

The background is a collage of various trade show scenes. It includes a large hall with many booths and people, a close-up of a booth with a sign that says 'THANKS', a booth with a sign that says 'Hanes', a booth with a sign that says 'SUSHI ROBOT', and a booth with a sign that says 'KAYAK'.

**RC** Restaurants  
Canada  
**Show**  
•TORONTO•

CONFERENCE • TRADE SHOW • COMPETITIONS • EVENTS

**HEART &  
HUSTLE**

**APRIL 10-12, 2023**

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**2023 POST-SHOW REPORT**





**Restaurants Canada celebrated  
the HEART & HUSTLE of our industry  
with three action-packed  
business-building days designed to  
help businesses work *smarter* not harder.**





## CANADA'S LEADING FOODSERVICE & HOSPITALITY EXPO

22,000+ foodservice professionals

1,000+ exhibitors

180+ speakers

90+ workshops and panels

65+ hours of thought leadership

9 curated pavilions

8 competitions with \$40,000+ in cash and prizes

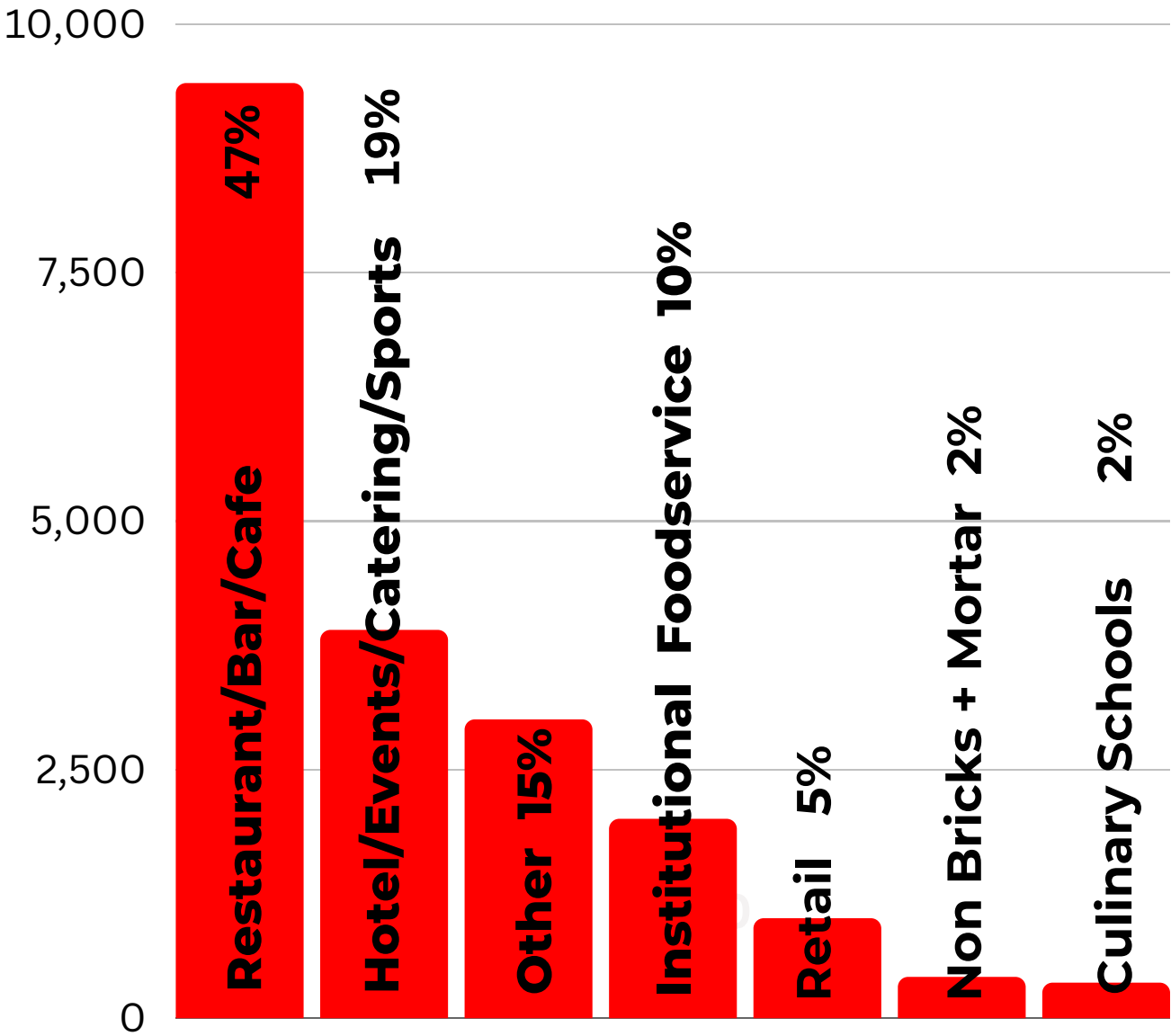
7 stages

4 feature areas

3 RC Hospitality Week Events

136.6MM Impressions

# Connecting Canada's \$100B Hospitality & Foodservice Industry Coming Together Under One Roof



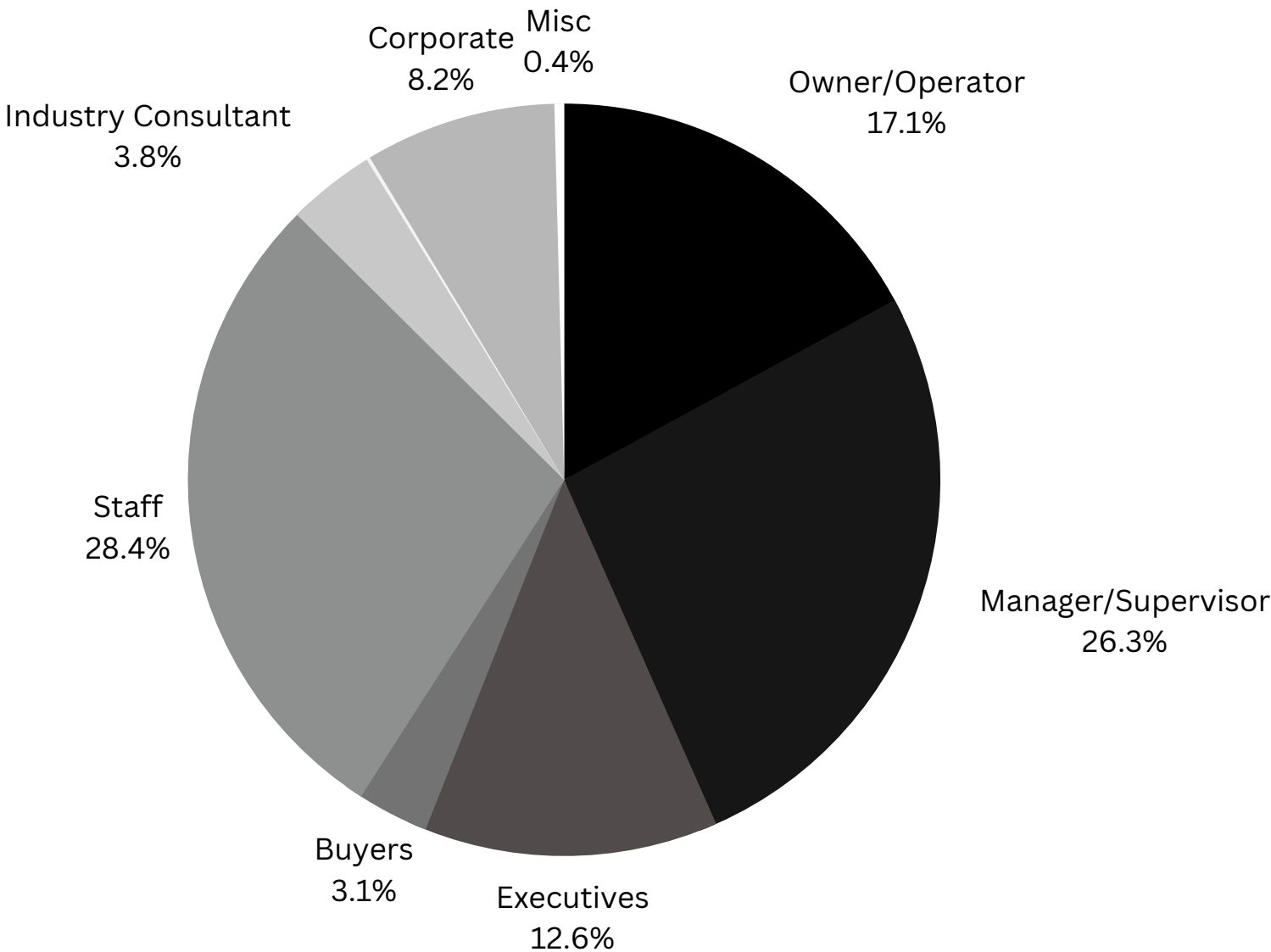
Foodservice Categories Represented

92% of attendees make or influence purchasing decisions

