



**RC** Restaurants  
Canada

# Show

Conference & Trade Expo  
**LEVEL UP**

**POST-SHOW REPORT 2024**



# RC SHOW 2024

Restaurants Canada, the voice of foodservice, continues to support and serve our \$114B industry by presenting the ultimate celebration of food and beverage that showcases innovation, education, and inspiration. This year we celebrated our 79th RC Show with three incredible days of game-changing connections, thrilling competitions, innovative solutions, elevated insights and more!

Fueling our industry for how to push the boundaries of what's possible, while embracing innovation is critical. This year's theme '**LEVEL UP**' highlighted that, in an ever-evolving industry, continuous improvement and growth are key for a profitable business.

As a leader in the industry, RC Show provided several partners with the platform to stand united, achieve their goals and empower the industry to level up, together.



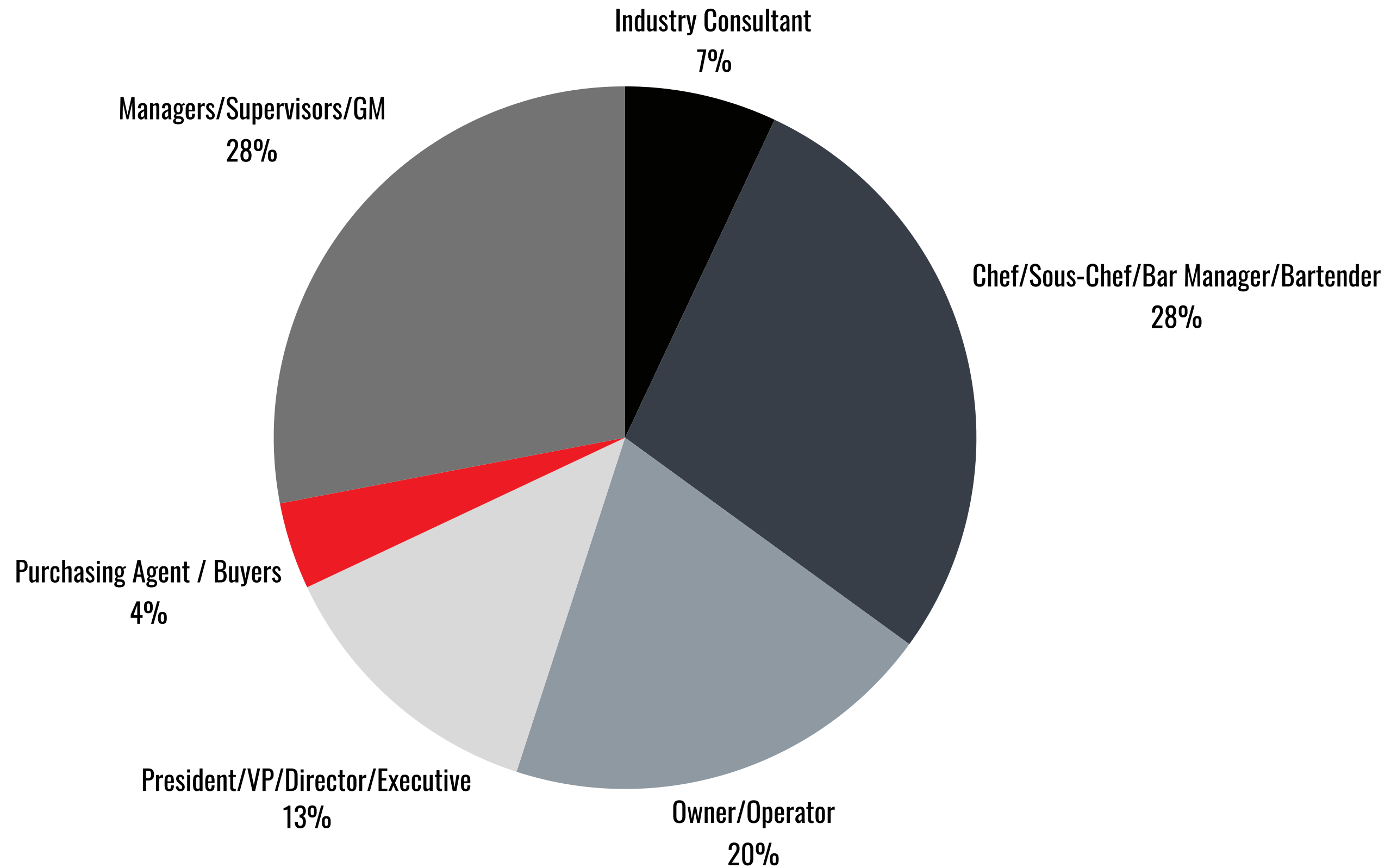


# ALL UNDER ONE ROOF



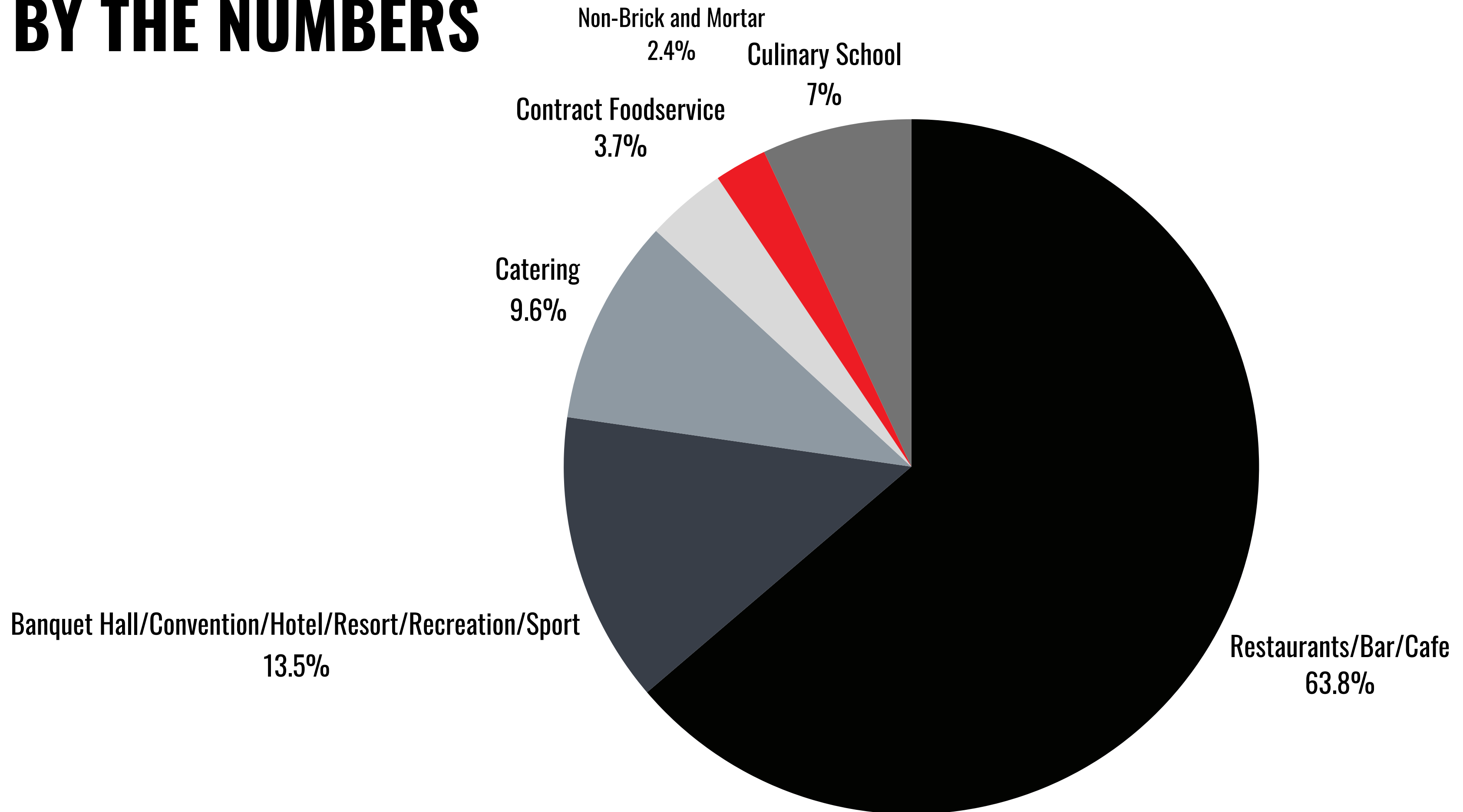


# QUALITY ATTENDANCE





# BY THE NUMBERS





# REACH RESULTS

## 117 Social Media Posts

Twitter / LinkedIn / Instagram / Facebook

Total Average Impressions: 298,216

Total Average Reach: 30,686

Total Average Engagement: 19.2%

## 50 Show Emails

Total Average Open Rate: 46%

Total Average Click-through Rate: 31%

## 378,273,634 Media Impressions

2,030 pieces of coverage

185 media in attendance

## 300K+ Web Views

January-March: 328,256

April (month of show): 317,463



#RCSHOW  
@RestaurantsCanada  
@RestaurantsCA



# NEW RC SHOW MOBILE APP



**I couldn't find it.**

(says no one with the RC Show app)

STAY IN THE KNOW.  
DOWNLOAD THE **NEW** RC SHOW APP.







