MARKETING TOOL FOR RESTAURANTS TO CONNECT GLOBALLY AND DIRECTLY WITH EXISTING AND POTENTIAL CUSTOMERS.



KEEP IN MIND: Post what you want guests to be sharing about your brand experience.

Put your best post forward

Your daily posts should be a balanced mix of your brand experience including team, interior/exterior spaces, design elements, food and drink menus, including the following:

- **Seasonal menu updates**
- **New or exclusive brand offerings such as a new wine or beer on tap**
- **Weekly sales-driving promotions such as “hoppy hour” or “buck a shuck”**
- **Weekend events like live music evenings, chef-inspired menus, or brunch offerings**
- **Foodie calendar notable days – each month you can find a list of key FOODIE dates online. Select the national foodie dates that are relevant to your menu offering. Example: #nationaldonutday.**
- **Community events and interests such as sports games to drive business, or charitable partnerships that reinforce brand values.**

Because of low social media engagement, we recommend only 5 per cent of your monthly posts be sales driving promotions, like daily specials.

Posting frequency

An effective and easy to follow rule of thumb for identifying the appropriate number of weekly or monthly posts is to follow your hours of operation schedule. For example, if you are a Monday to Friday restaurant business, then focus your posts to launch on those days and avoid weekend posting. Following this rule of thumb also eliminates any guest confusion, which can be caused by posting content on days that your business is not operating.

Times to post

Social media reporting suggests that the social guest is most engaged in the early mornings, lunch and dinner hours, and later in the evening. These moments tend to be when we are taking a “break,” which results in spikes in social media activity. Instagram for businesses also provides effective reporting on your social guests' most engaged days and times per day. Utilize these data to identify the optimal days and times of when to post.



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Follow these five top tips to develop a list of hashtags relevant to your brand content:

- 1** Research what competitors and the foodie community are using as popular hashtags.
- 2** Identify 30-50 hashtags that align with your menu offerings and location, and are popular, and reference them selectively within your content calendar.
- 3** Post hashtags that match the photography or video content you are sharing.
- 4** Post the hashtags as a “comment” to your post, versus within the post.
- 5** Post between 15 and 30 hashtags from your list per post.



#Hashtag it!

Hashtags can make or break the effectiveness of your content strategy by how relevant they are to the content you are posting. Digital users can follow hashtags to collect content on their feed that is of interest to them. The goal is to use hashtags that will place your content on the feeds of your target guests. Popular hashtags are identified in the “TAGS” search bar on Instagram by the number of times they have been used in a post.

As you monitor the effectiveness of your social campaign, be aware of spikes in your engagement when certain hashtags are used in your posted content, to identify your top-performing hashtags.

Utilize apps

Developers are launching innovative and useful social media content

editing, organizing and publishing apps on a monthly basis to support small businesses in managing digital campaigns. We recommend downloading a few different apps to test them out and understand which will be most effective in supporting your social media goals.

Using Instagram and Facebook to build a community of engaged brand advocates can seem intimidating, until you realize what makes them work. Implement these tactics to see what a powerful tool social media campaigns can be for your restaurant business.

Kate Engineer's agency, Fervid Communications, was recently acquired by The Fifteen Group Inc., a restaurant consulting company with offices in Toronto and Vancouver.



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BE SEEN BEING GREEN

Eco-friendly kitchens are setting the tone

by donalee Moulton

Caring about – and caring for – the environment is much more than a flavour-of-the-month issue. More and more, environmental awareness is a differentiator for diners who want their eatery to reflect their ethos. But commitment to environmental concerns does not have to translate into increased costs or additional workload. Indeed, eco-friendly kitchens can give you both a competitive edge and a creative, mouth-watering menu. ►



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What is compostable?

In 2007, the Bureau de normalisation du Québec introduced a voluntary certification program for compostable bags in Canada. So far, five manufacturers' and distributors' bags have been certified. To be certified, a bag must:

Disintegrate by at least **90%** within 84 days of the composting process.

Biodegrade by at least **60%** or **90%** into carbon dioxide, depending on the type of polymer used.

Biodegrade within 180 days or 360 days, depending on the test used.

Have no ecotoxicological effect greater than 10% on the germination rate of seeds and vegetation biomass rate.

It must promote plant growth.

For a list of certified products visit www.compostable.info

Green is good for business

Going green gets a thumb's up from customers, and that support generates new business and instills greater loyalty in existing customers. This explains why many high-profile restaurants are making the switch to eco-friendly kitchens. "We all benefit from kitchens being environmentally friendly," says Rui Paulo, product marketing manager with Inteplast Group - W. Ralston, a waste management firm based in Brampton, Ont. In addition to customer endorsement, employees know their company cares and food service distributors are encouraged to introduce environmentally friendly products. And, of course, a well-fed planet is a healthier place to live and work.

Packaging plus

Unnecessary and environmentally unfriendly packaging takes a toll on the environment. According to National Geographic, there are currently 5.35 trillion pieces of plastic debris alone in the world's oceans. Of this, 269,000 tonnes are sitting on the surface. When restaurants use products that use less packaging, they reduce the environmental burden. When they use packaging that can be

recycled or composted, they reduce that burden even further. They also send an important message, says Sarah Martinez, director of marketing with Eco-Products Inc., a sustainable foodservice packaging company headquartered in Boulder, CO. "When a customer receives their beverage, dish, or leftovers in a package, they are essentially holding a handheld billboard that is a meaningful part of their experience with that kitchen. When that packaging sends an environmental message, the guest can feel good about their purchase and strengthen their affinity for that brand."

Create an EF kitchen

There are many steps, and many small steps, you can take en route to establishing an eco-friendly kitchen.

- **A great starting point:** introduce sustainable products such as certified compostable bags.
- **Recyclable gloves are also recommended.** They are less expensive than standard vinyl gloves, 100% recyclable, and because they are thinner, there is less plastic and a higher packaging count, which means less packaging waste, notes Paulo.
- **Energy consumption is also an important issue.** Something as

simple as filling the sink with water instead of running the taps all day can make an important impact on your utility bill and the environment.

Packaging at both ends of the life cycle

Trying to understanding what constitutes environmentally friendly foodservice packaging can be confusing. Eco-Products suggests looking at both the beginning-of-life and end-of-life impacts. Products made from renewable resources (beginning-of-life) are often commercially compostable, which means they can return to the earth at their end of life, notes Martinez. "Recycling varies community by community, depending on where there are buyers for various materials. It's best to check locally to see what foodservice items are accepted in the bin."

What's new

The demand and support for restaurants to use eco-friendly products, packaging and practices has led to new options for kitchens. Among the latest advances is

Eco-Products' Vanguard, a new line of moulded fibre plates and containers made from sugarcane. They're microwave-friendly and effective in both hot and cold applications. They are also water and grease resistant.

Plants plus

New research published in the journal Science found that plant-based diets can reduce greenhouse

and other emissions by up to 73%. Freshwater water loss also falls by a quarter. Perhaps most staggeringly, approximately 3.1 billion hectares (76%) less farmland would be required.

The findings do not come as a surprise to Plant-Based Foods of Canada (PBFC), a new industry organization supporting the regulatory and market interests of companies that make and market vegetarian products similar to traditional animal protein products. "In the next five to 10 years, we are going to see rapid growth in the interest and consumption of plant-based foods. It's happening already," says Beena Goldenberg, CEO of Hain Celestial Canada. Recent Nielsen data show an 8% increase in sales of meat and dairy alternatives in 2018 over 2017 to more than \$3 billion.

Sustainability = success

Environmental sustainability is important to a restaurant's success, according to a survey conducted by Restaurants Canada. "These survey results indicate that Canada's foodservice sector is mindful of

how sustainability is becoming a necessity for profitability," says Chris Elliott, Restaurants Canada's senior economist in Toronto. Among the survey findings:

82% of respondents reported that environmental sustainability is "moderately" to "very" important to the success of their businesses.

98% of foodservice operators said they recycle; **93%** use energy- or water-saving equipment; and **77%** track, compost or donate leftover food.

92% plan to continue or improve on their current level of environmentally sustainable operations over the next three years

"WE ALL BENEFIT FROM KITCHENS BEING ENVIRONMENTALLY FRIENDLY"

Rui Paulo



NOTHING SCARY ABOUT GHOST KITCHENS

By Lawrence Herzog

Ghost kitchens (also called virtual kitchens, cloud kitchens, dark kitchens) are delivery-only spaces that have the back-end without the front. No seating areas, no counters, no servers, no real "ambiance," not even a physical takeout space.

In a society where the sharing economy is growing more important and driving innovation, it's an idea for our times. Everything is ordered online, prepared in the ghost kitchen, and delivered by third-party marketplaces like Uber Eats, Skip the Dishes, DoorDash and Foodora. Customers interact with the delivery company only. (See Exhibit 1.)

This technology-driven concept lowers overhead for staffing and site costs. As rents have gone up and margins shrink, more operators are enticed by the lure of doing away with front-of-house expenses. In short, it can make the numbers work where they might not otherwise. But there can be challenges if not done properly.

*Chef Thompson operates a Takeout/Ghost Kitchen
The Wooden Boat Food Company specializing in
Vietnamese and French fare in Port Moody, BC
and Kitchener, Ontario.*



VIRTUAL FLEXIBILITY

Depending on the brands being served, ghost kitchens can turn out more than one type of cuisine and can feed various menus or sites. That's especially appealing if you want to move efficiently from one market segment to another to take advantage of trends and growth. And it can be a great way to help counter the ebb of seasonal fluctuations.

"Chefs and restaurateurs have to maximize their capacity," says Dana McCauley, associate director of new venture creation, University of Guelph. "You've got an asset that you need to run as many hours a day as possible to make the numbers work."

Focusing on making, delivering and marketing food while reducing overhead is a saavy strategy, McCauley observes. "Today's technology is making it possible. A solid online presence through websites and Instagram and various services are offsetting the importance of neighbourhood storefront locations to build visibility and diner loyalty."

TECHNOLOGY FEEDS OPERATIONS

To succeed, ghost kitchens require a tech setup that fits with their operational flow. "Often, virtual kitchens are being run by technology companies and missing key operational steps," says Sterling Douglass, co-founder and CEO of restaurant-tech company Chowly.

