



2018 IMPACT REPORT

**"Feast On is the driving force
behind a change for everyone
to be more conscious of what
they're eating."**

Chef Devon Dattilo, Paintbox Bistro
Certified since 2017





“Being able to source and cook ethically and sustainably, while supporting local farmers, means we can create sincere experiences for our guests through the storytelling of our ingredients.”

Chef Olivia Simpson, Ricky+Olivia Events
Certified since 2018

FEAST ON[®]

is a certification program
that recognizes restaurants committed
to sourcing and celebrating
ONTARIO FOOD AND DRINK.



WHY WE FEAST ON[®]

Supporting our local economy and Ontario's farmers is important, especially for the food service industry. It builds our local food identity. It puts dollars back into our communities, and it limits our environmental impact.

The Feast On program is one of many ways the Culinary Tourism Alliance is building Ontario's food identity, while supporting our agriculture, viticulture and aquaculture sectors.

Through Feast On, we work to connect chefs directly to producers. Our goal is to increase awareness about local products, sourcing systems and sustainable practices, while building our local food culture.

WE WANT MORE PEOPLE TO EAT, DRINK AND PLAY IN ONTARIO.

The United Nations World Tourism Organization (UNWTO) has released 2 reports on food tourism. The 2017 report highlighted that "88.2% of destinations consider food a strategic element in defining its image and brand".

They also highlight 5 reasons for the current growth of food tourism:

- It contributes intangible heritage and is an important point of differentiation;
- Attracts visitors that spend more and spread benefits across the tourism value chain;
- Provides economic development opportunities for less-visited destinations;
- Connects with visitor emotions to provide a more meaningful experience;
- Generates visitor loyalty and referrals for the destination.



“Since our suppliers are farmers, artisans, and hard-working small operators, we have a direct connection to the community within which we live and work. Being certified means what we do is measured, proven, leveraged, and expanded upon. Feast On™ proves and improves my hometown advantage!”

Chef Brad Long, Cafe Belong
Certified since 2014

137

Feast On Certified Restaurants*

**includes all experiences certified as of September 30, 2018*

CERTIFIED RESTAURANTS REPORTED OVER

\$25,140,000

IN ONTARIO FOOD PURCHASES LAST YEAR

+ 29

Preferred Purveyors

The growers, producers and distributors working towards putting more local food on plates in Ontario.

+ 14

Program Partners

The organizations invested in providing foodservice with more access to education around local food.



\$384K

Average annual
spend on total food
in 2017 per venue

\$387K

Average annual
spend on total food
in 2018 per venue

\$182K

Average annual
spend on Ontario
food in 2017 per
venue

\$188K

Average annual
spend on Ontario
food in 2018 per
venue

52%

**Average percentage
of Ontario food on
a Feast On menu***

**Restaurants must verify that at least 25% of their annual
food purchases are on Ontario food.*



**“Our approach shaped
by our partnerships with
producers and farmers,
many of whom grow and
raise products specifically
for the restaurant.”**

Chef Eric Boyer, SixThirtyNine
Certified since 2014

**“I have a fresh sense of commitment to
the program and truly want to be fully
involved. We are tremendously proud
of our designation as it is 100% on point
with our branding. I hope that we can
work together throughout the year and I
look forward to any and all opportunities
with Feast On and the Culinary Tourism
Alliance.”**

Chef Troy Loop, Jacks Group
Certified since 2015

**“We are proud to be active supporters
of the Feast On program. It is so great
to see the community of local
gastronomy grow each year and Feast
On is becoming more and more like a
seal of approval for the local food
movement.”**