95% of attendees rated the RC Show good to excellent

76% attend to see new products

## WHO ATTENDED THE RC SHOW





# MEDIA & MARKETING

Multi-media campaigns targeting the industry to bring quality attendees to the RC Show.

#RCSHOW  
@RestaurantsCanada  
@RestaurantsCA

136.6  
Million  
Impressions

315+  
Pieces of  
Coverage

212  
Media in  
Attendance



## Marketing Campaigns

Print  
Digital Ads  
Out of Home Ads  
Startegic Partners  
Social Media Campaigns  
Email Campaigns - 463K reach  
Promotional Videos

## PR Coverage

In Leading National News Outlets  
Food Network - CP24 - Astral Media -  
Foodservice & Hospitality - Foodism - MENU Mag  
Western Restaurant News - National Post  
Bar & Beverage Magazine - Food in Canada  
Toronto Sun - Canadian Pizza News - City News -  
Sysco SVK

RC SHOW 2023



# PAVILIONS

## CANADA

*Presented By: Dairy Farmers of Canada  
and Chicken Farmers of Canada*

Showcasing the immense breadth of our country's offerings and the quality and innovation of our Canadian Farmers and producers.



## QUÉBEC

*Presented By: Group Export Agri-Food  
Québec-Canada*

Showcasing the best of food and beverage from Québec. Attendees got to taste the diversity of French-Canadian cuisine and shop delicious regional products from across the province.



