

IN THIS ISSUE:

- Report 'What's on the Menu?' January event
- Highlights from the event: some answers from the panelists
- Upcoming events:

February 9, 2017
Top Management Night
Gala and Fundraiser

February 26-28, 2017
Partner Promotion
Restaurants Canada
Show

March 20, 2017
Student Awards Night

May 24-27, 2017
CAFP National Convention
in Niagara Falls

NATIONAL SPONSORS

PLATINUM



GOLD SPONSORS



For more information about CAFP or the information contained in this bulletin, please contact toronto@cafp.ca or visit cafp.com/toronto or call 416-422-3431 to speak with a CAFP member.



CAFP/DCBIN Panel Event 'What's on the Menu?' delivered high 'information-calorie' content

Our January 19th Panel Event in partnership with DCBIN was topical, informative – and dynamic – with a panel of experts from various foodservice organizations provided our attendees with their trials-and-tribulations and insights about their journey to implementing Ontario's New Menu Labelling Legislation.



Lucia Weiler,
Weiler Nutrition

Lucia Weiler, Weiler Nutrition Communications Inc. was a great, energetic moderator and the panelists were knowledgeable, providing multiple views from various points-of-view.

K.B. Bose of Shoeless Joe's Sports Grill was able to detail the challenges to a medium-sized chain while those of a big national organization were related by Karen Williams of Aramark. Jamie Rilett, VP, Restaurants Canada, with his previous experience working with the government on the development of the legislation added important background details while Katie Jessop, as a Registered Dietitian/Consultant, could fill-in with her experience working with smaller foodservice companies.

Lucia used a polling program, *Poll Everywhere*, to set us up with web and text access to do online polling for the interactive part of the presentation: a spectacular way to engage the crowd and gain instant feedback.

(Continued next page)



K.B. Bose
Shoeless Joe's



Katie Jessop
Registered Dietitian



Jamie Rilett
Restaurants Canada



Karen Williams
Aramark

The venue was spectacular, too. We held it at the offices of Restaurants Canada on Queen Street – right between the Gladstone and Drake hotels. Their meeting space, *Table 12*, was beautiful, elegant and very contemporary, perfect for the 59 attendees to network, learn and come up to speed on the new legislation hearing from some of the people 'in the trenches.'

Kudos to Donna Bottrell who did a great job organizing it.

As with all our events, food was served, which Donna had also arranged and was excellent: Smoked Salmon with Crème Fresh, Cheeses, Fruits, Root Vegetables with fresh dips: hummus, green goddess, roasted garlic and yogurt, and a Dessert Bar.

True to the event, calories were posted near the foods served

to allow for an informed choice at point of decision. One of the polling questions: Did the calories displayed for the food items influence your choices?' resulted in 65% of attendees saying that it did.

For those of you who might have missed the evening, we've included some fast notes in the accompanying article, below.

CAFP Toronto's Changing FACES of Foodservice is the theme for our focus this year where we've been investigating the changes that are impacting our business. The objective continues to be to provide you with presentations and speakers which give insights and ideas, and create networking opportunities to further your career and help you gain more traction in your profession.



From left: Donna Bottrell, organizer of the event; Nancy Hewitt, CFE, President of the CAFP Toronto Branch; Susan Somerville, Dean, from Humber College, and Panelist Jamie Rillett and Moderator Lucia Weiler.



Attendees set their devices to participate in the instant, online-poll presented by Lucia. Andrea Gillespie, CFE, National President - CAFP (foreground) confers with Cindy Hartman from Summit Food Service.



The meeting took place in Restaurants Canada's space called Table 12, an elegant, accommodating room in their building.



Barbara Frank - Bfrank Communication! and Peter Henderson - Ideovation Inc. chat before the presentation. Members had a great chance to meet old friends and making new over a savoury selection of snacks.



Savoury selections for the afternoon included salmon, cheeses, fruits, vegetables with dips, crackers and breads - labelled with calories.



Attendees enjoy a marvelous selection of desserts also labelled with calories, which was possibly why less were consumed!

To promote professional and personal development, and facilitate communication leading to excellence in our industry

The afternoon was filled with informed advice. Here are some fast take-aways:

Q1 – Jamie, Can you provide a summary of the menu labelling legislation.

Jamie: The planning was two years in development, then 6 month roll-out – with changes along the way. Personally he had 4 months of ‘looking at menus daily.’ Restaurants Canada is working with government to develop an app for calories.

Q2 - The key requirement of this legislation is accurate nutrient analysis. What are your top recommendations in ensuring accurate nutrient analysis?

Karen: A lot of time was spent by Aramark in the initial analysis with lots of back-end work, especially around their core offerings and scoping-out which LTOs could be covered. They used manufacturers specific nutrient specs, the GS1 database, and other software. They made sure to standardize recipes & then tested, tested, tested which led to a recipe database.