"Virtual kitchens are a blend of technology plays and restaurant plays," Douglass says. "The teams building these technologies need a significant amount of experience in both areas. Lacking in technology experience will hurt volume and affect operations. Lacking in restaurant experience will decrease food quality, margins, and guest experience."

He recommends operators answer the following key questions:

- How are concepts separated?
- How are they communicated to cooks?
- How are they bagged and prepped differently?
- How is the driver handoff different?



KNOW WHAT YOU DON'T

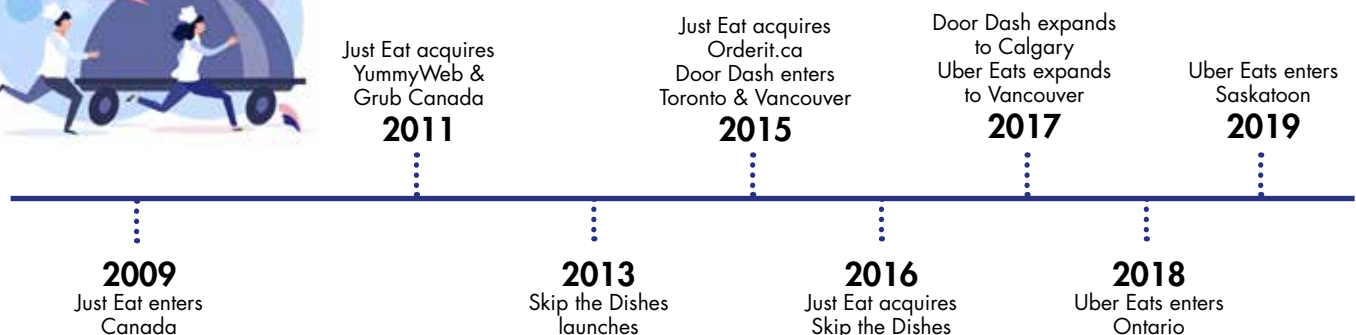
Ghost kitchens present a learning curve for bricks-and-mortar restaurant operators and those new to the industry. That includes everything from understanding the different labour costs to juggling multiple third-party services which are delivering the food.

Thinking about entering the ghost kitchen sphere? Chowly CEO Sterling Douglass offers four pointers:

- Concepts should be data driven
- Menus should be small and VERY simple
- POS integration is a must-have
- A very deep margin analysis should be conducted before launching



THIRD PARTY DELIVERY GROWTH (EXHIBIT 1)



Delivery services typically take a 30 per cent cut from every order, though larger operations can negotiate more favourable rates.

ON THE VIRTUAL EDGE

Ghost kitchens can be found in shared commissary spaces and back ends of storefronts, and some other places, too:

- **Popup cooking stations within the main kitchen of a restaurant that fill delivery-only orders from one, two or even a half dozen brands.**
- **Pod kitchens in shipping containers that can be placed wherever zoning permits. Some double as drive-throughs.**



It will be important that operators can efficiently serve both dine-in consumers as well as those ordering takeout or delivery.

Also, expect to see more restaurants forego dine-in altogether and experiment with delivery-only stores, especially in partnership with third-party delivery services.

"TODAY'S TECHNOLOGY IS MAKING IT POSSIBLE. A SOLID ONLINE PRESENCE THROUGH WEBSITES AND INSTAGRAM AND VARIOUS SERVICES ARE OFFSETTING THE IMPORTANCE OF NEIGHBOURHOOD STOREFRONT LOCATIONS TO BUILD VISIBILITY AND DINER LOYALTY."



BONG APPÉTIT

Cannabis cuisine and cocktails are coming soon

by Lawrence Herzog



• A 2017 DALHOUSIE
• UNIVERSITY STUDY
• FOUND THAT 46%
• OF CANADIANS ARE
• INTERESTED IN
• TRYING CANNABIS-
• INFUSED FOOD
• PRODUCTS.

Chefs from across Canada identified cannabis-infused food and beverages as the top two up-and-coming foodservice trends in Restaurant Canada's 2019 Chef Survey. A year after the federal government legalized recreational cannabis use, Health Canada is moving forward with edible cannabis regulations that will come into force under the Cannabis Act.

The new federal regulations will allow each province and territory to decide the legal minimum age for edible cannabis use, where adults can buy and use it, and how much adults can possess. Health Canada's initial proposal limits THC (tetrahydrocannabinol) content for infused edibles and beverages to a maximum of 10 mg per package. Ingestible extracts, such as capsules, would be limited to 10 mg of THC per unit. (See sidebar for more information.)

"Everyone is very curious about what opportunities will become possible once the federal government releases final regulations promised for this fall," says Marlee Wasser, communications and policy specialist for Restaurants Canada. "The draft regulations would effectively prevent any in-restaurant production of fresh edible cannabis food products to customers, since they prohibit the production of food and edible cannabis products in the same facility." ►



THC (tetrahydrocannabinol) is the principal psychoactive constituent of cannabis. It is responsible for the way our brains and bodies respond to cannabis, including the high and intoxication.

CBD (cannabidiol) is a chemical component found in the cannabis plant which is related to THC but doesn't get you high. It is used to help treat chronic pain, anxiety, inflammation, and depression, among others.

PROPOSED REGULATIONS FOR ADDITIONAL CANNABIS PRODUCTS

Canada 

EDIBLE CANNABIS (SOLID)

EDIBLE CANNABIS (BEVERAGE)

CANNABIS EXTRACT (INGESTED)

THC LIMIT	<ul style="list-style-type: none"> • 10 mg of THC per package 	<ul style="list-style-type: none"> • 10 mg of THC per package 	<ul style="list-style-type: none"> • 10 mg of THC per package (such as a capsule or dispensed amount) • 1000 mg of THC per package
PRODUCT RULES	<ul style="list-style-type: none"> • No added vitamins, minerals • Limits on caffeine • No added alcohol 	<ul style="list-style-type: none"> • No added vitamins, minerals • Limits on caffeine • No added alcohol 	<ul style="list-style-type: none"> • No added vitamins, minerals • No sugars, colours or sweeteners • No nicotine or caffeine
PACKAGING	<ul style="list-style-type: none"> • Child- Resistant • Plain 	<ul style="list-style-type: none"> • Child- Resistant • Plain 	<ul style="list-style-type: none"> • Maximum package size of 90 mL for liquid extracts • Child- Resistant • Plain • Must have dispensing device if not in unit form
LABEL	<ul style="list-style-type: none"> • Standardized cannabis symbol for products containing THC • Health Warning Message • THC/CBD content • Ingredient list • Allergens • Nutrition Facts Table 	<ul style="list-style-type: none"> • Standardized cannabis symbol for products containing THC • Health Warning Message • THC/CBD content • Ingredient list • Allergens • Nutrition Facts Table 	<ul style="list-style-type: none"> • Standardized cannabis symbol for products containing THC • Health Warning Message • THC/CBD content • Ingredient list • Allergens • Intended Use
OTHER	<ul style="list-style-type: none"> • Must not be appealing to kids • No health or dietary claims • No elements that would associate products with alcoholic beverages or brands of alcohol 	<ul style="list-style-type: none"> • Must not be appealing to kids • No health or dietary claims • No elements that would associate products with alcoholic beverages or brands of alcohol 	<ul style="list-style-type: none"> • Must not be appealing to kids • No health or dietary claims • No elements that would associate products with alcoholic beverages or brands of alcohol

THC (TETRAHYDROCANNABINOL) IS THE PRINCIPAL PSYCHOACTIVE CONSTITUENT OF CANNABIS. IT IS RESPONSIBLE FOR THE WAY OUR BRAINS AND BODIES RESPOND TO CANNABIS, INCLUDING THE HIGH AND INTOXICATION.

Wasser says it is possible that foodservice businesses might eventually be able to sell cannabis-infused food and beverage products that were pre-packaged elsewhere. “But that will be up to the provinces to decide if they will allow that, since they are the ones who make the rules about who can sell cannabis products in their jurisdictions and how licensing works around that.”

SETTING INDUSTRY STANDARDS

Restaurants Canada has been consulting with all levels of government and participating in the development of responsible service education to ensure the voice of foodservice is represented as policy decisions are being made, Wasser says. “Restaurants Canada has always played a leading role when it comes to responsible service across the

country, setting industry standards for education on duty of care, liability and impairment issues around alcohol, and we are playing a similar role with cannabis.”

By providing emerging information on market opportunities and risks, the organization is helping operators make decisions that are appropriate for their business, she says. “Right now, we’re in wait-and-see mode until the final

CANNABIS EXTRACT
(INHALED)

CANNABIS EXTRACT
(CONCENTRATED THC)






CANNABIS TOPICAL

<ul style="list-style-type: none">• 1000 mg of THC per package	<ul style="list-style-type: none">• 1000 mg of THC per package	<ul style="list-style-type: none">• 1000 mg of THC per package
<ul style="list-style-type: none">• No sugars, colours or sweeteners• No nicotine or caffeine	<ul style="list-style-type: none">• No sugars, colours or sweeteners• No nicotine or caffeine	<ul style="list-style-type: none">• For use on skin, hair and nails• Only cosmetic grade ingredients• Not for use in eyes or on damaged skin
<ul style="list-style-type: none">• Maximum package size of 90 mL for liquid extracts• Child- Resistant• Plain	<ul style="list-style-type: none">• Maximum package size of 7.5 g• Child- Resistant• Plain	<ul style="list-style-type: none">• Child- Resistant• Plain
<ul style="list-style-type: none">• Standardized cannabis symbol for products containing THC (on label and directly on the vape cartridge)• Health Warning Message• THC/CBD content• Ingredient list• Allergens• Intended Use	<ul style="list-style-type: none">• Standardized cannabis symbol for products containing THC• Health Warning Message• THC/CBD content• Ingredient list• Allergens• Intended Use	<ul style="list-style-type: none">• Standardized cannabis symbol for products containing THC• Health Warning Message• THC/CBD content• Ingredient list• Allergens• Intended Use• Directions for use• Warning statement about not swallowing or using on broken skin
<ul style="list-style-type: none">• Must not be appealing to kids• No health or dietary claims• No elements that would associate products with alcoholic beverages or brands of alcohol	<ul style="list-style-type: none">• Must not be appealing to kids• No health or dietary claims• No elements that would associate products with alcoholic beverages or brands of alcohol	<ul style="list-style-type: none">• Must not be appealing to kids• No health or dietary claims• No elements that would associate products with alcoholic beverages or brands of alcohol

Disclaimer: This is not a complete list of proposed regulatory rules for each class of cannabis. It is also not a complete list of product examples. For more information on the proposed amendments to the Cannabis Regulations, visit Canada.ca/Cannabis.