## ONTARIO

*Presented By: (OMAFRA) Ontario Ministry of  
Agriculture, with support from Dairy Farmers  
of Ontario*

The best of Ontario food and beverage companies and processors were showcased and business meetings took place to grow the local economy.





# PAVILIONS

## TECH

*Presented By: TouchBistro*

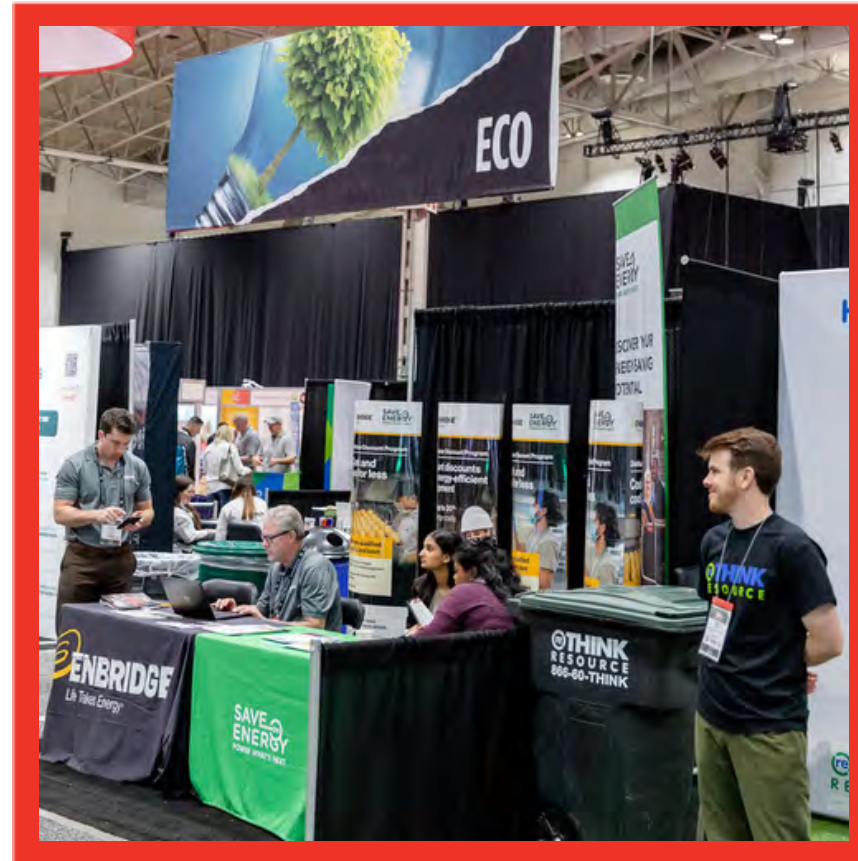
Presenting the latest in POS, sales and reservation innovations, menu boards to service robots, revenue-generating delivery services, mobile apps & data mining.



## ECO

*Presented By: LEAF, Too Good To Go, Pura Vida, Good Leaf and Fair Trade Canada*

The destination to shop the latest eco-friendly and sustainable products and services with opportunities to learn how to make restaurant operations more environmentally and fiscally sustainable, better places to work and reduce waste.



## WORLD

*Presented By: Bellavita Italian Expo, Italian Trade Agency and San Pellegrino*

Showcasing the best in International products, flavours and techniques to successfully incorporate on menus and celebrate Canada's unique multicultural community.





# PAVILIONS

## RESTAURANTS CANADA

Attendees had a chance to win 2 tickets with Air Canada to anywhere in the country, receive a *free* 15 minute consult from Fifteen Group for a chance to win a full day consult (valued at over \$5,000), and relax and refuel in RC's Members Lounge presented by Pepsico while learning about the exclusive savings available for RC members.



## COFFEE, TEA & SWEETS

*Presented By: Dairy Farmers of Canada, with support from In-Store Water Systems, BUNN, Coffee Association of Canada, Tea & Herbal Association of Canada.*

Featuring high-quality brewing and innovative serving equipment, top beverage brands and an assortment of choice desserts.

## BAR & BEVERAGE

*Presented By: Labatt Breweries of Canada and San Pellegrino*

Featuring the latest in beverage products and services including the Beer & Spirits of Quebec, Ontario Craft Beer Pavilion, and a Local and International Wine Showcase. This was a must-attend pavilion for improving bar offerings





# POP-UP EXPERIENCE

American Express was the presenting partner of RC's one-stop sensory experience that brought together top food and beverage innovations and tastemakers for a hospitality experience. Yellowbird Design Studio transformed the space, the menu was curated by Matt Dean Pettit and over 825+ bookings were made on the Resy platform.



## FOOD & BEVERAGE INNOVATION PARTNERS

A showcase of food and beverage innovations, featuring tastemakers from across the country and globe including; Trinity Market, Gaucho Empanadas, Primrose Bagels, BlackBird Bakery, Tsuchi Cafe, Noce Restaurant, The Roasted Nut, Cheese Boutique, Preserve Indulgence, Salt Gourmet Foods, Pearl Diver Seafood, Soup Sisters, Cloakroom Bar, Atwater Cocktail Club, SIMPL Things, Bagheera & Mount Pleasant Vintage.