Katie: The challenge was most evident with small/medium chains which didn't have resources to gather and implement information. They need an accurate database and trained database users. She found that untrained users caused problems. Her Tip: spend time to ensure you're dealing with experienced professionals, especially considering the always-changing dynamic of Foodservice.

Q3 - Can you share a little about how you have personally have been involved in the task to be compliant with the menu labelling legislation?

K.B.: Acknowledged that while Shoeless Joe's operation is not as extensive as Aramark they still have a number of offerings that are proprietary and can't just be taken ‘off a database.’ Time and money was spent designing a menu test: ‘how would reading calories on the menu change consumer ordering behaviour, impact business?’ He also needed to train waitstaff as they were the frontline to consumers. When a consumer asks the waitstaff to explain ‘Wings + sauce + celery + dips: 1460 – 2200 calories’, they have to be able to knowledgeably reply.

Karen: Aramark took it in steps and was able to use the communication channels they had previously set up to relay information and teach their operators. Karen spent lots of time developing the new tools for both their operators as well as for clients. There was also constant auditing for updates.

How to address the fact that milk has more calories than pop but it's also more nutritious?

Katie: As an independent consultant she found that her restaurant-ops became more aware of calories: ‘Wow, look how many calories that item is’, or, ‘I would have thought that would be higher...’ As a nutrition consultant across-the-board she had to help monitor many different categories and foods to help her clients understand.

Also, there's the nutrient variable: milk is higher in calories than pop (per 100 grams: Cola: 38 calories, Milk 3.25%: 61 calories) but also more nutritious, so how to help her clients explain and communicate that balance of calories vs. nutrition to their customers.

Q4 - Restaurants Canada has taken a leadership role in helping industry align with the legislation. Can you share some of your key findings?

Jamie: Medium/small chains don't have the in-house expertise so need to go outside to find need to go out and get a professional nutritionists.

Lucia: Collaboration was needed between food professionals: chefs, dietitians, nutritionists. And we're eating Food's – not just one food. Combinations of food can counterbalance – nutritionists can inform.

Q5 - Can each of you share key insights from the experience? How has it impacted your menu or recipe innovation? Customer satisfaction? Popularity of menu items?

K.B.: Shoeless is a sports-food franchise. They cater to Sports fans who are not especially calorie-conscious. They tested new menus last fall and the minimal feedback they received was primarily negative. K.B. cited an email from a customer who had wanted to celebrate a nice event and felt side-swiped: ‘I'm going out for an indulgence, I don't want to be bombarded with calories’

‘I'm going out for an indulgence, I don't want to be bombarded with calories’

Karen: Aramark didn't test, but did accumulate 19 days of data from their operations. Operators were mostly happy with the outcome, and it was across different populations – so the results were good. Karen didn't receive the negatives that K.B. did since the Aramark consumer comes everyday and doesn't view it as an indulgence.

Q6 - What have been your key challenges with getting everything in place on time? What keeps you awake at night?

Jamie: Large chains have always done the analysis, small/medium chains had to start from scratch. Many were under-resourced: if an organization has four people in the office – who takes it on?

Karen: With 4,000 recipes, lots of SKUs, no two identical operations are out of hundreds across the country it was involved, to say the least. Previously the ops could create their own LTOs spontaneously, but could no longer, so there was a culture change that had to be addressed. Also challenges of costing – the speed of the implementation meant it had to fit into current budget, including the training programs that were built.

K.B.: Shoeless had developed a successful launch, but they need to be proactive moving forward. Current customer-base is Boomers and GenX – but in future it will be Millennials – who are much more food-conscious and want to know more than just calorie-content.

And as for those costs ‘it's not a level playing field.’ Though some big national chains have less than twenty ops in Ontario there was no need for them to have menu updating, which places Shoeless and others at a disadvantage.

Q7 - Do you believe customer's want to know the calories? Will it change their eating behaviour?

Jamie: We have to look at the nutritional and can't just hit people in the head with calories. That's a misrepresentation of the ‘good’ in a food and one the client might not ‘buy.’ But Jamie also cited one chain which had voluntarily lowered sodium without customers noticing. They thought it would be good to advertise it – and they lost sales. ‘We have to have to allow consumers to educate themselves and help them arrive at the knowledge.’

Q8 - Last words. Your key advice for food service stakeholders such as suppliers, distributors or operators?

Katie: Take time to develop a repeatable process with a nutritionist and all internal stakeholders: chef, menu developers, planners, etc.

K.B.: Believes that the calorie piece is just a beginning. There's a future importance for all aspects of nutrition and food, especially as to sustainable processes. This due to the upcoming Millennials who are very conscious of both the ‘what’ and the ‘how’ of food. He mentioned the ubiquitous A&W no-antibiotics and how that rejuvenated their sales among Millennials. He believes that the future all will be much more holistic.