DRAFT REGULATIONS

-  Edible cannabis (solid): 10 mg THC per package, no added alcohol, limits on caffeine, no added vitamins or minerals, child resistant plain packaging.
-  Edible cannabis (beverage): 10 mg THC per container, no added alcohol, limits on caffeine, no added vitamins or minerals, child resistant plain packaging.
-  Cannabis extract (ingested): 10 mg THC per unit (such as a capsule), or 1,000 mg THC per package, no added vitamins or minerals; no sugars, colours or sweeteners; no nicotine or caffeine.
-  All edible cannabis products to be shelf-stable and not require refrigeration or freezing.
-  Production of food and edible cannabis prohibited in the same facility.

federal regulations on edible cannabis are released. And then we'll be waiting for the provinces to introduce their own rules about what will be permitted for foodservice businesses."

A NEW WORLD OF SENSORY STIMULATION

Trailblazers like chef Travis Petersen are already on the move. The owner of The Nomad Cook has served more than 2,500 edible cannabis meals using a flavourless, odourless tincture he produces from distillate and adds once the dish is ready to go. "Infusion is the safest way to go about introducing people to it. Cannabis terpenes are going to roll out a whole new world of flavours, tastes and smells that people haven't experienced before."

When diners arrive, he asks a series of questions about their cannabis usage, and ranks them on a scale of one to five. One is about 10 mg of THC for the entire meal balanced with 50 mg of CBD (cannabidiol), and five is about 150 mg of THC. "Too much THC for someone who is new with no tolerance is really going to make them uncomfortable. It's about getting the levels just right for everybody."

More than a third of the people who come to his events don't smoke cannabis. The average is 34 years old, and 56 per cent are female, he reports. "We get people from all age ranges and walks of life. It's not about getting stoned. When cannabis is dosed accurately for each person, it really creates an enjoyable dinner space where everyone feels comfortable. People come to the dinners as strangers and leave as friends."

For Petersen, the satisfaction comes

from introducing diners to something completely new and adventurous. "I used a limoncello sativa terpene and put it in with a pastry cream on a matcha pancake, and when I put the dish down, you could smell the fresh bud. And when people took a bite, you could just see that eureka moment of, 'whoa, this is something new.'"

By extracting pure cannabis terpenes, Petersen can better adjust his meals to direct the way diners will react. A canape with humulene sharpens the appetite, for instance, while limonene triggers energy. "We're the first country of chefs that can legally work with this product in our kitchens. We have a small window before the U.S. market legalizes, and right now I want to empower as many other chefs as possible with safety and knowledge so we are ready for this new culinary adventure."

THE BUZZ IS COMING

Edibles could quadruple in Canada and the U.S. by 2022 to a value of more than \$4.1 billion, according to a report by marijuana market research company The Arcview Group.

Labatt Brewing Company (a subsidiary of Anheuser-Busch InBev) is partnering with Nanaimo, B.C.-based cannabis company Tilray on a \$50 million study of non-alcohol beverages containing THC and CBD.

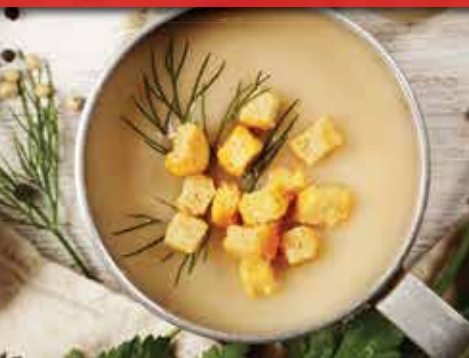
Ben & Jerry's has announced it is making its own brand of CBD-infused ice cream, but first it needs to be approved by the FDA.



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Cracker & Fine Bread Appetizers



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Thank You Mints



Dare S'mores Stack

Makes 12 pieces

Ingredients:

- 12 Dare Digestive Cookies
- 6 ounces Hershey's chocolate
- 6 large marshmallows
- Caramel sauce and grated chocolate for garnish

Method:

1. Dip one side of each cookie in the melted chocolate and place chocolate side up on waxed paper to cool
2. Preheat the oven to 350°F
3. Place 6 cookies on a baking sheet chocolate side up and top with a marshmallow
4. Place in the oven until the marshmallow is softened, remove and top with the 6 cookies chocolate side down touching the warm marshmallow so they stick together
5. Cool
6. Serve 3 cookies on a plate topped with caramel sauce and grated chocolate



Contact us for more great recipe ideas: foodservice@darefoods.com



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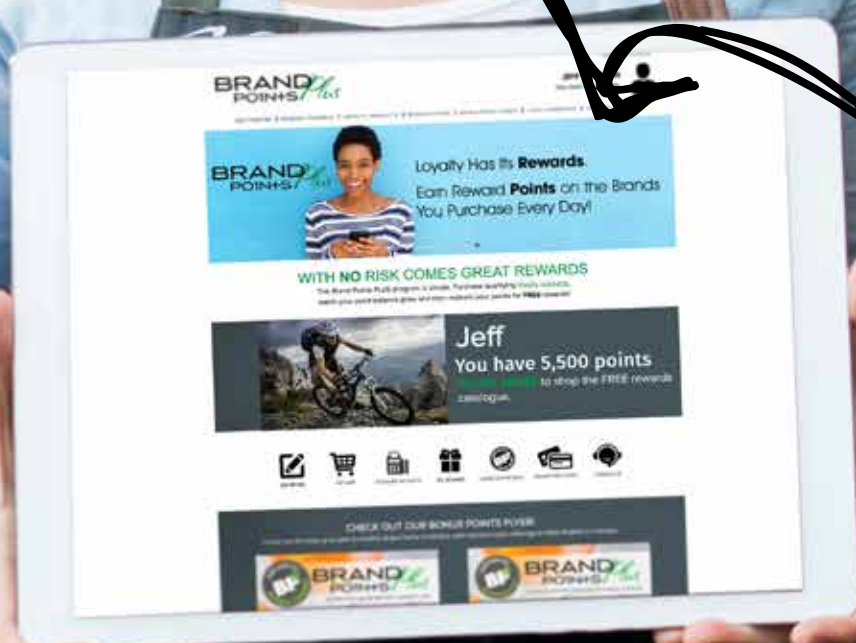
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THE PERFECT . Sammich

The sandwich generation - building the perfect sammie from bread to fillings

By Lawrence Herzog

Canadians love their sammies.

Nearly two-thirds of Canadian restaurant operators (63.6%) include sandwiches on their menus, according to Technomic. Sales data reveal diners adore their favourites, and there is also a big appetite for new temptations that go beyond the usual (think turkey club), while limited time offers help drive traffic. ►





BOULART.

42%

**under 35 are likely
to try new flavours
when ordering
sandwiches**

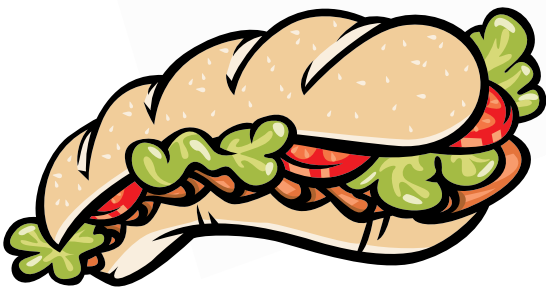
Technomic Sandwich Consumer
Trend Report 2017



58%

of consumers say that they would **PAY MORE** for premium breads in a sandwich.

Technomic Sandwich Consumer Trend Report 2017



PEOPLE ARE MORE LIKELY TO ORDER AND PAY A PREMIUM FOR SANDWICHES DESCRIBED AS :

- **FRESH (47%)**
- **PREPARED DAILY (41%)**
- **PREMIUM (38%)**
- **FROM SCRATCH (35%)**

Technomic Sandwich Consumer Trend Report 2016

The 2018 Canadian Sandwich Consumer Trend Report found that 64 per cent of consumers would order an Italian sandwich, and 42 per cent of those under 35 said they are likely to try new flavours when ordering sandwiches.

Convenience is helping to drive sandwich sales, too. With busy, on-the-go lifestyles, people want tasty, quick and easy food options that they can enjoy with minimal fuss. Sandwiches fit the bill for dashboard dining and those on the move.

Choosing the right ingredients

High quality ingredients make the sandwich, says Camille Fortier, marketing supervisor at Boulart. “From the outside to inside, having the right components makes the experience and taste so much better. At Boulart, we believe that a great bread is the canvas to all your culinary creations. Our breads are made with simple ingredients, are versatile and have great holding power – which means they can handle all the condiments without getting soggy.”

What goes inside is just as important as the bread that holds it in place. Here's what Chef William Wallace, director of culinary for Eric Meats, has to say:

CHEF'S TIPS

- 1 Taste what you are going to serve.** “You would be surprised how many sandwiches get made and no one has ever taste tested what is being offered,” says Chef William.
- 2 Buy what is in season for fresh produce and develop a good relationship with the company that makes your most expensive part of your sandwich – the protein.** “Ask them to work with you to develop what you want, creating a partnership with your suppliers,” he says. “If you can, take the opportunity to see how your food is made – the meats, the breads, and the cheeses in all great sandwiches are all made by great companies with hard working people who are proud of what they do. Go see them in action.”
- 3 Check out the competition's operations, too.** “See what they are doing and how they are doing it.”



Sandwiches don't have to be boring and always the same. Simple ingredients like pickles and flavourful condiments add a lot character to a sandwich and can easily elevate it.



BOULART®

71%
of consumers are willing
to pay more for
sandwiches that feature
premium, high-quality
ingredients

Technomic Canadian Consumer
Trend Report, 2017



BOULART®

Some assembly required

- **Choose a bread with strength and texture.** Be sure the bread/bun doesn't overpower the fillings and that they taste good together.
- **Layer your condiments** on both bottom and top of the bread/bun to hold everything inside, Boulart's Fortier recommends.
- **Put the heaviest on the bottom** – "Keep meats, cheese and other dense ingredients at the bottom and top with lighter ingredients such as vegetables. Lettuce acts like a blanket and holds everything into place wherever you place it," she says.
- **Include a wide range of textures and flavours.** Thinly sliced meats and cheeses and bite-sized vegetable pieces are easier to layer and eat. Smaller fillings

make it easier to bite into any sandwich without having them all slide out.