## DESIGN & DECOR

Yellowbird Design Studio transformed the RC Pop UP Experience into an indoor oasis accented by furniture and tableware from Contract Supply, Tarrison, Spirit Wares and Medium Rare Chef Apparel. The RC Pop UP Experience also featured innovative stone and signage strategies from Kwik Signs and an elevated kitchen with Caesarstone counters fabricated by Dessco Countertops and custom-designed and robustly-built stainless bar equipment by Angelik.

## TECHNOLOGY & EQUIPMENT PARTNERS

The state-of-the art engineering featured in the Pop UP includes innovative kitchen equipment from the experts at Garland Canada, top beverage service equipment from BUNN, tableware from Sprit Wares, washing equipment from Champion Moyer Diebel, and refrigerators provided by True. RC Pop UP Experience table reservations were powered by Resy.

## FOOD & BEVERAGE PARTNERS

Labatt Breweries of Canada, Nestlé, High Liner Foodservice, Club House for Chefs, Rowe Beef, Gordon Foodservice, Lactalis Foodservice, Fords Gin, Chairman's Reserve Rum, cada día tequila, Ceder's Gin, Chicken Farmers of Canada, BUNN, Tea Squared, Dairy Farmers of Canada, Califia Farms, Too Good To Go and Fair Trade Canada..



# SHOW FLOOR FEATURES

## START UP LANE

The RC Show is dedicated to showcasing the next generation of hospitality entrepreneurs. This area featured a diverse offering of specialty foods, confections and snacks, dumplings, work shirts, horseradish, craft beer, a new category of alcoholic beverage, tea, and a foodpreneur lab to advance racial and gender equity for Canadian food entrepreneurs.



## FOOD TRUCK'N EXPERIENCE

***Presented By: Food Truck'n Events, Kronenbourg 1664, Club House for Chefs, High Liner Foodservice, Lactalis Foodservice, Ardent Mills, Gordon Foodservice, Hormel Rosa Grande, Chicken Farmers of Canada & Nestlé***

A showcase of international flavours served through the windows of the hottest food trucks and an exploration of alternative revenue streams.



# STAGES

Stage sessions were well attended due to 180+ expert speakers providing thought leadership, data and inspiration



## **SPEAKER STAGE**

***Presented By: American Express, Uber Eats, Grouper, San Pellegrino and Farm Credit Canada***

Richard Cazeau, Television Broadcaster & Content Producer, hosted this stage where thought leaders provided insights on the hottest issues facing the industry today including diversity, equity & inclusiveness and mental well-being in restaurants, how to market your business for success, as well as consumer data, trends, and demographics.

## **CULINARY STAGE**

***Presented By: Garland Canada, Dairy Farmers of Ontario, Gordon Food Service, Chicken Farmers of Canada, High Liner Foodservice, Club House for Chefs, San Pellegrino, Good Leaf Farms, Chef Works, Food Network Canada & KitchenAid.***

Hosted by Michelle Jobin, Television Host, Producer & Writer. The Culinary Stage was home to more competitions than ever this year - Garland Canada Culinary Competition, national selections for team Canada for Bocuse d'Or and World Pastry Cup, along with Masterclasses, presented by Chefs Canada and ways to drive profit with seafood with High Liner Foods.

## **BAR & BEVERAGE STAGE**

***Presented By: Labatt Breweries of Canada & San Pellegrino***

Curated in part by Evelyn Chick, Owner Ahma and Love of Cocktails and Christina Veira, Owner, Bar Mordecai, Damigiana Academy and hosted by Cristina Carpio, Television Host & Entrepreneur. The latest trends, solutions and techniques were presented by local and global bar experts. Creativity to elevate your bar program, tips to build a wine & spirits list and how to design an inclusive bar were presented. Home of the Sommelier Service, Beyond the Rail Cocktail and John Bil Oyster Shucking Competitions.



## LEARNING LOUNGE

***Presented By: OTEC (Ontario Tourism Education Corporation).***

A series of intimate sessions, hottest products, technologies, services and ideas to tackle some of the toughest challenges across the hospitality industry.

## STUDIOEX

***Presented By: FCC (Farm Credit Canada)***

Home to focused presentations and sessions designed to arm attendees with expert and action-ready information and connections including new revenue generating opportunities.

## COFFEE COMPETITION STAGE

***Presented By: Dairy Farmers of Canada & The Specialty Coffee Association***

Home of the National Barista Championship Qualifiers. It was two full days showcasing the talented barista's who competed head to head to move on to represent Canada on the world stage.

## WORKSHOP

***Presented By: Freehouse Collective***

Attendees received hands-on experiences, innovative techniques, practical and cost effective methods through expert-led beverage workshops including: Perfecting Latte Art, How to Build a No/Lo Menu, The Art of Oystering and more.

# STAGES





# RC HOSPITALITY WEEK EVENTS



## Opening Night Reception

*Presented by: Labatt Breweries of Canada, San Pellegrino, High Liner Foodservice, Fords Gin, Gordon Food Service & Red Bull*

Canada's largest hospitality & foodservice industry networking event launched RC Show 2023 with panache. Over 1,200 attendees sampled from the windows of some of Toronto's hottest food trucks. Steel pan drums, a swing band and DJ provided a good mix of tunes to dance the night away.