Chef Jamie Kennedy, JK Kitchens
Certified since 2014

360 The Restaurant at the CN Tower, Toronto
 Adamo Estate Winery, Mono
 Ancaster Mill, Ancaster
Atmosphere Cafe + etc, Guelph
 Atomica, Kingston
 Backhouse, Niagara-on-the-Lake
Barlett Lodge, Algonquin Park
 Beau's All Natural Brewing Co., Vankleek Hill
Bella Bistro, Kingston
Belfast Love, Donnelly Group, Toronto
 Bindia Indian Bistro, Toronto
 Bistro 67, Whitby
 Borealis Grille, Kitchener
 Borealis Grille, Guelph
 Breadalbane Inn and Spa, Fergus
 Bruce Wine Bar, Thornbury
 Burger Revolution, Belleville
 Cafe Belong, Toronto
 Cait's Cafe, Goderich
 Cambridge Mill, Cambridge
 Canthooks Restaurant, Calabogie
 Cascata Bistro, Carlisle
 Casero Kitchen Table and Taco Bus, Owen Sound
Chez Nous Wine Bar, Toronto
 ChocoSol Tortilla Project, Toronto
 Clément's Crêpes, Toronto
Cowbell Brewing Inc., Blyth
Craft Farmacy, London
 David's Restaurant, Port Dover
 Detour Cafe, Dundas
 Dianne's, Kingston
 Earth + City, Toronto
 Eddington's of Exeter, Exeter
 Eganridge Resort, Kawartha Lakes
 Elements Restaurant - Niagara Parks, Niagara Falls
Elgin Harvest, St. Thomas
 Elmhirst Resort, Keene
 Erie Beach Hotel, Port Dover
 Evergreen Brick Works Market Food Court, Toronto
 FARMHOUSE Tavern, Toronto
FARMR Eatery & Catering, Toronto
 Friet, Toronto
 From the Farm Cooking School, Ameliasburgh
 Globus Theatre @ the LAB, Bobcaygeon
 Great Wolf Lodge, Niagara Falls
 Harper's Burger Bar, Kingston
Harvest Dinners by Joel Gray, Flesherton
Hawley Crescent Culinary Services, Oshawa
 Hawthorne Food & Drink, Toronto
 Hearty Catering, Toronto
 Heatherlea Farm Cafe, Caledon
 Heirloom Farm to Truck, Toronto
Her Father's Cider Bar, Toronto
 Hockley Valley Resort, Mono
 Iron Kettle Bed & Breakfast, Comber
 Jack's Gastropub, Kingsville
 Jamie Kennedy Kitchens, Toronto
Jewels Under the Kilt, Fergus
 Lancaster Smokehouse, Kitchener
 Landman Gardens and Bakery, Hills of Headwaters
 Langdon Hall, Cambridge
La Parisienne Creperie, Oakville
 Le Brehandaise Catering, Richmond Hill
 Le Chien Noir, Kingston
 Le Select Bistro, Toronto
 Legends on the Niagara Restaurant, Niagara Falls
Library Bar, Fairmont Royal York, Toronto
 Little Mushroom Catering, Cambridge
 LIV Restaurant at White Oaks Resort, Niagara-On-The-Lake