- **Watch the moisture.** Wet lettuces and overripe tomatoes will not make a great sandwich, Erie Meats' Chef William Wallace says.
- **Go for consistency,** so choose pre-sliced deli meats. Food that tastes great gets purchased again and again.

Taste for excellence

Make sure that your sandwich tastes like what it is, Wallace says. "A Chicken Caesar Wrap should taste like chicken, not Caesar dressing. Make sure that your staff can make the same great sandwich, the same way, every time." A good training regimen is vital.

Don't be reluctant to be creative with your offers, Fortier adds. "Sandwiches don't have to be boring and always

the same. Simple ingredients like pickles and flavourful condiments add a lot character to a sandwich and can easily elevate it. Offer different sandwiches made with a variety of breads to make choices more appealing to your guests."

Breakfast sandwiches are one of the hottest trends in the category – and no wonder. "They are convenient and accessible, and perfect for diners on the go," she says.

Protein alternatives such as plant-based patties are stoking consumer interest. "Spicy foods heated with condiments like sriracha and harissa are on the rise. Consider how they could be included, in the best possible light, in your sandwich offers," Wallace says.

And, don't be afraid to be creative. The best sandwiches are those that tap ingenuity and combine new ingredients, held together deliciously and beautifully presented.

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NEW PLANT-BASED BURGER

70% OF CONSUMERS SAY THEY'RE
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FREE

GLUTEN
FREE

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FLAVOURS

KOSHER

COOK
FROM FROZEN
OR THAWED

EVERYTHING YOU CRAVE FROM A TRADITIONAL BEEF BURGER, BUT MADE FROM PLANTS

As consumer demand for plant-based cuisine continues to grow, it's important to give your consumers a taste of something new. The Lightlife Burger delivers the sensory experience consumers crave from a traditional beef burger, but is made of plants.

Created with culinary expertise, familiar ingredients, and balanced nutrition, the Lightlife Burger has 20g of pea protein with 0g of cholesterol and only 2.5g of saturated fat in a quarter-pound patty, compared to 80g of cholesterol and 9.3g of saturated fat in a quarter-pound patty made from traditional beef.



TASTE YOU CRAVE

- Mouthwatering flavor and juicy texture in every bite
- Grilled to perfection in just 10 minutes



MADE FROM PEA PROTEIN

- One of the most versatile plant-based ingredients
- Triple-digit growth on menus since 2014



FAMILIAR INGREDIENTS

- Made with simple, familiar ingredients
- Fewer ingredients than leading competitive plant-based burgers



BALANCED NUTRITION

- 20g of plant-based protein per serving
- Less saturated fat than beef burgers



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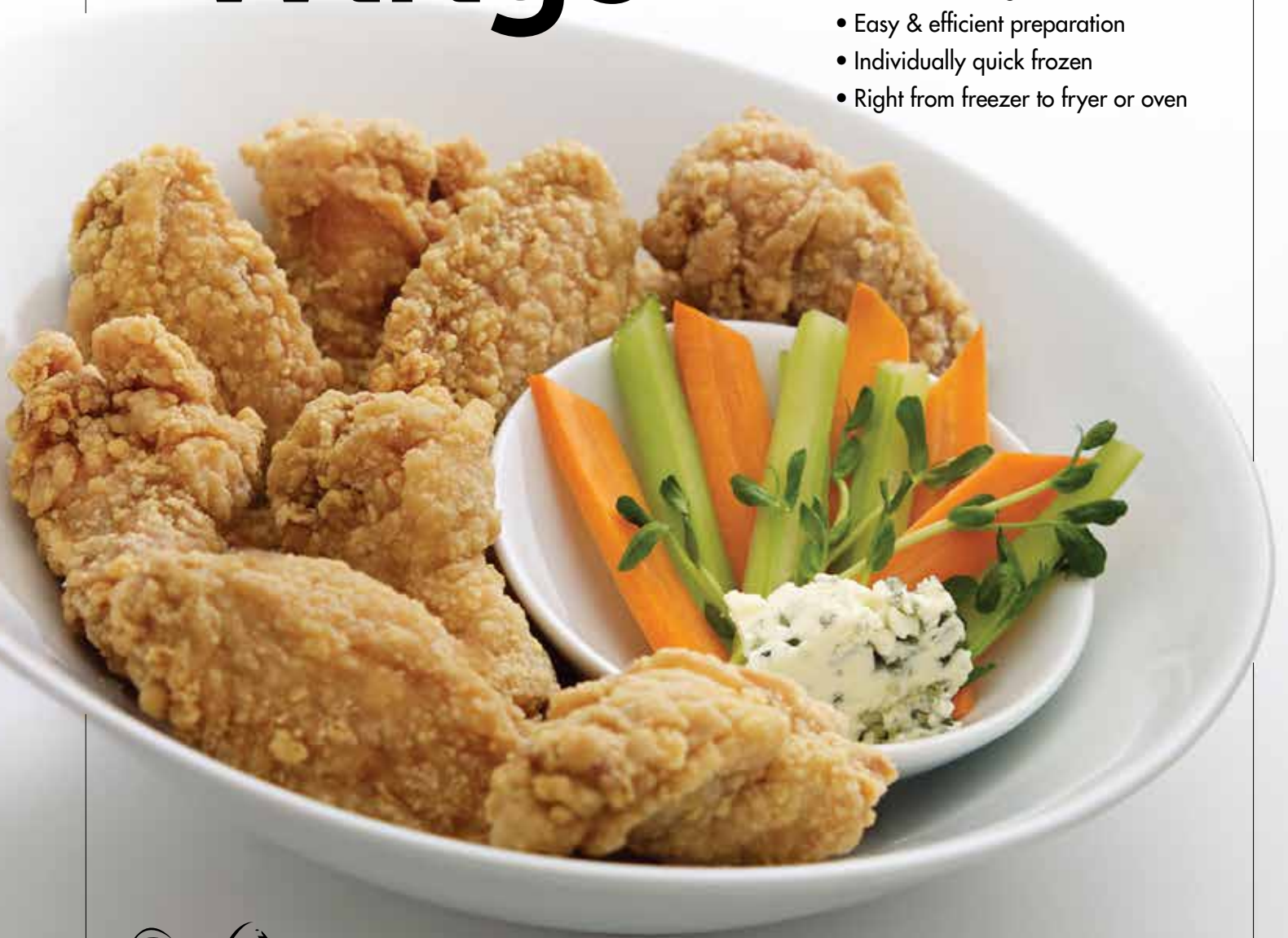
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STIRRING THE POT

SOUP BASES OFFER SOUP-ER COST-EFFECTIVE OPTIONS

by Alison Kent

Working with soup bases can save you time, labour and money. Two experts share their chef tips and soup-er recipes.

A good soup base can be an immeasurable asset to the foodservice kitchen. It adds depth of flavour to dishes, can be built upon to create signature recipes and eliminates the cost of raw ingredients required to make a consistently flavourful stock. There are many advantages to using a soup base as the platform for soup innovation:

TIME- AND LABOUR-SAVING

Making the switch from scratch recipes to “speed scratch” recipes, including those using and building on a good soup base can mean significant time and labour savings for operators. “Scratch made stocks, and sauces derived from these stocks, can take hours of skilled labour,” says Kyla Tuori, corporate chef at Unilever Food Solutions. “The cost of raw ingredients used to make a consistent flavourful stock can be a hassle, as well as the storage needed for these raw ingredients.”

COST-SAVING

On the rising cost of labour across North America, Gerald Drummond, executive chef, North American Foodservice, Campbell Soup Company, says, “As minimums continue to increase, chefs and operators ►

need to be creative in driving down costs while continuing to give customers creativity. It's always a delicate balancing act.

INVENTORY-SAVING

"Having a good-tasting and well-balanced base helps the operator have greater variety on the menu while not increasing their inventory," Chef Gerald continues. "It allows for the ability to offer multiple menu items while using the same product, as well as being able to stay relevant when it comes to food trends."

CREATIVE

What makes a good soup base? Beyond lending great flavour and aroma to dishes, Chef Kyla says, "a good commercial base is a concentrated product meant to be diluted to mimic a scratch-made stock (yet is also) so much more, and can be used for seasoning, marinating, and enhancing other scratch-made recipes." When it comes to which base(s) to choose, knowing what you want to achieve will help dictate what is important to look for. "Not all soup bases are created equal, or alike," she continues. "With the variety of formats, ingredient decks, and (nutritional or special diet) claims, there is a base for every application and operator."

VERSATILE

Beyond soup, many soup bases can be used in a variety of applications. Chef Gerald suggests turning a cream soup base into sauce for flatbread or pizza, alfredo sauce for pasta or as a rich and flavourful base for chicken pot pie.

"Powder bases can be used in their raw form for seasoning dishes," says Chef Kyla. "Since these bases are often 'salt first' in the ingredient decks, they can add a lot of flavour where it may otherwise be lacking.

"Paste bases, due to their consistency and 'ingredient/meat first' ingredient decks, are great for rubs and marinades," she adds. "They will adhere easily to the item that you are marinating and infuse it with flavours. Liquid concentrated bases can be used for seasoning dishes, marinating, glazing, and as a finishing enhancer. They are the most versatile of bases due to their consistency and flavour complexity."

It's time to soup up your creativity in the kitchen, as well as your profit margin, with the addition of soup bases.

CHORIZO, WHITE BEAN AND POTATO SOUP



Total Time: 35 minutes • Servings: 8

INGREDIENTS:

1 tbsp	(15 mL)	olive oil
12 oz	(340 g)	chorizo sausage, cut into bite-size pieces
3		cloves garlic, minced
19 oz	(540 mL)	white kidney beans, drained and rinsed
1/2		onion, chopped
3		red potatoes, unpeeled, roughly diced
1 tsp	(5 mL)	Italian seasoning
3 cups	(750 mL)	Campbell's® Classic Cream Concentrated Soup Base
3 cups	(750 mL)	water
1		bunch Swiss chard
		Pepper, to taste

PREPARATION:

1. Heat oil in stockpot over medium-high heat. Add chorizo; sauté for a few minutes, stirring occasionally.
2. Add garlic, kidney beans, onion, potatoes, Italian seasoning, Campbell's® Classic Cream Concentrated Soup Base and water. Stir well to combine.
3. Increase heat to high; once it starts to boil, reduce to medium heat. Cook for 10 - 15 minutes or until potatoes are tender.
4. Meanwhile, removed Swiss chard leaves from stems and tear leaves into bite-size pieces; add to soup. Cook for an additional 10 minutes. Season with pepper to taste.

a simple way

TO MAKE SOUPS FEEL FRESH.

