

FOODSERVICE AND HOSPITALITY

CANADA'S HOSPITALITY BUSINESS MAGAZINE

PIZZA & PASTA REPORT

Classic offerings
get a makeover

BORN AGAIN

Il Fornello debuts its new
take on Italian cuisine

HOT TOPIC

Experts weigh in
on oven selection

POS PRIMER

Selecting the right
POS for your operation

BRAND POWER

Consumer trust has propelled these brands to the top

PLUS
THE 2019
COFFEE & TEA
REPORT

SEPTEMBER 2019 \$4.00

CONTENTS

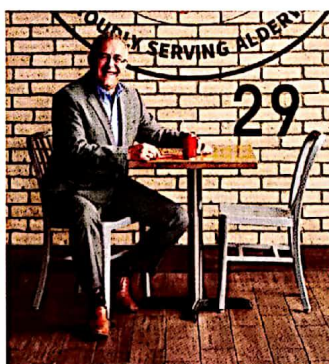


FEATURING : THE ANNUAL COFFEE & TEA REPORT



14

IN THIS ISSUE



29

ON THE COVER: Sebastian Fuschini, senior vice-president of Franchising, Pizza Pizza Ltd. Photography by Daniel Alexander



37

29 A MATTER OF TRUST

Consumer trust is in the DNA of these top Canadian brands

37 GREEN MEANS GO

Central Canadian restaurants are banking on the region's bounty

41 TOP-30-UNDER-30 WINNER

Richell Castillo, Fabbrica, Toronto

43 HOT COMMODITIES

Oven selection is not a one-size-fits-all process

49 STRANGE BREWS

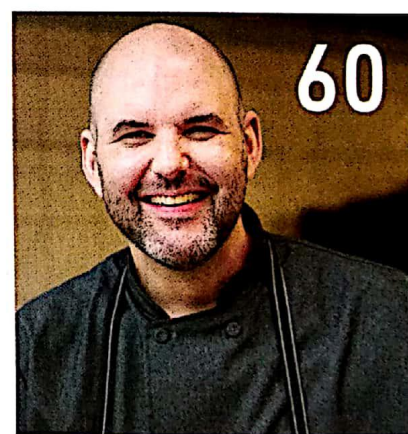
Trends in coffee and tea consumption

58 SHOW PREVIEW

Products to watch at the 2019 Coffee & Tea Show in Toronto

59 POS PRIMER

Tips for choosing the right POS for your operation



60

FEATURES

12 HOT CONCEPTS

Tractor is filling a healthy fast-food gap

14 BREAKING WITH TRADITION

Chefs are giving pasta and pizza offerings a youthful makeover

24 REBIRTH OF AN ICON

Il Fornello is re-inventing itself with a new look and a plant-based menu



24

DEPARTMENTS

- 2 FROM THE EDITOR
- 3 LETTERS TO THE EDITOR
- 5 FYI

- 11 FROM THE DESK OF ROBERT CARTER

- 60 CHEF'S CORNER: Lanny McLeod, Victor Restaurant, Toronto

FOODSERVICE AND HOSPITALITY

CANADA'S HOSPITALITY BUSINESS MAGAZINE

EST. 1968 | VOLUME 52, NO. 8 | SEPTEMBER 2019

EDITOR & PUBLISHER **ROSANNA CAIRA**

ART DIRECTOR **MARGARET MOORE**

MANAGING EDITOR **AMY BOSTOCK**
ASSOCIATE EDITOR **DANIELLE SCHALK**

MULTIMEDIA MANAGER **DEREK RAE**
DESIGN MANAGER **COURTNEY JENKINS**
SOCIAL MEDIA MANAGER/EVENTS
CO-ORDINATOR **JHANELLE PORTER**
DESIGN ASSISTANT **JACLYN FLOMAN**