Madawaska Kanu Centre, Barry's Bay
 Magic Oven, Toronto
 Maple Leaf Tavern, Toronto
 Mijidaa, Guelph
 Molly B's Gluten Free Kitchen, Concord
Montecito, Toronto
 Nique Restaurant, Hamilton
 Northern Edge Algonquin, South River
 Northwinds Brewhouse & Eatery, Collingwood
 OWL Rafting, Foresters Falls
 Paintbox Catering and Bistro, Toronto
 Peller Estates Winery Restaurant, Niagara-on-the-Lake
 Pimonton, Toronto
 PORT Restaurant, Pickering
Publican House Brew Pub, Peterborough
 Queen Victoria Place, Niagara Falls
 Queenston Heights Restaurants, Niagara-on-the-Lake
Quetzal, Toronto
 Radical Gardens, Timmins
 Ravine Vineyard Restaurant, St. David's
 Restaurant at Redstone Winery, Beamsville
 Rhubarb Restaurant and Boshkung Brewing Co., Minden
 Rich Uncle Tavern, Kitchener
 Richmond Station, Toronto
Ricky & Olivia Events, Toronto
 Ridge Berry Farm, Ridgeville
 Rino's Kitchen & Ale House, Windsor
 Royal Botanical Gardens, Burlington
 Sanagan's Meat Locker, Toronto
 SixThirtyNine, Woodstock
 South Pond Farms, Pontypool
 Spencer's at the Waterfront, Burlington
 Spirit Tree Estate Cidery, Caledon
 Ste. Anne's Spa, Grafton
 Taco Farm, Waterloo
 Tapioca Gourmet, Toronto
 TC's Tibetan MoMo, Toronto
Terre Rouge, Markham
 The Blue Elephant Craft Brew House, Simcoe
 The Chefs' House, Toronto
The Chef's Table, Fanshawe College, London
 The Church Public Inn, Palgrave (Caledon)
The Combine, Simcoe
The Flying Chestnut, Flesherton
 The Green Wood, Toronto
 The Local Cafe, Centennial College, Scarborough
 The Mill Restaurant & Pub, Cobourg
 The Plant YYZ, Toronto
 The Pottery, Collingwood
 The Quirky Carrot, Alexandria
 The Red Rabbit, Stratford
 The Restaurant at The Bruce Hotel, Stratford
 The Social Bar and Table, Port Hope
 The Terrace Cafe, Toronto
 The Valley Food & Drink Co., Calabogie
 The White Owl Bistro, North Bay
 The Wickson Social, Toronto
 The Wooly Pub, Guelph
The Yellow Pear, St. Catharines
 Thyme & Again Creative Catering, Ottawa
 Tomasso's Italian Grille, Trenton
 Urban Acorn Catering, Toronto
 Urban Pantry, Uxbridge
Verdicchio Ristorante, Sudbury
 Vineland Estates Restaurant, Vineland
 Wafel Huis, Toronto
 Waupoos Estates Winery and Restaurant, Picton
 Whirpool Restaurant, Niagara Falls

EDUCATION IS AN IMPORTANT PART OF BUILDING OUR FOOD SYSTEM.

Our Preferred Purveyors are the growers, producers, suppliers and distributors working towards putting more local food on plates.

They're building our food culture and creating new opportunities for the agriculture and hospitality industries to work together, everyday.

PREFERRED PURVEYORS + PROGRAM PARTNERS

100KM Foods
5 Chicks and a Farmer
Artisan Farms
Beau's All Natural Brewing Co.
ChefWorks
Dillon's Small Batch Distillers
Flanagan Foodservice
Great Lakes Brewery
Jewels Under The Kilt
Kendal Hills Game Farm
King Cole Ducks
No. 7 Hot Sauce
Ontarieau
Ontario Honey Creations
Petit Brule Products

Planet Shrimp
Pluck Teas
Pristine Gourmet
Quinta Quinoa
Reif Estates Winery
RestoHub
Sapsucker Maple Water
Spearhead Brewing Co.
Sylvania Farms
Thornbury Village Cider
Thornloe Cheese
Top Shelf Distillers
TouchBistro
VG Meats
YU Ranch

Beef Farmers of Ontario
Community Food Centres Canada
Dairy Farmers of Canada
Evergreen Brick Works
Foodland Ontario
Green Tourism
Ocean Wise
Ontario Craft Brewers
Ontario Pork
Ontario Commercial Fisheries
Taste Real
Veal Farmers of Ontario
VQA Wines of Ontario
Wine Country Ontario

After going through the process, “we knew what we needed to do. We completely upped our percentage in local purchases. Mario, the Gardener, said that this is the most the kitchen has ever used Langdon Hall’s garden. It has had a huge impact on everything”

Chef Jason Bangerter, Langdon Hall
Certified since 2014



“Chefs have the opportunity – if not responsibility – to educate themselves and their customers on what eating seasonally truly tastes like. It’s important to support local businesses and it’s also important to support local businesses using local products.”

Chef Cindy Bircham, Elgin Harvest
Certified since 2018

“Niagara Parks has certified five restaurants and has seen improvements in customer satisfaction on their unique taste of place experience. Feedback from our guests has been fantastic both in-person and online through social media. Since certification, Niagara Parks Culinary has also increased its cheque averages, resulting in improved profit margins.”