Garnishing is a simple way to make soups feel fresher, more premium and more delicious. Patrons perceive garnished soups as higher value, so you can charge up to 25% more!

Step Up Your Presentation With These Garnishing Ideas Using Campbell's® Signature Soups:

BEEF POT ROAST

Add texture with sautéed garlic chips, crouton lardons, creamy aioli or horseradish. Sprinkle with minced thyme and marjoram for extra flavour.

BROCCOLI CHEDDAR

Go for the green with broccoli florets, green onions or chives. Add indulgence with sharp Cheddar cheese crisps.

BUFFALO STYLE CHICKEN WITH BLUE CHEESE

Top with sour cream and minced chives. Or make it hearty with sliced chicken tenders, hot sauce and blue cheese crumbles.

CHICKEN CORN CHOWDER WITH SWEET PEPPERS

Amp up the colour contrast with diced red pepper, fresh corn kernels, or chopped chives.

CHICKEN TORTILLA

Up the authenticity with tortilla strips, sour cream, queso fresco, or avocado.

CLASSIC CHICKEN NOODLE

Garnish with chopped parsley or a parsley sprig for a pop of flavor and color. Add rotisserie pulled chicken or fried noodles for culinary flair.

HARVEST BUTTERNUT SQUASH

Amp up the flavour with toasted pumpkin seeds, butternut squash frites and a dollop of crème fraîche.

HEARTY BEEF CHILI WITH BEANS

Balance the spice with sour cream or shredded Cheddar. Brighten the bowl with scallions, green onions or chives.

LOADED BAKED POTATO

Re-load with Cheddar, sour cream, bacon, green onions, chives or waffled fries.

SAUTÉED MUSHROOM AND ONION BISQUE

Add key ingredients like sautéed mushrooms, fried or diced onions, or leeks.

SOUTHWESTERN VEGETARIAN CHILI

Top with fresh avocado and tortilla strips, sour cream and minced cilantro for authentic flavour.

TOMATO BISQUE WITH BASIL

Add indulgence with sour cream, tomato concasse, or fried basil.

VEGAN VEGETABLE

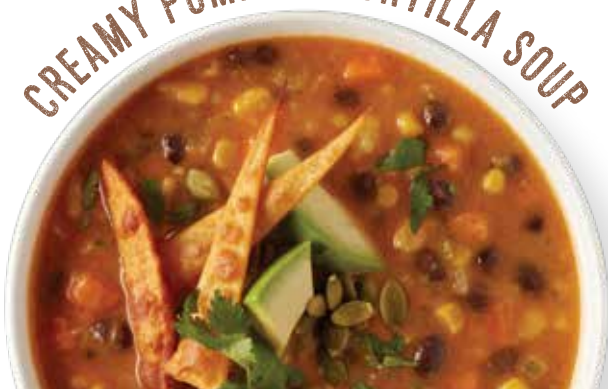
Add freshness with julienned carrots, diced smoked or sautéed tomatoes, and roasted red peppers in balsamic syrup.

SOUP w/Garnish

Soup Cost	\$1.12	\$1.12
Garnish Cost	\$0.00	\$0.36
Selling Price	\$5.37	\$7.23
PROFIT	\$4.25	\$5.75



CREAMY PUMPKIN TORTILLA SOUP



Total Time: 30 minutes • Servings: 10

INGREDIENTS:

1 tbsp	(15 mL)	olive oil
1		medium yellow onion, finely chopped
1		stalk celery, diced
2		carrots, diced
3		cloves garlic, minced
10 oz	(280 g)	cooked chicken breast, shredded
1 can	(425 mL)	pumpkin puree (NOT pumpkin pie filling)
1 can	(540 mL)	black beans, drained and rinsed
½ cup	(125 mL)	corn kernels, frozen or canned (drained)
2 tsp	(10 mL)	ground cumin
1 tsp	(5 mL)	chili powder
1/2 tsp	(2 mL)	black pepper
3 cups	(750 mL)	Campbell's® Classic Cream Concentrated Soup Base
3 cups	(750 mL)	water
		Tortilla chips

PREPARATION:

1. Heat oil in large stockpot over medium heat. Add onion, celery, carrots and garlic; cook, stirring, for about 15 minutes or until softened.
2. Add chicken, pumpkin puree, black beans, corn, cumin, chili powder, pepper, Campbell's® Classic Cream Concentrated Soup Base and water.
3. Stir well to combine.
4. Bring to boil, reduce heat and simmer 10 minutes.
5. Portion into bowls. Garnish with tortilla chips and optional garnishes such as diced avocado.

SWEET POTATO AND CHICKPEA MOROCCAN STEW



Total Time: 90 minutes • Servings: 8

INGREDIENTS:

1 tbsp	(15 mL)	olive oil
1		large onion, diced
3		cloves garlic, minced
1 tsp	(5 mL)	ground turmeric
1/2 tsp	(2 mL)	each ground cinnamon, ginger, cumin
1 can	(540 mL)	red lentils, canned and drained
1 can	(540 mL)	chickpeas, canned and drained
2 cups	(500 mL)	V8 Vegetable Cocktail
2 tbsp	(30 mL)	tomato paste
12 oz	(340 g)	sweet potato, peeled and diced
4 cups	(1 L)	Campbell's® Low Sodium Chicken Stock, prepared as per package directions
1 cup	(250 mL)	dry couscous
1/2 cup	(125 mL)	chopped fresh parsley
1/2 cup	(125 mL)	chopped fresh coriander
		Pomegranate seeds, optional

PREPARATION:

1. Heat oil in large stockpot over medium-high heat. Add onion; sauté for 3 – 5 minutes or until beginning to soften. Add garlic; sauté for 3 minutes more.
2. Add turmeric, cinnamon, ginger and cumin; stir to coat. Stir in lentils and chickpeas. Stir in V8 Vegetable Cocktail and tomato paste; simmer over low heat for 15 minutes.
3. Add sweet potato and prepared Campbell's® Low Sodium Chicken Stock; simmer over low heat for 1 hour.
4. Meanwhile, prepare couscous according to package directions. Once all water is absorbed, fluff couscous with a fork. Add to stew; cook until stew is thickened.
5. Portion into bowls. Garnish with parsley, coriander and pomegranate seeds (if using).

AVOCADO GAZPACHO

Total Time: 30 minutes • Servings: 10 to 16

INGREDIENTS:

16 cups	(4 L)	prepared and cooled Knorr® Ultimate Chicken Base Gluten Free
3		cucumbers, peeled, seeded and chopped
3		green bell peppers, seeded and chopped
5		shallots, peeled and quartered
5		garlic cloves, chopped
1 lb	(450 g)	lettuce, shredded
2.5 g		chopped fresh dill
1/2 cup	(120 mL)	red wine vinegar
		Juice of 2 lemons
5		ripe avocados, roughly chopped + 1 firm-ripe avocado, finely chopped
		Kosher salt and black pepper, to taste

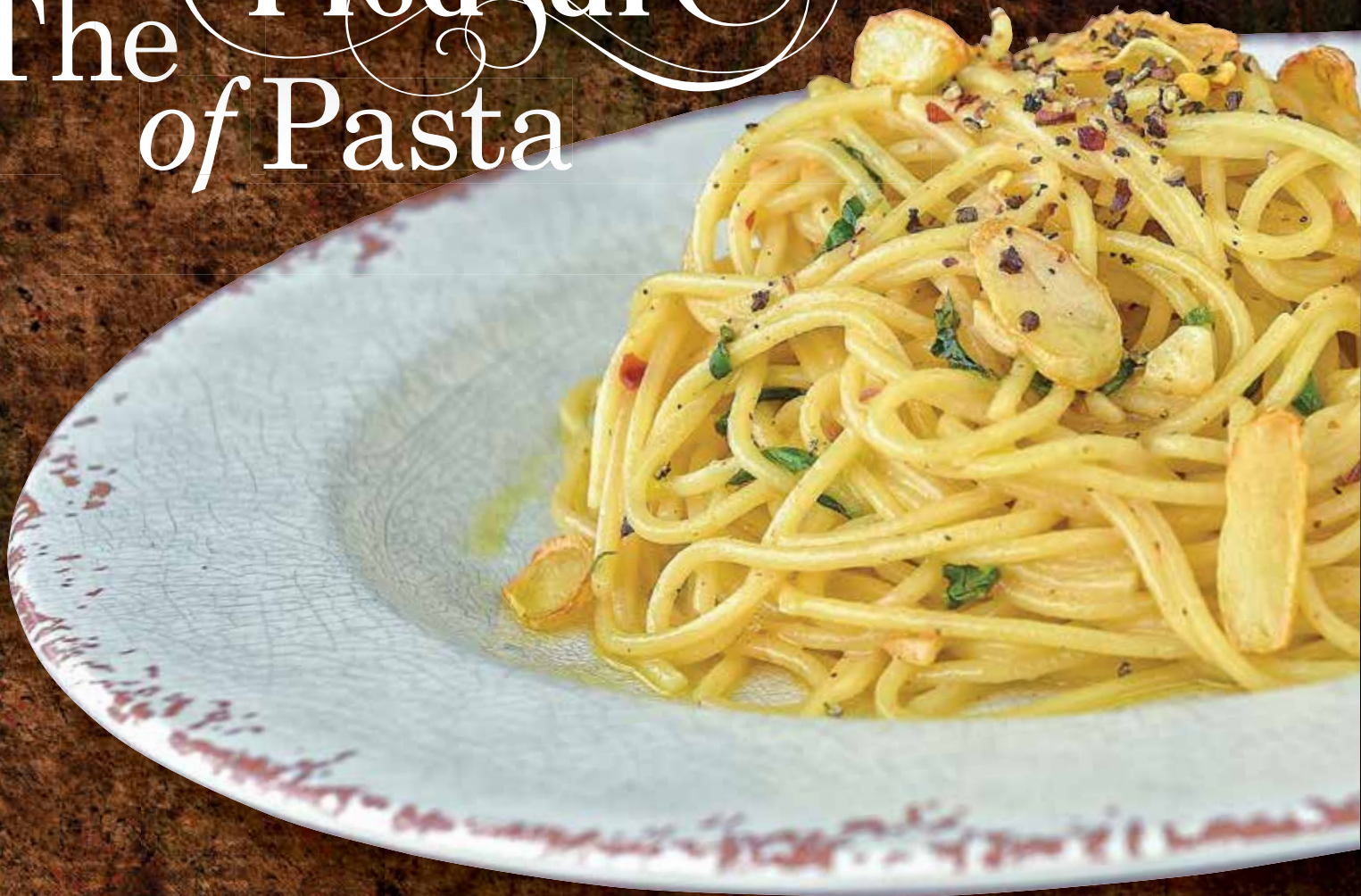
Garnishes:

		Dill sprigs
2/3 cup	(150 mL)	crème fraîche

PREPARATION:

1. In large blender or food processor, combine Knorr® Ultimate Chicken Base Gluten Free, cucumber, green pepper, shallots, garlic, lettuce, chopped dill, vinegar and lemon juice. Blend, in batches if necessary. Blend in the 5 roughly chopped avocados until smooth. Season with salt and pepper to taste. Stir in finely chopped avocado; cover and chill thoroughly. Check and adjust seasoning.
2. Portion into bowls. Garnish with crème fraîche and dill sprigs.

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SOUTHERN THAI RICE NOODLES WITH BARRACUDA

Total Time: 30 minutes • Servings: 6

INGREDIENTS: (appetizer-sized portions)

1/2 cup	(125 mL)	Southern Thai curry paste
1 tbsp	(15 mL)	shrimp paste
4 cups	(1 L)	cooked and roughly chopped Thai barracuda
3 cups	(700 mL)	coconut milk + 1/2 cup (125 mL) coconut milk
3 cups	(0.7 L)	prepared Knorr® Fish Bouillon + 10 oz (0.3 L) prepared Knorr® Fish Bouillon
2 tsp	(10 mL)	salt
3		kaffir lime leaves, torn
2 tbsp	(30 mL)	fish sauce
1 tsp	(5 mL)	palm sugar
2 tbsp	(30 mL)	tamarind paste

Garnishes:

4 cups	(1 L)	shredded cabbage
4 cups	(1 L)	mung bean sprouts
2 cups	(500 mL)	quartered and thinly sliced cucumber
2 cups	(500 mL)	long bean, thinly sliced crosswise
2 cups	(500 mL)	Thai basil leaves
4 cups	(1 L)	cooked rice noodles

PREPARATION:

1. In a mortar, mix curry and shrimp paste with fish until fairly smooth.
2. Heat about 1/2 cup (125 mL) of the coconut milk in a pot; add curry paste mixture. Cook for 2 – 3 minutes or until spices are cooked and aromatic.
3. Add 2 1/2 cups (625 mL) more coconut milk and 3 cups (0.7 L) prepared Knorr® Fish Bouillon; bring to a boil. Stir in salt and kaffir lime leaves, fish sauce and sugar; add tamarind paste. Adjust the taste to your preference. It should be a blend of salty, sour and a hint of sweetness.
4. Pour in remaining 10 oz (0.3 L) prepared Knorr® Fish Bouillon; mix well. Stir in remaining 1/2 cup (125 mL) coconut milk. Once it bubbles again turn off heat.
5. To serve, arrange cabbage, bean sprouts, cucumber, long beans and Thai basil in sections among 6 plates. Divide the fish curry sauce and rice noodles among 6 bowl; serve on plates with garnishes.

THE NEW HEALTHY

HOW DOES YOUR MENU MEASURE UP?

By Darren Climans

Big non-meat, plant-based alternatives are here to stay – and growing.

According to a recent study by Technomic, “almost two-thirds of Canadian consumers (65%) consider vegetarian offerings to be slightly or much more healthy. And, a quarter express that they are ordering more healthy items at foodservice now than two years ago.”

In addition, Euromonitor International's Canadian retail sales estimates show ‘Free From Meat’ tracking a compound annual growth rate of nearly 7% since 2013.

As a result of this demand shift, restaurants are featuring plant-based proteins in a variety of applications. Optimism that the future is bright for plant-based protein has been fuelled by the reaction to the newest wave of products from Beyond Meat and others that have seemingly cracked the code and done the improbable – bridged the chasm between meat and meat-alternatives – by offering healthful and appetizing alternatives to beef and pork that replicate the taste and mouth feel consumers crave.

A&W introduced the Beyond Meat burger in Canada in 2018 and, thanks to unexpectedly high consumer trial, sold out beyond the ability of the supply chain to maintain inventory. This year, A&W has introduced a Beyond Meat Breakfast Veggie-sausage sandwich that shocked consumers by the degree to which the product tasted like “real” sausage.

Large protein players like Tyson Foods and Maple Leaf are betting many millions that this trend has even longer legs.

Maple Leaf has announced plans to build a US\$300 million 230,000-sq.-ft. processing plant in Shelbyville, Indiana. The new plant will more than double Maple Leaf's current investment in meat alternative offerings like its Lightlife Burger. Michael McCain has called plant-based protein “a billion dollar opportunity,” and recently told analysts that “it is on the cusp of becoming mainstream.”

Where do you play in the healthy sandbox?

A host of operators – including heavyweights like McDonald's and Tim Hortons – emerging in all segments of foodservice have, in full or part, revamped their offerings to appeal to the broad constituency of health-seeking consumers. Sift your menu through this growing group to see how much ground you cover in the “healthy” sandbox.

One company, Montreal-based Copper Branch, billed as the largest vegan restaurant chain in the world, has ridden the plant-based wave to 50 stores and will open 15 restaurants in 2019 across North America, including five locations in Montreal, two in Toronto and Calgary, and one each in Quebec City, Ottawa, New Brunswick and Vancouver. The goal is to have over 200 sites in the US and Europe by 2020.

Copper Branch has gone beyond vegetarian/vegan, and embraced the key elements of what “healthy” means to today's



Grill - A grill shows that chicken, sandwiches, patties, fish, and other foods can be grilled rather than sauteed, deep fried, or cooked in butter.



Leaf - A leaf shows that pasta dishes, sandwiches, wraps, salads, and other foods can be made vegetarian.



V - A "V" shows that vegetarian dishes can be made vegan.



Grain - A grain shows that sandwiches, subs, and wraps can be made with whole grains instead of white flour.



Zigzag - A zigzag symbol inside of an oven shows that seafood, meats, and poultry can be broiled rather than deep fried or sauteed.



Vegetable - A vegetable shows that certain meals can be made with organic ingredients.



Sugar-Free - A sugar-free symbol shows that desserts or drinks can be made without real sugar.



Gluten-Free - A gluten-free symbol shows that meals are free of grains such as wheat, barley, and rye.



Spicy - A spicy pepper may be used to represent something "hot and spicy," on a menu.

Source: Webstaurantstore.co

100%
ORGANIC



consumer – fresh, natural (non-GMO, nothing added), free-from, unprocessed, sustainable, low carbs, nutraceutical, and more. Their menu items tick a lot of consumer boxes, from raw and organic naturally fermented Kombucha beverages, to sandwiches served on a choice of organic ancient grain kamut bun, gluten-free bun, collard green wrap or organic spelt wrap....and they let their customers know through bold menu design and social media.

Does your menu measure up?

It's clear, if your menu is not speaking the language of current consumer health and wellness perceptions, you're losing ground.

So, how do you make sure this key sales tool of your operation reflects your values if you want to communicate a shift to healthier options? The solutions are easier – and less expensive – than you might think:

- **Speak the language.** Copper Branch uses terms like "100% plant-based, gluten-free options, all-natural, many organic & non-GMO ingredients." If you choose to make these claims, though, be prepared to back them up with what emerges from the kitchen.
- **Use symbols in the form of a menu legend and place them next to menu items, much the way some restaurants let diners know if dishes are mild, spicy or super-hot.** WebstaurantStore blog recommends a menu legend like the one on page 57.
- **Offer sensible substitutions – and let your guests know.** Use your menu to communicate that you can create healthier alternatives, such as grilled instead of breaded and fried, if diners request them.
- **Try "healthy" promotions like a special "Meatless Monday" menu.**
- **Use social media to spread the word that you're a "healthy" place to be.**

Darren Climans is a foodservice insights professional with close to 20 years' experience partnering with broadline distributors, CPG suppliers, and foodservice operators. His practice is to understand issue-based decisions by taking a data-driven approach to strategic decision making.



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GAME ON

Using play to keep your guests engaged – and ordering

By Jane Auster

Oh, the games people play! And not just at home.

Increasingly, guests are bringing their "game face" to restaurants where they are expecting entertainment that goes beyond food and drink.

Kids' games – such as paper placemats and crayons for colouring – have been around for years as a way to entertain the younger generation and keep them occupied while waiting for their meals. But what about the adults? How do you keep them engaged, ordering, and off their smartphones?

Many family restaurants, bars and sports-themed eateries already include active play on their menu, like such popular options as dart boards, billiards tables, trivia games, foosball tables, and more.

Games keep your guests engaged and may encourage them to linger longer – with more opportunities to upsell and increase check size. They also brand your restaurant as a fun venue and the place to be, plus games can help build a bond between staff and guests.

Raising The Table Stakes

One restaurant offers a gaming option with a twist. Graffiti Market in Kitchener, Ont., a combination restaurant, retail market, microbrewery, coffee roaster and bakery, features highly interactive game play right at diners' tables.

Ryan Lloyd-Craig, co-owner of the Ignite Restaurant Group, of which Graffiti Market is a part, wasn't even thinking of games when he saw his first interactive smart table. "The idea didn't come to me overnight. I was walking the technology section of the Restaurants Canada show and came across a gentleman standing



Tabletop inspiration

Visual menus encourage ordering, and ordering more – especially highly visual desserts.

Restaurants can market and advertise their promotions and potentially attract outside advertisers.

Table games encourage guests to put down their smartphones and focus on the dining experience.

photo by Amber Reavley

on what looked like a giant iPad until I got closer and found that it was an interactive table made by Kodisoft (a tech company based in Ukraine)."