## Top to Top Reception

*Presented by: American Express, Labatt Breweries of Canada & Fords Gin with support from Dairy Farmers of Ontario, cada día Tequila and Resy*

This exclusive, invitation-only event brought together 150 top industry leaders to celebrate, network and enjoy an elevated culinary experience in the RC Pop UP Experience.



## Industry Night Out

*Presented by Labatt Breweries of Canada, Freehouse Collective, Uber Eats, Fords Gin, San Pellegrino & Red Bull*

The official bar night out for the RC Show, giving over 330 hospitality professionals the chance to celebrate our industry. Guests enjoyed libations and eats and danced the night away at Toronto's newest downtown hotspot, Isabelle's.





# RC HOSPITALITY WEEK EVENTS

## BREAKFAST WITH CHAMPIONS

*Presented by PepsiCo, Dairy Farmers of Canada, Diversey, Chase, Maple Leaf Foods, Uber Eats, Too Good To Go, Impossible Foods & Nespresso*  
*With support from Tea Squared, Tropicana, Quaker, Evian, King Cole Ducks, Good Leaf Farms, and Piper-Heidsieck*

Over 350+ industry leaders and top executives attended our annual power breakfast event at Liberty Grand. Hosted by Manjit Minhas (Dragon's Den), we featured a fireside chat with Will Guidara (CEO, Make It Nice Hospitality) moderated by Renée Suen, Research and Trends presentation curated by RC's Chris Elliott and Vince Sgabellone of Circana, Champions Panel with Maple Leaf Foods, Recipe Unlimited and Gusto 54 moderated by Trevor Lui, alongside Too Good To Go, The Burnt Chef Project and Coach Carey's presentations. Attendees left with practical solutions rooted in data on topics ranging from: trends and forecasts for the industry, mental health, training, development and retention, company culture and stories of conscious innovation and the role emerging leaders and big ideas play in the future of hospitality and foodservice. The morning ended with the Restaurants Canada Awards of Excellence.

Thanks to our speakers: Will Guidara, Chris Elliott, Vince Sgabellone, Kris Hall, Raia "Coach" Carey, Kate Longmire, Juanita Dickson, Julie Denton and Sam Kashani.



## CCHAC Summit

*Presented by The Chinese Cuisine and Hospitality Association of Canada (CCHAC)*

The CCHAC Summit featured their annual event that provided a great opportunity to gather restaurant owners, suppliers, and related services businesses. The summit released the Chinese Canadian food industry analysis with in-depth solutions, challenges, and new trends in Asian restaurants operated in Canada. The 2023 summit presented Industry insights and forecasts, as well as the leadership awards to inspire the Asian-oriented restaurant business to develop and contribute more to the community.

## Growth Series: Get Retail Ready

*Presented by OMAFRA and Empire Group*

OMAFRA and Empire Group supported local by giving brands the opportunity to pitch their company and products for a chance to be listed with Sobey's, Longos, Farm Boy and Freshco. Over 139 submissions were reviewed and 69 meetings took place.



# COMPETITIONS

## GARLAND CANADA CULINARY COMPETITION

*Presented by Garland Canada & Restaurants Canada. With Support From Dairy Farmers of Canada, Gordon Food Service, Chicken Farmers of Canada, High Liner Foodservice, Chef Works, Good Leaf Farms, Club House for Chefs & KitchenAid*

The competition was hosted by Philman George (Corporate Chef, High Liner Foods) and showcased Canada's top emerging talent while demonstrating the passionate and resilient culinary community. Black Box ingredients included Sustainable Beef (Gordon Choice, Cargill & Macgregors) 1664 BLANC, LIGNUM honey, and Stonetown Cheese. Congratulations to Shai-Ann Tyson (1st), Francisco Hernandez (2nd & Fan Favourite), Salvatore Seminerio (3rd). Hosted by Michelle Jobin. First round judging provided by George Brown College, Conestoga College, Algonquin College, and Nova Scotia Community College. Judges; Eva Chin (Executive Chef, Avling Kitchen), John Higgins (Chef in Residence, George Brown College Centre for Hospitality & Culinary Arts) & Tre Sanderson (Top Chef Canada Winner)

## BEYOND THE RAIL COCKTAIL COMPETITION

*Presented by Beam Suntory with support from Maker's Mark, Hornitos, Northern Keep, Canadian Club, Roku Gin, Reifel Rye,*

This year's competition was organized as a thrilling team-based competition and hosted by Christina Veira, Owner, Bar Mordecai & Evelyn Chick, Evelyn Chick Projects, Ahma, Simpl Things, Love of Cocktails (LOC). Competitors were challenged to demonstrate their creativity, technical skills and teamwork, and draw inspiration from this year's theme of Heart & Hustle. Congratulations to Alex Lakusta & Stevie Stewart (1st), Liam McKinnon & Sebastien Lagrange (2nd) and Monique Godinho & Sally Gillespie (3rd). Thank you to judges Georgia Georgakopoulou (Bar Manager, The Clumsies), Mike McLean (Program Coordinator, Mixxit Canada - Beam Suntory), Nick Kennedy (Owner, Civil Liberties Bar).