Chef Paul Pennock, Niagara Parks
Certified since 2015



“We have gotten to know most of the farmers in our area and they are an incredible resource for us.”

Chef Ryan Crawford, Backhouse
Certified since 2015

2018 EVENT HIGHLIGHTS

WINE+SPIRITS FESTIVAL

Feast On curated the FOOD & WINE SCHOOL, where chefs taught how to cook and eat local, with pairings from artisan producers.

+6,000 CONSUMER ATTENDEES

TERROIR RURAL RETREAT

Feast On brought together 20 chefs to cook for group of media and Terroir Symposium speakers, over open fires and using Ontario ingredients.

+300 MEDIA & INFLUENCER ATTENDEES

RC SHOW

Feast On curated the Ontario Stage, pairing Ontario Preferred Purveyors with chefs for twelve one-hour demos, over three days.

18,634 INDUSTRY ATTENDEES

“STOCK” EVENT SERIES

FISHSTOCK

In partnership with Ocean Wise and the University of Guelph, this hands-on workshop educated industry on availability, distribution and uses of Ontario lakefish.

WINESTOCK

Coordinated with Wine Council of Ontario and George Brown College this workshop demystified sourcing, listing and serving Ontario VQA wines.

FEAST ON + FOODLAND

DINNER + DIALOGUE

Together with partner Foodland Ontario, this dinner informed digital media professionals about the diversity of world foods grown in Ontario.

RC LUNCH AND LEARN

In collaboration with Restaurants Canada, Feast On Ambassadors curated lunch for processors, retailers and restaurant groups, showcasing the benefits of using local.

OUR PARTNERS EMBRACE THE BRAND

From print ads to social media, our proud restaurant and producer partners have celebrated their Feast On certification in many, unique ways.



Flavour Begins Here

WHAT DOES NIAGARA TASTE LIKE?

At Niagara Parks, a 133 year old agency of the province of Ontario, we are committed to preserving and presenting the wonders of Niagara for the enjoyment of the world. From our inspiring natural wonders - the falls themselves - and engaging heritage sites, to our breathtaking and reflective horticultural spaces, presenting experiences that invoke and excite your senses is what we do.

All senses.

Across the past number of years our Niagara Parks Culinary team has explored how to truly present the tastes of Ontario and Niagara to the world.

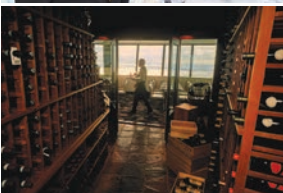
The answer was easy, look local.

Working with the Culinary Tourism Alliance under their Feast On certification program, our services and all of our five full-service restaurants, from the epic Elements on the Falls to the serene Queenston Heights Restaurant, feature a mandated minimum 25% food and beverage sourced from local Ontario growers, producers, and providers.

In fact, we actually feature up to 60% on the food side, and nearly 100% on beverage. And we don't stop there, even the talented cooks and chefs in our kitchens are locally sourced, as we operate one of Canada's largest culinary apprenticeship training programs in association with Niagara College.

From amazing Ontario orchards, to the delicious dairies, from VQA wines, to Ontario's fast growing craft beer and spirits scene, Niagara Parks is committed to supporting the many growers, producers and craftspeople that make up Ontario's unique taste of place. And with five full-service restaurants and a slate of spectacular events to choose from, you'll know your meal will be just as unique as the land where it's grown.

FOR MORE INFORMATION VISIT NIAGARAPARKS.COM/CULINARY



A UNIQUE VIEW ON CANADIAN DINING



Join Executive Chef John Morris and Restaurateur Cameron Dryburgh at 360 The Restaurant at the CN Tower. Savour inspired Canadian cuisine featuring locally-sourced seasonal ingredients while feasting on spectacular 360-degree revolving views of Toronto with every bite. With a wide selection of wines from Ontario, Canada and the world to complement your meal, your fine dining experience at 360 is sure to find you saying, "Oh Canada."