Lloyd-Craig's original thought was not even about games but mainly about using the tables as a way for guests to order interactively, have food runners bring the items to the tables, and then have the tables function as a complete POS system. Other countries were already using the Kodisoft system successfully, but no one in Canada had tapped into combining business with pleasure right at the table.

The games people play

Lloyd-Craig's interest in the tables quickly evolved into something different from an ordering and POS solution. "The benefit of these tables

is that you can visually see every item on the menu so it makes it easier to order, but their main appeal is keeping people engaged and entertaining them while waiting for their food. People are putting down their cellphones and actually talking to each other. That's kind of neat."

The tables offer a variety of gaming options. He started with a simple colouring application, then a doodling app after the first month, before adding puzzles for all age groups (from a basic jigsaw puzzle for kids), air hockey, Chinese checkers, and most recently, chess, all of which can be turned on or off depending on how busy the restaurant is.

The tables can also support advertising, both internal and external (for instance from sports businesses running

commercials and interacting with guests), though so far Lloyd-Craig hasn't tapped that potential.

Interestingly, far from encouraging guests to linger, guests using these interactive tables want to clear the menus and food off faster to get back to their games. Lloyd-Craig's initial goal, in fact, was not to get diners to stay longer, but to realize labour savings from integrating ordering with serving and paying for a total POS solution – "any way you can save two or three per cent off the bottom line," as he puts it. The restaurant hasn't been open long enough for him to see these savings yet, but he has experienced a steady increase in sales since he brought in the game tables – and that means he's already ahead of the game.

Top tips to add games

- **Develop a games budget.**

You can start with something as simple as setting up game nights and bringing in board games from home. But the sky's the limit on what you could spend to add a games component. Each of Ryan Lloyd-Craig's 23 smart tables (Graffiti also has 25 "dumb" tables) costs \$15,000 US, not including maintenance.

- **Create a brand theme and strategy.** What will set you apart? A sports bar, for instance, might naturally gravitate to sports-themed games, while a family-friendly eatery would pair well with trivia nights.

- **Know your demographics.**

Kid-friendly restaurants are perfect venues for everything from fun "play" menus to dedicated kids' games areas, while adult-oriented restaurants might be better venues for trivia nights, darts, even bingo.

- **Be clear on your goals.**

Are games a way to encourage your guests to linger longer, an opportunity to entertain young diners, a chance to bring in business during slow periods, a way to attract new guests, or an opportunity for guests to put their devices down and enjoy some family time?

- **Check your real estate.**

If you decide to bring in game tables, dart boards, foosball tables, do you have the space for these plus your dining tables? Don't bring in games at the expense of your regular eating areas. After all, it's still mainly about the food!

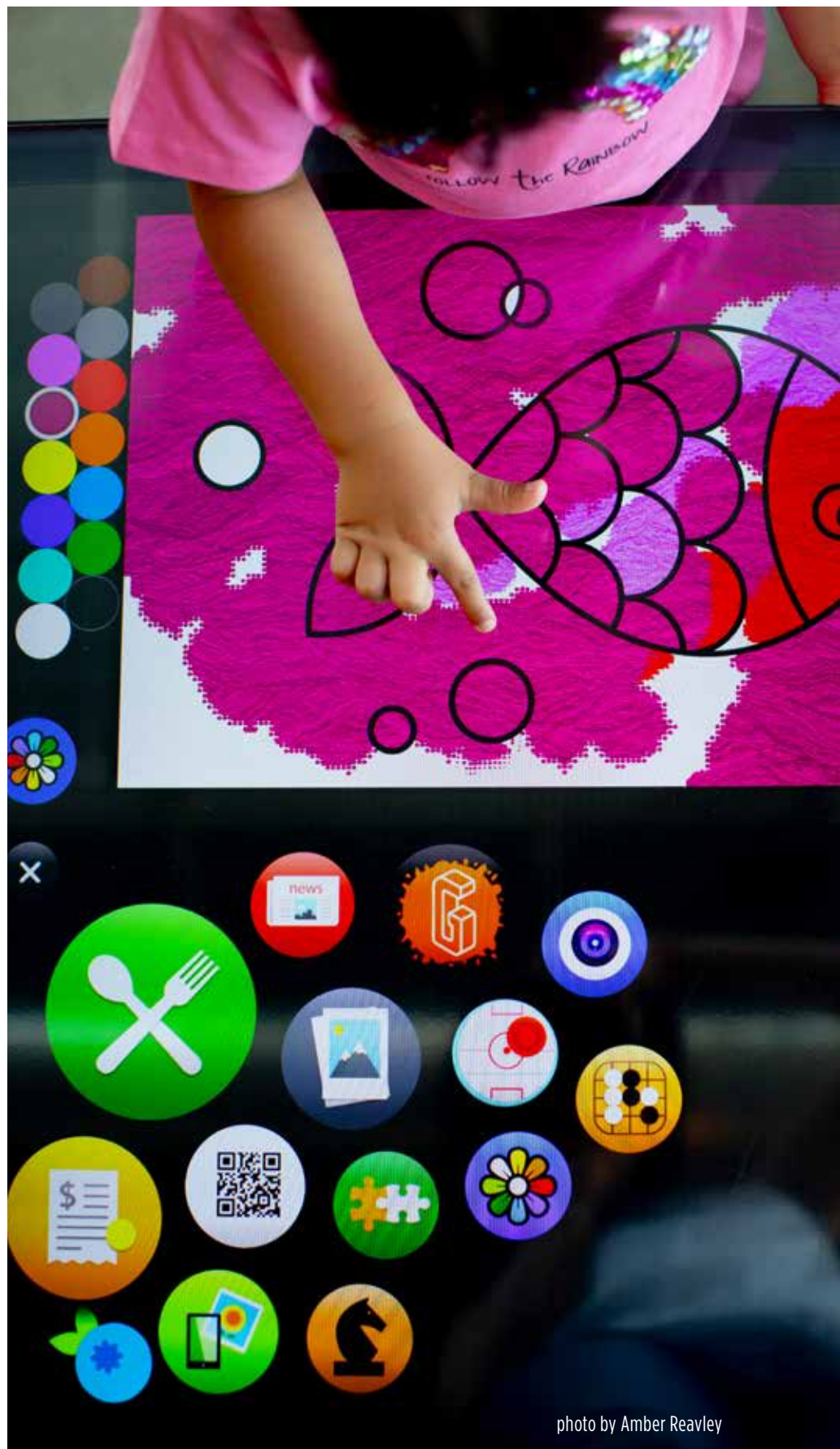


photo by Amber Reavley



QUICK TIPS

Stews can showcase delicious locally available ingredients throughout the fall and winter months. Creatively choose seasonal options and design a stew around them, maybe a specific farm-focused flavour profile.



■ in a STEW

Adding slow food in a fast-paced world

By Cherie Thompson

Give your customers the pleasure of slow food in this fast-paced world. Simple, yet sublime with infinite variety, this staple of kitchens worldwide brings comfort in every bite. Slow and relaxed, evoking an island state of mind.

Stew defines you. Ethnically diverse using cost-effective (and local) ingredients, stew can warm up your menu this fall and winter while at the same time keep your budget cool.

IS THIS LOVE?

Yes, the love is in every serving of stew. You can smell and taste the memories – home, family, friends, meals shared. As one-pot wonders, traditionally using simple ingredients, stew is undeniably greater than the sum of its parts and a part of every nationality. ►

Go veggies (and fruit) first

Stews can showcase delicious locally available ingredients throughout the fall and winter months. Creatively choose seasonal options and design a stew around them, maybe a specific farm-focused flavour profile. Customers increasingly crave food transparency, even for their fruits and veggies. Why not choose your veggies and fruit first? For instance, the humble rutabaga (not the same as turnip) soars out of obscurity in a spice-drenched Tagine.



Fruits deserve a spot in the pot, too. Apples, peaches, pears and plums add sweetness and a native flavour. How about Rhubarb Koresh, for instance? A fruit stew is a new approach to the dessert menu in the colder months.

Using seasonal vegetables and fruits in stew makes sense – and cents – cost-effective, locally sourced, with a twist on the flavours of home. Keep customers coming back for seconds and thirds.

ETHNICALLY DIVERSE USING COST-EFFECTIVE (AND LOCAL) INGREDIENTS, STEW CAN WARM UP YOUR MENU THIS FALL AND WINTER WHILE AT THE SAME TIME KEEP YOUR BUDGET COOL.

Find a stew that tells customers your story and transports them to happiness.

Philman George, corporate chef for High Liner Foods, has a life full of stew. “Every Sunday, my mother, who hails from the Caribbean, would prepare a one-pot stew. The house would smell so good, with aromatics like thyme and ginger root.”

Now, Chef Phil loves dry stew, a traditional West African dish, an influence of his wife, who is from Sierra Leone.

“It consists of taking a mix of vegetables and spices and cooking this mixture with roasted chicken legs and thighs until nearly all of the liquid has evaporated. What’s left is a rich paste that sticks to the chicken,” he says. As a fish and seafood-focused chef, he has adapted this stewing method and created a dry fish stew.

“Great care is taken to ensure that the seafood retains all its natural tenderness. I season and sear the seafood in cast iron and set aside. The vegetables, stock and aromatics are stewed down and seafood is added at the end. It’s big time comfort food!”

Chef Phil prides himself on fun, ethnic and approachable food. His goal is to place craveable seafood on your menu

and generate more profit through the “Heart of the House.”

“Every culture has their version of stew. In Canada, especially on the east coast, chowders are our seafood stew! High Liner has some delicious stew recipes using cod and PEI mussels.”

As he says, “Stews are the go-to bowl for winter and fall.”

STIR UP SOME FUN

“All ethnic stews can find a place on cold weather menus, when there is a focus on a single stew. There needs to be a story behind it – where the recipe comes from or a signature ingredient or cooking method the chef used to make it stand out,” says James Keppy, national culinary manager foodservice at Maple Leaf.

A favourite of his is a Mexican-Style Chicken Stew with chicken thighs, black beans, tomatoes and hot sauce, finished off with sour cream and tortilla chips.

Coaxing flavour and tenderness from underappreciated cuts is the real magic of stew, he says. “Using raw boneless, skinless chicken thighs and the pork cuts from the shoulder are cost-effective options for a great stew,” the chef reminds us.