## COMPETITIONS

### SOMMELIER SERVICE COMPETITION

*Presented by CAPS (Canadian Association of Professional Sommeliers), Piper-Heidsieck Champagne, Charles Heidsieck Champagne & Breakthru Beverage Canada.*

Sommeliers competed in a service-based challenge designed to mimic the service component of a Certified Sommelier Exam. Organized and hosted by James Eden, President of Ontario chapter of the Canadian Association of Professional Sommeliers (CAPS), judged by some of the top wine professionals in the world. Congratulations to Justin Madol (1st), Nathan Hooper (2nd) & Christian Hammel (3rd). Thanks to our panel of judges, Nabilah Rawji (CAPS Instructor), James Treadwell (Treadwell Cuisine) and José Luis Fernandez (Langdon Hall).

### JOHN BIL OYSTER SHUCKING COMPETITION

*Presented by Scout Canning, Raspberry Point Oysters & Tourism PEI.*

It was a mash up of speed, precision and presentation as shuckers raced against the clock. Organized and hosted by Chef Charlotte Langley, Co-Founder & COO, Scout Canning and Patrick McMurray, ShuckerPaddy. Congratulations to Eamon Clark (1st), Chris Manocchio (2nd), and John Dejong (3rd).

### NATIONAL BARISTA CHAMPIONSHIP QUALIFIERS

*Presented by Specialty Coffee Association & Dairy Farmers of Canada.*

In this showcase of coffee excellence, Canada's most talented baristas take to the stage to prepare three different espresso-based beverages for a panel of esteemed judges. They are awarded points for taste, technique, cleanliness, creativity, and overall presentation, to determine who is most worthy to represent Canada at the World Barista Championship. Congratulations to Conor Conway (1st), Celeste Fiallos (2nd), and Jair Garduño (3rd).

### RC PIZZA COMPETITION

*Presented by Restaurants Canada, Ardent Mills, Lactalis Canada & Hormel Rosa Grande.*

New to RC Show this year, finalists stretched their skills for an esteemed panel of judges at the Pizza Stage to compete for over \$10,000 in cash and prizes. Congratulations to Salar Madadi, Maipai Pizza & Tiki Bar for taking home the title of Canada's best pizzaolo, Raman Chahal from Cowabunga Plus (2nd), Tomasso Poltronieri from Dova Restaurant (3rd) and Justin Tanda from Cowabunga (4th).





## COMPETITIONS



## BOCUSE D'OR & WORLD PASTRY CUP

*Presented by Chefs Canada*

Bringing the best chefs and pastry chefs from around the globe. Chefs Canada's search in the national selections for skilled and talented chefs to lead our teams to victory and shine the spotlight on our cuisine and industry. Hosted by Mijune Pak and Maggie Firth. Thank you to our judges: Alex Chen (Executive Chef, Boulevard Kitchen & Oyster Bar), Alvin Leung (Michelin Star Chef, MasterChef Canada Judge), Samuel Sirois (Chef, Ex-National Culinary Athlete - Bocuse d'Or 2023), Thomas Delannoy (President, Chefs Canada), Jacob Pelletier (National Culinary Athlete, World Pastry Cup), Nadège Nourian (Chef/Owner, Nadège Pâtisserie), Rodney Alleguede (Chef & Owner, Goûter). Congratulations to Keith Pears (Executive Chef, W Toronto), and Olivier Potier & Christophe Sportellini (Nani Nono) who will lead Team Canada 2025.

## TWISTED TASTES COMPETITION

*Presented by Kronenbourg 1664 & Club House for Chefs*

Chefs competed to create the ultimate food pairing for one of three 1664 brews; 1664 Blanc, 1664 Lager, and 1664 Fruits Rouge. Thank you to our judges Katie Bridges (Editor, Escapism & Foodism), Mat Beausoleil (Food Critic & Advisor) and Juriaan Snellen (Executive Corporate Chef, Club House for Chefs). Congratulations to Haines Jones (6 Spice Rack) for winning 1st place and chef Ivan Rueda (North Corner) for winning the Fan Favourite.





# TESTIMONIALS

"People who are in the industry already know it is the best show of the year."

"Great contacts, all the industry is there."

"We invested heavily into our booth - so happy with ROI."

"I could never have made that many contacts in 3 days."

"The number of leads and sales we achieved, it was worth the investment."

"The variety and volume of exhibitors was great!"

"Face time with suppliers is a luxury we don't always get!"

"I travel from across the country to take in all of the great thought leadership programming across the stages to help my business."



# RELIVE THE HEART & HUSTLE FROM RC SHOW 2023

With over 22,000 professionals under one roof, we really felt the energy and passion of our industry! Check out our 2023 photos and recap video to relive the show.