DIRECTOR OF SALES **CHERYLL SAN JUAN**
ACCOUNT MANAGER **ELENA OSINA**
ACCOUNT MANAGER **AMITJ DUTT**

DIRECTOR OF BUSINESS
DEVELOPMENT, U.S.A. **WENDY GILCHRIST**

CIRCULATION PUBLICATION PARTNERS

CONTROLLER **DANIELA PRICOIU**
ADMINISTRATIVE ASSISTANT **TAL ROZIN**

ADVISORY BOARD

FAIRFAX FINANCIAL HOLDINGS LIMITED **NICK PERPICK**
FHG INTERNATIONAL INC. **DOUG FISHER**
JOEY RESTAURANT GROUP **BRITT INNES**
MTY GROUP **MARIE-LINE BEAUCHAMP**
PROFILE HOSPITALITY GROUP **SCOTT BELLHOUSE**
SOTOS LLP **ALLAN DICK**
THE HOUSE OF COMMONS **JUDSON SIMPSON**
THE MCEWAN GROUP **MARK MCEWAN**
UNIVERSITY OF GUELPH, SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT **BRUCE MCADAMS**
WELBILT **MARY CHIAROT**

To subscribe to *F&H*, visit foodserviceandhospitality.com

Published 11 times per year by Kostuch Media Ltd.,
23 Lesmill Rd., Suite 404, Toronto, Ont., M3B 3P6. Tel: (416) 447-0888,
Fax (416) 447-5333, website: foodserviceandhospitality.com.

SUBSCRIPTION RATES: 1-year subscription, \$55;
U.S. \$80; International, \$100.

Canada Post - "Canadian Publication Mail Product Sales Agreement
#40063470." Postmaster send form 33-086-173 (11-82).

RETURN MAIL TO: Kostuch Media Ltd., 23 Lesmill Rd., Suite 404, Toronto,
Ont., M3B 3P6. Member of CCAB, a Division of BPA International.
Printed in Canada on recycled stock.

Funded by the
Government
of Canada

Canada

BPA
PUBLISHER



Dear Editor:

Re: *Stop the Waste*

I was sitting in my office doing up some paperwork when the mailman arrived with your magazine. Paperwork was put aside and the magazine was read cover to cover, back to front, top to bottom. Your articles are always interesting and insightful.

In this issue, the main page was your page — From the Editor, *Stop the Waste*.

Regarding equipment, I haven't seen anything about ice machines/cubers. Unless they've changed, most floor models have a drain where excess water from production and thawing goes down. You would be surprised how much perfectly good water is lost. Our restaurant (a small family-business) raised our ice maker off the floor so water now drains into plastic buckets and water is used to wash produce, et cetera. Imagine how much [water] is wasted at full-scale institutions and franchised restaurants.

I [also] believe kitchen exhaust hoods and fans should be installed with a three-speed fan, low speed on at all times during operation while other speeds used according to workload. (Similar idea to heating/cooling, et cetera.)

Next, how are hospitality and tourism schools addressing waste? I am curious about the number of graduates per year and the percentage of those employed in the profession. If there is a significant number, then why can't small businesses, which are the backbone of the economy, find suitable help? Is it minimum wage, location? Also, are students in these pro-

grams taught anything about running a business — such as taxes, payroll, rules and regulations, licenses and inspectors, ordering supplies and inventory control — and not just a fragment of it? Maybe field placement should be part of the course (say one semester per each of the last two years). This would perhaps give [students] a better perspective of what is involved.

When it comes to food waste, your editorial gives the percentage of where waste occurs, but I, as a businessman and avid reader, would like more detail:

- What is meant by lost instead of wasted? And by 58 per cent of food produced?
- What is the difference between food processing, 34 per cent, and manufacturing at 13 per cent?
- Production is 24 per cent — is this because crops cannot be harvested on time because of labour, or climate, or transportation to wholesalers?
- Are we producing too much of the wrong crops or importing foods at a lesser dollar value? We have to pinpoint areas of concern within each sector of waste.
- Also, some countries allow sale of products past due date on labels. What guidelines would be needed?

I think I have given you enough food for thought. Keep up the good work!

DONALD WHEELER,
ARTEMIS RESTAURANT,
FORT ERIE, ONT.