Search the **Exhibitor List**, tag your favorites, and view map booth location.



View the **Schedule** of events and select those you plan to attend.

<b>1,054,032</b> In-App Clicks	<b>207</b> Average Clicks/User	<b>4,689</b> Push Notification Views
<b>72,869</b> Banner Ad Impressions	<b>5,099</b> <b>APP USERS</b>	<b>846,306</b> Exhibitor List Views



# CURATED PAVILIONS



## BLACK EXPERIENCE

*Presented by Kraft Heinz,  
The Re-seasoning Coalition  
& Foodpreneur Lab*



## COFFEE, TEA & SWEETS

*Presented by Dairy Farmers  
of Canada*



## BAR & BEVERAGE

*Presented by Molson Coors  
Beverage Company  
With Support From Madri, Heineken & Hop Valley*



## ONTARIO

*Presented by Sustainable Canadian  
Agricultural Partnership, Ontario Ministry of  
Agriculture, Food and Rural Affairs  
and Government of Canada  
With Support from Dairy Farmers of Ontario*



## CANADA

*Presented by Dairy Farmers of Canada,  
Chicken Farmers of Canada,  
Canada Beef, Canadian Bison & Egg  
Farmers of Canada*



## DESIGN

*Presented by  
Yellowbird Design Studio*



# CURATED PAVILIONS



## INDIGENOUS

***Presented by FCC***

*With Support from*

*Indigenous Culinary of Associated Nations*



## ECO

***Presented by***

***LEAF, Too Good To Go  
& Maple Leaf Foods***



## TECH

***Presented by***

***TouchBistro***



## QUEBEC

***Presented by***

***Groupe Export & Government of Quebec***



## WORLD

***Presented by***

***Bellavita Expo & San Pellegrino***

*With Support from Apex-Brasil and Chinese Cuisine  
& Hospitality Association of Canada (CCHAC)*



# POP INTO RC POP UP EXPERIENCE

This years exclusive in-Show POP UP Experience featured a custom-created tasting menu of dishes inspired by Canada and brought to life to your table by **Executive Chef Missy Hui** and the **and/or restaurant team**. This special presentation included a culinary experience inspired by one of their most popular offerings—the Chef’s Picnic which included some of the team’s favourite items from Canada’s leading food and beverage partners.

Presented by **AMERICAN EXPRESS**

Yellow Bird Design Studio and design partners Kwik Signs, Caesarstone, Contract Supply, Tarrison, Tableware Solutions, and Libbey Canada collaborated to bring the design vision to life.

Technology and Equipment partners Garland Canada, TRUE Refrigeration, Angelik, BUNN and Nespresso provided innovative equipment to support the operation of the Cafe, Bar, Restaurant





# RC POP UP EXPERIENCE

3 networking events were hosted in the space and over 400+ reservations + meetings took place.

## CAFE



**Attendees enjoyed coffee, tea & refreshments with small bites.**

*With Support From:*

*Egg Farmers of Canada, Beyond Meat, Quaker, Ghiradelli, Dairy Farmers of Canada, Lactalis, Splenda, Pacific Barista Series, Sienna Bakery, Doritos and Tea Squared.*

## BAR



**A selection of alcoholic and non alcoholic cocktails were curated by and/or top Canadian bar talent**

*With Support From:*

*Giffard, Heineken, San Pelligrino, Dole, Peru, Makers Mark, Northern Keep, Reifel Rye, Basil Hayden, Roku Gin, Hornitos, Uk Whiskey, Direty Devil Vodka, Tarsier, Soto and Nice Ice*

## RESTAURANT



**A full-dining experience delivered by Chef Missy Hui**

*With Support From:*

*Egg Farmers of Canada, Gordon Food Service, Club House for Chefs, Sienna Bakery, Markon, Dole, Beyond Meat, Canadian Chicken, Canada Beef, Premium Foods and Direct Poultry, Maple Leaf Foods/Viau,, Lactalis, Conestoga, Canadian Bison and Rowe Beef*

## TEST KITCHEN & PIZZA STATION



*The Test Kitchen was Presented by Club House for Chefs with tasting demos by Premium Foods & Direct Poultry and Beyond Meat*

**Hot + Fresh Pizza slices served daily**

*Presented by Donna Italia Pizza*



# FEATURED AT RC SHOW



## RESTAURANTS CANADA

Attendees could dive into the heart of the industry and discover the myriad of resources, benefits, and cost-saving programs available exclusively to RC members.