CONFERENCE - TRADE SHOW - COMPETITIONS - EVENTS

See you next year! Save the Date: April 8-10, 2024

314

DAYS

05

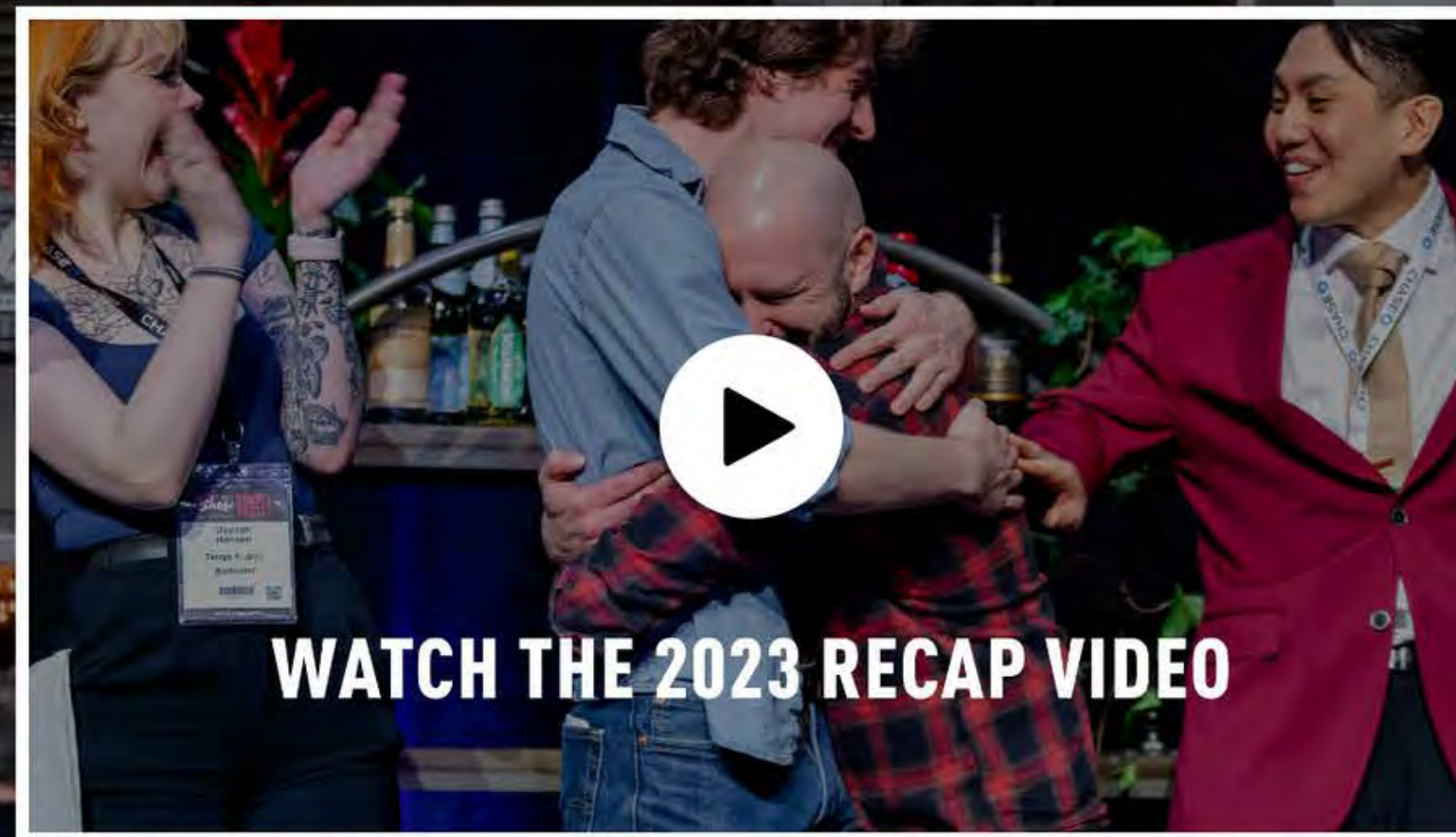
HOURS

33

MINUTES

08

SECONDS



WATCH THE 2023 RECAP VIDEO

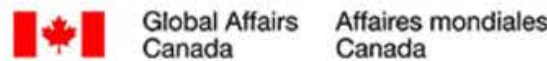


VISIT [RCSHOW.COM](https://rcshow.com)



# THANK YOU TO OUR 2023 SPONSORS

## TOP-TIER PARTNERS





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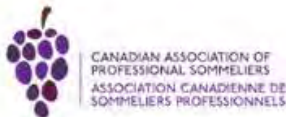
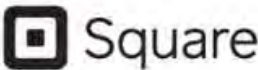
## EVENT PARTNERS





# THANK YOU TO OUR 2023 SPONSORS

## CONTRIBUTING PARTNERS





# THANK YOU TO OUR 2023 SPONSORS

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## MEDIA PARTNERS

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# THANK YOU FOR YOUR SUPPORT



[rcshow@restaurantscanada.org](mailto:rcshow@restaurantscanada.org)



[www.rcshow.com](http://www.rcshow.com)



Energycare Centre, Exhibition Place, Toronto

# APRIL 8-10, 2024

RC SHOW 2023





# PLAN YOUR EXHIBIT & BRAND ACTIVATION FOR 2024

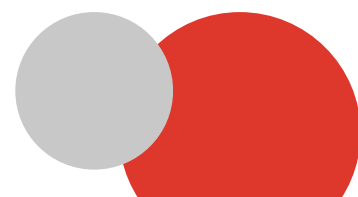
***SAVE THE DATE: APRIL 8-10, 2024  
ENERCARE CENTRE, TORONTO***

Exhibit and elevate your brands to Canada's \$100 Billion Foodservice & Hospitality Industry at the 2024 RC Show.

***INTERESTED IN SPONSORSHIP OR ADVERTISING?***

Contact us to discuss customized or a-la-carte opportunities.