CHILEAN CARBONARA



PLANT-BASED



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GO-TO BOWL FOR
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STROGANOFF
DAAL
FEIJOADA
GOULASH
GUMBO
POZOLE
TAGINE
WATERZOOI
BO KHO
STIFADO
CHOWDER



JAMMING

Definitely not a thing of the past, a stew session using ingredients and flavours which do not regularly play together or crossing ethnic boundaries will create a unique stew that tells your story. If you do it right, it may even transport the ingredients to a new, undiscovered place.

Plant-based proteins will continue to drive menus. Maple Leaf's au naturel! line of products and their Lightlife Plant Based Burger and Grounds deserve a place on your stew menu. Good for you, your customers and the planet – and distinctly on-trend.

"Maple Leaf also offers turkey breasts, pulled pork and beef, and sausages (Oktoberfest, Mediterranean, Andouille and Spanish Chorizo) for non-traditional twists to a stew," adds Chef James.

With infinite protein, vegetable and spice combinations, there is a stew that is right for you and your customers. You will run out time before you run out of ideas!

Recipes recommended by
High Liner's Chef
Philman George

<http://highlinerculinary.com/en/recipes/all-recipes/mussels/cooked-mussels/hearty-mussel-chowder/>

<http://highlinerculinary.com/en/recipes/all-recipes/cod/atlantic-cod/crispy-cod-clam-chowder/>

STEW TIPS



• THINK FROZEN.

With the increasing number of dietary requests and restrictions, you may want to stew up delicious solutions that can be at the ready in the freezer. Simple additions like a hazelnut parsley gremolata add a punch of freshness and detail your customer appreciates.

• GO BEYOND THE BOWL

Elevate your stew with a puff pastry topper, drop in some signature dumplings or pull out a vegetable and showcase on top. Present with artisanal breads (great for getting every last morsel), mash, steamed grains, polenta or pasta. Or when in doubt, serve with more veggies.

• CONSIDER THE UPSELL

"Remember that shrimp is the most consumed seafood item in Canada. So, no matter what stew you've made in your establishment, upsell that stew with the addition of shrimp," says High Liner's Chef Phil.

Your time-starved kitchen deserves a break. Stew, a hands-free, budget-saving option that tastes even better the next day is the perfect solution. Don't you worry about a thing, because in a stew, everything is going to be alright!

*Apple Cranberry
Hot Winter Punch
([sunrype.ca/recipes/
apple-cranberry-hot-
winter-punch](http://sunrype.ca/recipes/apple-cranberry-hot-winter-punch))*

TOP COMPLEMENTS TO MAKE YOUR BEVERAGES SHINE

- Holders – colour, shape, texture, mix and match cups, glasses, mugs, saucers to complement the contents
- Drink hugs – fruit skewers, cookies, peppermint stick, chocolate-coated spoons
- Decoration – stencils, coloured sugar, crushed cookies, sprinkles
- Ice – colour, shape, fruit and/or herb inclusions

A bevy. of bevvyies

Get liquid with these libations

By Cherie Thompson

We Canadians are a thirsty lot, regardless of season. Customers expect your beverage menu to match the quality and variety of your food options. Hot, cold, healthy, indulgent ... and maybe hit a few trends in the process.

“Keeping current is key to attracting customers to your beverage menu,” says Dan Arnold, regional sales manager for Mother Parker’s. “For example, our Marley brand coffee is fair trade and sustainable – a hit with university and college students, who expect more than just a great cup of coffee.”

Marley Cold Brew coffee further defines Mother Parker’s innovation and piques customer interest with a roast level and grind size developed specifically to extract the perfect cold brew cup.

“Customers want to customize their drinks,” adds Arnold, “especially coffee, but also our hot chocolate and cappuccinos. Flavoured syrups are simple for operators to upsell their beverages.”

Bevvies, even the non-alcoholic varieties, can raise eyebrows with details. An Apple Cranberry Hot Winter Punch, delicious in a typical white, handled cup, really shines in a clear mug garnished with an orange slice and cinnamon skewer.

recipe central

**WHET THEIR APPETITES
AND INCREASE CHEQUE
SIZE WITH THESE
DELECTABLE NON-
ALCOHOLIC DRINK
RECIPES – BUT DON'T
FORGET THE DETAILS.**

Midnight Bubbly

PREP & COOK TIME: 10 MINUTES • SERVES: 4

Fall and winter months bring plenty of opportunities for celebrating. And more often kids are joining in these parties. This mocktail and refresher drink is easy to prepare: the kids will be toasting your brilliance.

INGREDIENTS

- ¼ cup frozen unsweetened raspberries
- ¾ cup SunRype Rio Red Grapefruit 100% Juice
- 1/3 cup SunRype Tropical Blend 100% Juice
- ½ lemon, juiced
- ½ cup crushed ice
- ¼ cup sugar (optional)
- ¼ cup or more sparkling mineral water

METHOD

1. Blend all ingredients together, except the sparkling mineral water, until smooth and slushy.
2. Divide between 4 chilled glasses and top with sparkling mineral water.
3. Serve immediately.

Recipe courtesy of SunRype Canada from sunrype.ca

Dairy-Free Golden Coconutmilk Creamer

PREP & COOK TIME: 5 MINUTES • MAKES: 2 CUPS

For centuries, cultures around the world have revered the coconut for its many practical uses. It is the base for this dairy-free creamer. Turmeric, the golden child, adds colour, taste and health benefits. Surprise your vegan guests with this customized creamer for their coffee, or upsell to a latte.

INGREDIENTS

- 2 cups So Delicious Dairy Free Organic Original Coconutmilk Creamer
- 2 tsp Coconut Oil
- 1 tsp ground turmeric
- Dash of black pepper
- Agave or maple syrup, to taste

Recipe courtesy of Danone from danoneawayfromhome.com

Chia & Yogurt Green Smoothie

PREP & COOK TIME: 5 MINUTES • SERVES: 2

Your customers know they should eat better, but sometimes it's hard. Make it easy to eat their greens in this deliciously creamy and portable option. No excuses now!

INGREDIENTS

- 1 cup Danone® Oikos® Greek Yogurt – Plain
- 1 tsp Chia seeds
- 1 cup Baby Kale, packed
- 1 green apple, diced
- ¼ cup cilantro, packed
- 5 thin slices ginger
- ½ cup apple juice

METHOD

1. Combine all ingredients in blend and blend until smooth.
2. Add more apple juice for a thinner consistency.

Recipe courtesy of Danone from danoneawayfromhome.com

photo by Amber Reavley

MIDNIGHT BUBBLY



CHIA & YOGURT GREEN SMOOTHIE



DAIRY FREE GOLDEN COCONUTMILK CREAMER



Green Tea Berry Smoothie

PREP & COOK TIME: 33 MINUTES • SERVES: 2

Blend the health benefits of green tea and fruits for a menu add-on that also pleases the palate.

INGREDIENTS

- 2 Higgins & Burke Naturals™ Forest Valley Green Tea bags
- 1 cup boiled water
- 1 cup frozen strawberries
- 1 banana
- 2 tsp honey or agave

METHOD

1. Steep green tea bags with boiled water for 3 minutes and then cool for 30 minutes (green tea can be prepared the night before and kept in the refrigerator).
2. Place all the ingredients into a blend and blend until smooth.
3. Garnish with a sliced strawberry if desired.

Recipe courtesy of Higgins & Burke by Chef John Placko

Mexican Hot Chocolate

PREP & COOK TIME: 2 MINUTES • SERVES: 1

Elevate the fan favourite, kid-approved hot chocolate for those who crave tradition with a twist.

INGREDIENTS

- 1 pouch Mother Parker's Double Chocolate Hot Chocolate
- Dash of ground cinnamon
- Dash of cayenne pepper for those that dare
- Whipped Cream

METHOD

1. Prepare hot chocolate according to package directions.
2. Stir in ground cinnamon and cayenne.
3. Top with whipped cream and dust with additional cinnamon or serve with a cinnamon stick.

Recipe courtesy of Mother Parker's

London Fog Latte

PREP & COOK TIME: 15 MINUTES • SERVES: 4

A fog of warmth will envelope your customers as they sip this comforting cup.

INGREDIENTS

- 8 Higgins & Burke Naturals™ Bergamia Grey™ tea bags
- 2 cups water
- Pinch of ground coriander
- ¼ orange, zest only
- 4 cups homogenized milk
- 2 tbsp sugar
- ½ cup homogenized milk

METHOD

1. Add water, tea bags, orange zest and coriander to a small saucepan.
2. Bring to the boil and then reduce heat to a simmer. Simmer for 3 minutes.
3. Add the milk and sugar, stir and turn off the heat. Leave to steep for 5 minutes.
4. Squeeze and remove the tea bags.
5. Strain the tea and divide evenly into 4 cups.
6. Warm remaining ½ cup milk in a small saucepan or microwave.
7. Whisk with a frother or whisking tool.
8. Place frothed milk onto tea.
9. Garnish with orange twist if desired.

Recipe courtesy of Higgins & Burke

photo by Amber Reavley

LONDON FOG LATTE

GREEN TEA BERRY SMOOTHIE

MEXICAN HOT CHOCOLATE



TECO

TAMPER EVIDENT CARRY OUT BAGS



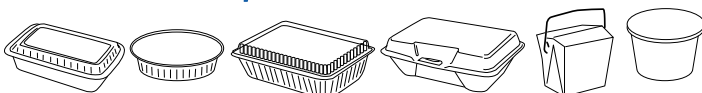
Your food inside cannot be tampered with! This leaves you with peace of mind and your food safe and secure.



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- User friendly design for fast service operations
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Suitable for Multi-Containers Use





BRAND
POINTS *Plus*

Next Issue: Spring/Summer 2020

For the upcoming Chef Connexion, we'll once again take the pulse of the Canadian restaurant industry to bring you plenty of practical information. You can look forward to carefully researched, lively articles about topics that mean the most to you and your profitability. What's more, we'll shine the spotlight on the many great ways you can take advantage of **Brand Points PLUS**.

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We welcome your comments and suggestions. Material chosen for publication may be edited for clarity and fit. Please direct all correspondence to: Greenbridge Foodservice, 1373 Victoria Street N., Unit 201, Kitchener, Ontario N2B 3R6 or info@greenbridgefoodservice.ca

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