It's Almost Time! - February 9, 2017!



TOP MANAGEMENT NIGHT

GALA & FUNDRAISER

KEYNOTE SPEAKER
ZANE CAPLANSKY



*Come Celebrate, Connect and
Be Inspired by our Award Winners!*

FOOD EXECUTIVE OF THE YEAR

Sponsored by CAFP Toronto Branch

TO BE ANNOUNCED

RESTAURATEUR OF THE YEAR

Presented by Ontario Restaurant News

NEIGHBOURHOOD GROUP OF COMPANIES

NEWSMAKER OF THE YEAR

Presented by Ontario Restaurant News

BEAU'S ALL NATURAL BREWING COMPANY

HANS BUESCHKENS AWARD

Presented by Foodservice and Hospitality

CARA OPERATIONS LTD.

DINNER

FIRST COURSE

Salad with Grilled Quail

Mixed Heritage Leaves, with additions,
Champagne Vinaigrette, Grilled Quail

VEGETARIAN OPTION

Composed Salad

Fresh Greens with Crumbled Feta
Cheese, White Balsamic and Honey
Dressing

MAIN COURSE

Grilled Canadian Beef Tenderloin

6 oz cut, finished with a Horseradish Red
Wine Sauce, with sides

VEGETARIAN OPTION

Curried Chickpea and Potato Cake

with a Thai Coconut Cream Curry Sauce
and Cilantro Slaw

DESSERT

Caramel Dacquoise

with Caramel Sauce, Crème anglaise
with a Chocolate-lovers Torte topped
with Brownie Chunks, Chocolate Sauce,
and Fresh Berries

Platinum Sponsor



Bronze Sponsors



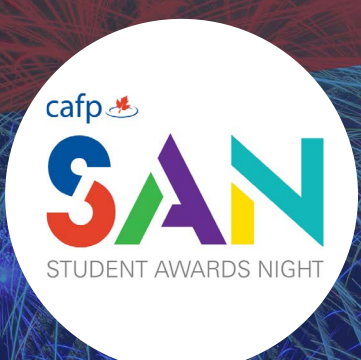
Event Supporters



Are You Registered? If not - Click Here!

To promote professional and personal development, and facilitate communication leading to excellence in our industry

SAVE THE DATE! MARCH 20, 2017



STUDENT AWARDS NIGHT 2017

Humber College
in The Humber Room
205 Humber College Blvd,
Etobicoke

UPCOMING EVENTS

Feb 9, 2017



43rd Annual
Top Management
Night
Featuring
Keynote Speaker
Zane Caplansky,
Caplansky's Delicatessen

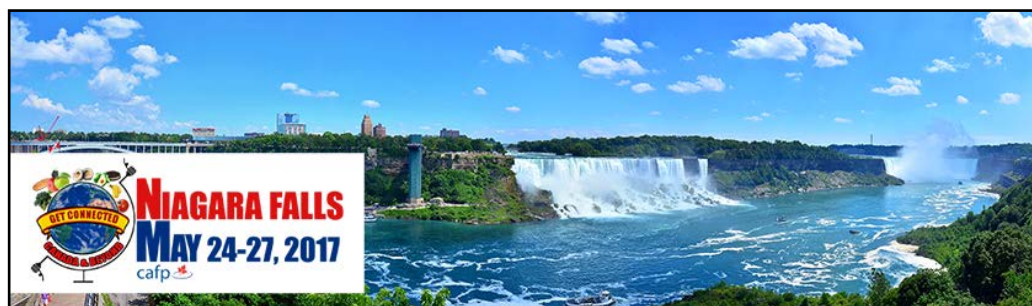
[CLICK HERE](#)
for details

Feb 25-26, 2017
Partner Promotion
Restaurants Canada



[CLICK HERE](#)
for details

2017 CAFP National Conference in Niagara Falls



Toronto Members - this year's National Conference is right in our backyard. You can attend all 3.5 days, or register for day-passes.

MORE INFORMATION: [CLICK HERE](#)

TO REGISTER: [CLICK HERE](#)

Welcome New Members!

Sybil Jaeggi

Chef
Gordon Food Services

Joe Baker

Dean
Centennial College - School of Hospitality,
Tourism and Culinary Arts

Helen Roberts

Food Applications Consultant/Corporate Chef
Celco Inc.

cafp 
Canadian Association of Foodservice Professionals
Association canadienne des professionnels des services alimentaires

<http://cafp.ca>

<http://cafp.ca/toronto/toronto-branch>

Connect with us!

cafp 
TORONTO



Stay connected.
Join the discussion.
Share the experience.