RC SHOW 2023





# RESTAURANTS CANADA MEMBER BENEFITS

Your Restaurants Canada membership provides your brand with awareness and connection opportunities along with a multi-platform suite of exclusive print and digital assets to reach your target market and grow your business all year round.

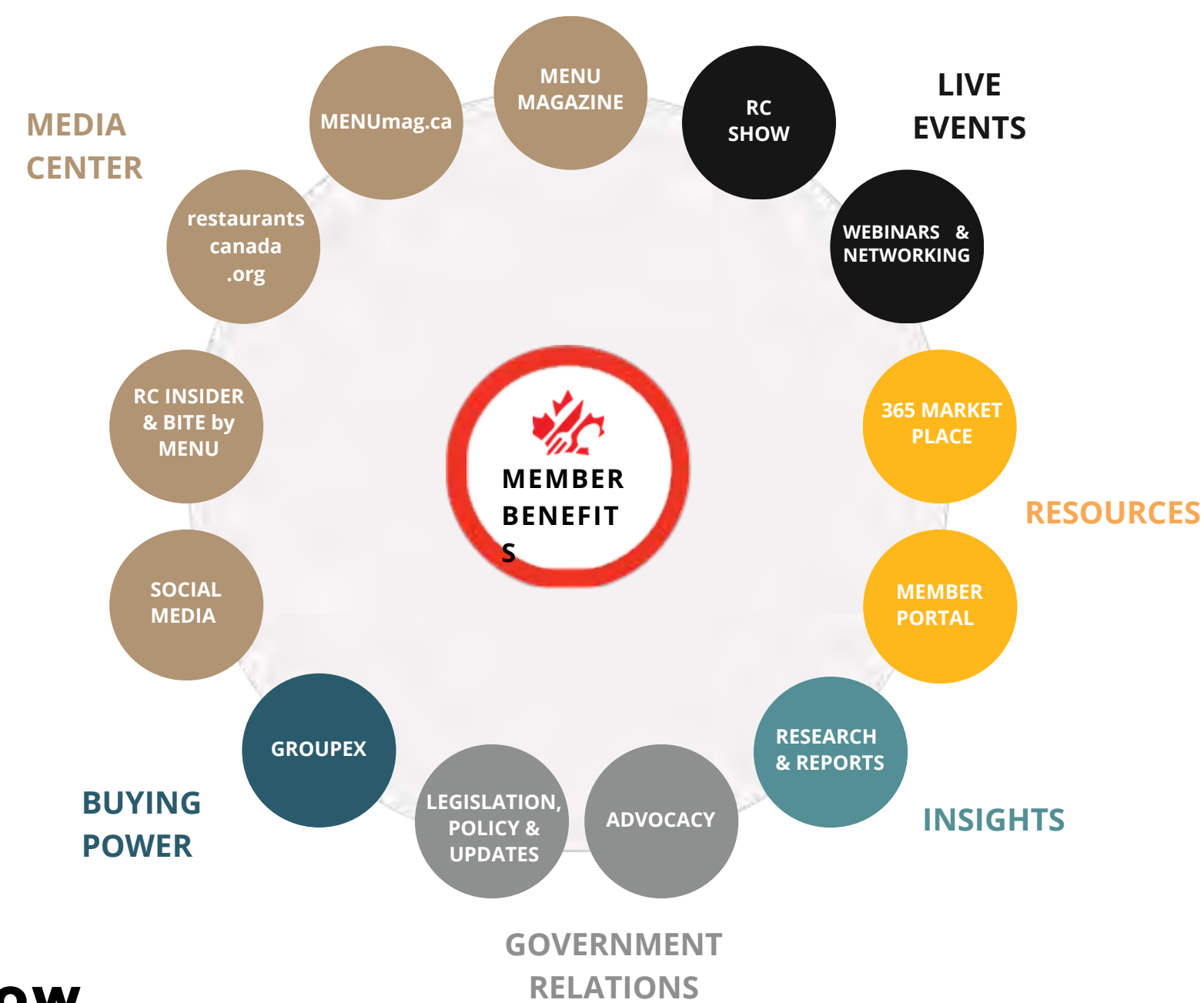
## INCLUDED IN YOUR MEMBERSHIP IS:

### MEMBERSHIP PROGRAMS

Unlock opportunities to save by taking advantage of Restaurants Canada member programs including RC protects insurance, a program encompassing home, auto, employee, health and dental; cyber risk management programs, leasing and equipment rental programs and more.

### ADVERTISING & POLICITY

- Opportunity to be promoted and connected to the industry through editorial coverage, promotions, blogs, 365 Marketplace, webinars, and social media campaigns.
- Free basic listing in the RC 365 Marketplace
- 20% savings on standard advertising rates.



### RC SHOW

Two complimentary RC Show supplier/associate passes including free admittance to the Largest networking event of the year, Opening Night Reception and access to the Annual General Meeting. Minimum value of \$700.

### GOVERNMENT RELATIONS

Restaurants Canada advocates on your behalf to the industry and provides legislative and policy updates to members.

### RESEARCH & INSIGHTS

Your membership includes regular issues of Restaurants Canada’s print and digital publications with inspirational content designed to help businesses grow and access to a comprehensive suite of research & analysis, tools, industry data and reports.