***Presented by Restaurants Canada  
with PepsiCo's Members Lounge***



## START UP LANE

Start Up Lane was the place to shop and meet the newest companies with the latest innovative offerings and services. .

***15+ Participating Exhibitors***



## FOOD TRUCK'N EXPERIENCE

The Food Truck'N Experience showcased international flavours served through the windows of Toronto's hottest food trucks all three days and at Opening Night Reception

***Presented by Food Truck'N Events + Catering***

***With Support From: Gordon Food Services, Resource, Sienna Bakery, Club House for Chefs, Dole, High Liner Foodservice, Red Bull, Beyond Meat, Giraffe Foods, Conagra Foodservice,, Gardiene, Udis, Rowe Beef, Sneiders, Mapleleaf foods/Viau, Duncan Hines, King Cole, French's, Campbells, and Frank's Red Hot***



# RC HOSPITALITY EVENTS



## OPENING NIGHT RECEPTION

Canada's largest industry networking event, complimentary for all RC Show attendees, exhibitors and partners.

***Presented by Restaurants Canada***

*With Support From: Food Truck'N Event Catering, Seagram, PepsiCo, Evian, Miss Vickie's King Cole, Gordon Food Service, Resource, Sienna Bakery, Markon, Canada Beef, Chicken Farmers of Canada, Canadian Bison, Rangeland Bison, Red Bull, Lactalis, Giraffe Foods, Maple Leaf Foods, VIAU, Conagra Foodservice, Udis, Duncan Hines, Gardein, Ufrost, Dirty Devil Vodka, Great Britan, Rowe Beef, Club House, Drink Better, Beyond Meat, Northfork Bison, Thomson & Scott Noughty, French's and Frank's Red Hot*



## INDUSTRY NIGHT OUT

The industry bar event of the year.

***Presented by Giffard***

*With Support From: Red Bull*



## BREAKFAST WITH CHAMPIONS

A top-rated, data-driven morning event where hospitality leaders gather to learn from industry experts and innovators.

***Presented by PepsiCo, Dairy Farmers of Canada, Diversey, UberEats, Nespresso & Too Good To Go***

*With Support From Club House, Dole, Splenda, Knorr, Quaker, Tropicana, Maple Leaf, Canadian Bison, Pacific Barista Series, Tea Squared and Giffard*



## TOP TO TOP RECEPTION

This exclusive invitation-only event brings top industry leaders together to network and enjoy an elevated culinary experience with celebrated influencers, chefs and award-winning mixologists.

***Presented by Quebec***

*With support from and/or, Nespresso, Dirty Devil Vodka, Ufrost along with an impressive list of companies who worked with Chefs Canada and the and/or team to create innovative and delicious menu items from Quebec exhibitors*



# GAME-CHANGING COMPETITIONS



## Beyond The Rail Competition

Team based competition to raise the bar on technique, innovation and business strategy and savvy.

***Presented by Beam Suntory***

*With Support From: Reifel Rye, Makers Mark, Northern Keep, Basil Hayden and Roku Gin*



## Pizza Competition

Contenders presented their skills and pies live before a panel of experienced judges.

***Presented by Ardent Mills,  
Lactalis Canada & Dole Foods of Canada***

*With Support From: Faema, Sunmix,  
Moretti Forni and Diced Knives*



## Garland Competition

Chefs levelled up for the chance to take home \$10,000 in cash and prizes.

***Presented by Garland Canada***

*With Support From: Chicken  
Farmers of Canada,  
Club House for Chefs, Canada  
Beef, Gordon Food Service,  
Dairy Farmers of Canada and  
Chefworks*



# GAME-CHANGING COMPETITIONS



## Oyster Shucking Competition

The fastest hands in the country show their speed, dexterity and style on stage. Celebrate the art of shucking and savor some of the world's finest oysters.

***Presented by Oyster Master Guild  
& Raspberry Point***

*With Support From: Reifel Rye, Makers Mark,  
Northern Keep, Basil Hayden and Roku Gin*



## Coffee Competition

Latte Art, Cezve/Ibrik and Coffee in Good Spirits Competitions.

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

*With Support From: Giffard,  
Aromano and Libbey*



## Fried Chicken Competition

Chefs competed to create the most delicious fried chicken sandwich.