To make a reservation visit cntower.ca/360 or call 416-362-5411



DIGITAL LOVE

The #FeastOn hashtag has been used over 27,000 times on Instagram this year - with even more uses on Twitter and Facebook.

The website received over 194,000 visits this year.

Restaurants see the certification to differentiate themselves and curate a unique taste of Ontario.

SHARING THE FEAST ON MESSAGE

In 2018, prominent ads were placed in publications across Ontario including Edible Toronto, Toronto Life, Edible Ottawa, Eat Drink Magazine and 100Best.

VERDICCHIO RISTORANTE
SUDBURY

THE QUIRKY CARROT
ALEXANDRIA

THE SOCIAL BAR + TABLE
PORT HOPE

HAVE
YOU VISITED
A FEAST ON®
RESTAURANT
LATELY?

FROM THE FARM COOKING SCHOOL
PRINCE EDWARD COUNTY

KAWARTHA COFFEE COMPANY
BOBCAYGEON

THE VALLEY FOOD + DRINK CO.
KALABOOCIE

CERTIFIED TASTE
FEAST ON
OF ONTARIO

This logo means you can be sure you're eating Ontario grown and made food & drink. To find a Feast On® Certified experience near you, please visit:

ONTARIOCULINARY.COM
#FEASTON

OWL RAFTING
FORESTER FALLS

WALPOO'S ESTATE WINERY
PRINCE EDWARD COUNTY

THE PUBLICAN HOUSE
PETERSBOROUGH

SUPPORT ONTARIO FARMERS! CHOOSE FEAST ON.

CERTIFIED TASTE
FEAST ON
OF ONTARIO

This logo means you can be sure you're eating Ontario grown food & drink. To find a Feast On® Certified experience near you, visit:

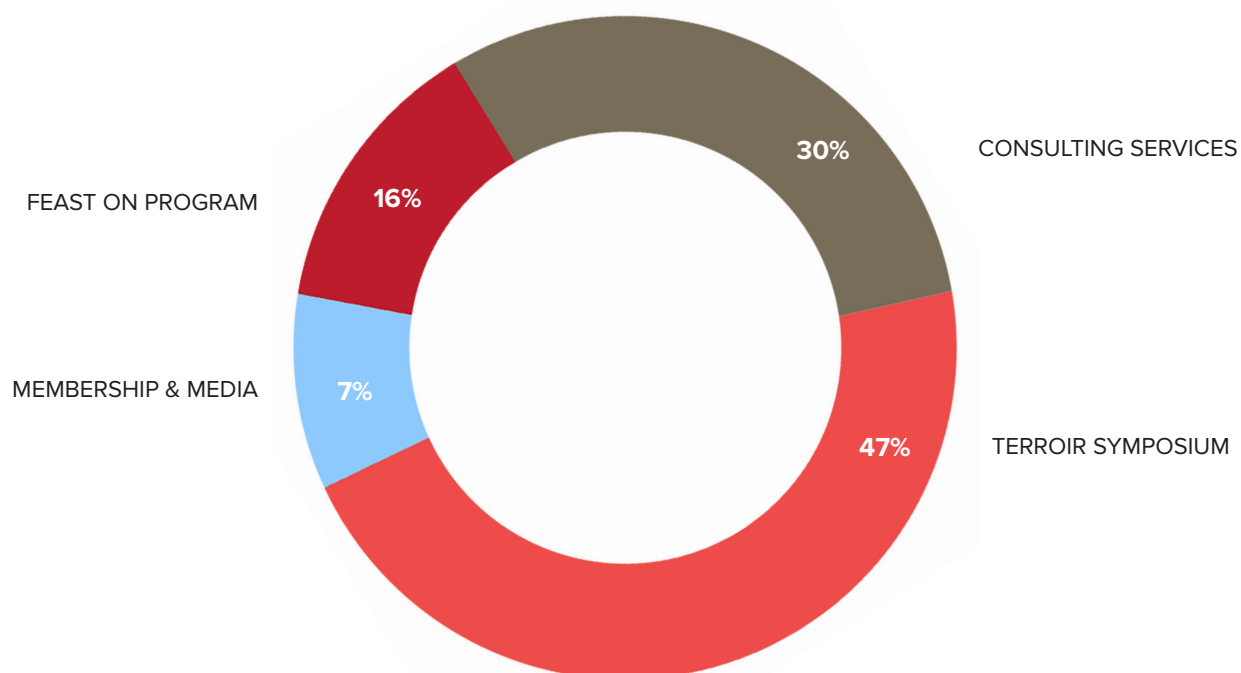
ONTARIOCULINARY.COM

SAMPLE PRINT ADS

The brand reached over 1,300,000 print readers this year (and over 2,000,000 digital eyes through third party publications.)

2018 FINANCIAL FORECAST

CULINARY TOURISM ALLIANCE REVENUES

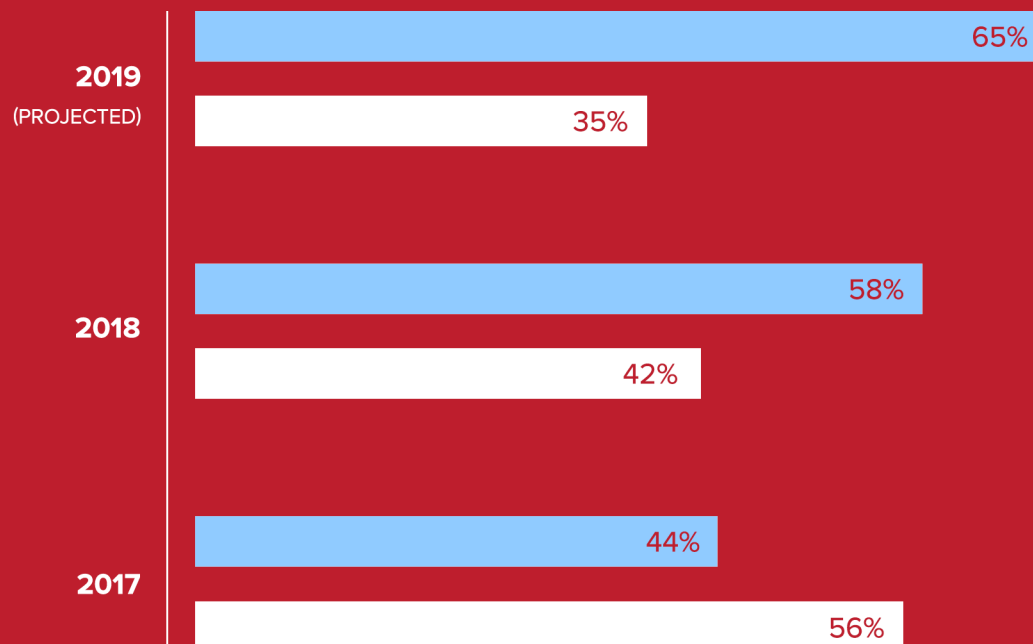


FEAST ON REVENUES

- Industry Funding
- Government Funding



Support for
Feast On has been
provided by OMAFRA



"I love the anticipation and excitement of the rotating fruits and vegetables throughout the growing season. I love teaching clients how to swap out various ingredients in recipes. We pair the dishes with local wines and cider at the classes. They get a real taste of the region."

Chef Cynthia Peters, From The Farm Cooking School
Certified since 2015



GET FEAST ON CERTIFIED

Find out how at OntarioCulinary.com/Feast-On/APPLY

JOIN THE CONVERSATION

Subscribe for updates at OntarioCulinary.com

Follow Us @OntarioCulinary

Share your Ontario food story

#FeastOn



Feast On[®] is a program by the Culinary Tourism Alliance
supported by the Ontario Ministry of Agriculture, Food and Rural Affairs