***Presented by Chicken Farmers  
of Canada, Club House  
& Premium Foods & Direct Poultry***

*With Support From: Quell & Diced Knives*

# ON STAGE



## CULINARY

Canada's up and coming talent faced-off at our annual culinary competitions. where we saw it all heat up with some of the nations best and brightest talent to share the hottest skills and operational excellence.

***Presented by Garland Canada,  
Gordon Foodservice, Chicken Farmers of Canada,  
High Liner Foodservice, Canada Beef, Club House,  
San Pellegrino, & Dairy Farmers of Canada***



## SPEAKER

RC Show Speaker Stage was where the big conversations and ideas converged and where thought-leaders, trailblazers and influencers shared the sector's hottest topics, most challenging concerns and greatest opportunities.

***Presented by American Express  
& Murtec***



## BAR & BEVERAGE

Suppliers and thought leaders of the bar and beverage industry shared ideas, innovation and inspiration to help the industry LEVEL UP your bar offering and business.

***Presented by Molson  
Coors, Giffard & Dole***



# ON STAGE



## WORKSHOP

Hands-on sessions took place over the three days to help elevate your style and offerings including sake and spirit tastings to wine and cheese pairings,

*Presented by Higgins Event Rentals*



## STUDIOEX

Blueprints for New Business Series was curated for both budding entrepreneurs and seasoned restauranteurs with practical strategies, actionable steps to help them achieve prosperity in the dynamic and competitive foodservice industry.

*Presented by Interac*



## LEARNING LOUNGE

Hands on interactive sessions by innovative brands and top experts provided tips, tools information and resources needed to tackle today's challenges to grow your business and fuel our industry's success.

*Presented by Amazon Business*



# AWARDING THE BEST

## BEST SMALL BOOTH



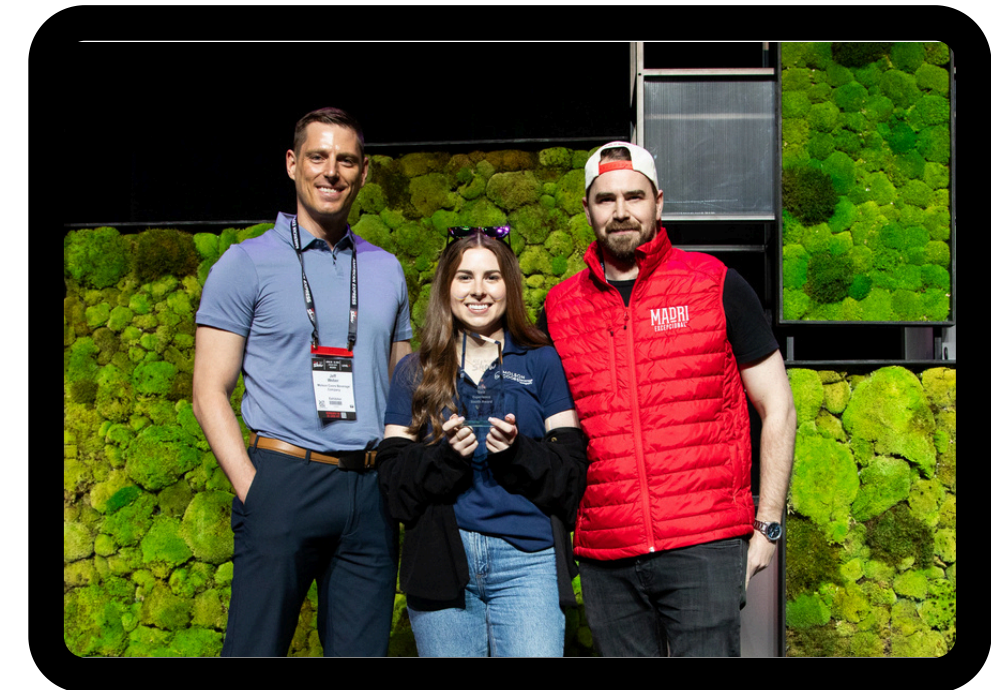
***Pudgyboy's Mini Donuts  
/ One Shot Canada***

## BEST LARGE BOOTH



***Apex-Brasil***

## BEST EXPERIENTIAL BOOTH



***Molson Coors  
Beverage Company***



# BEST FIRST-YEAR EXHIBITOR BOOTH



*The Black Experience Pavilion by  
The Re-Seasoning Coalition & Foodpreneur Lab*



# RC AWARDING EXCELLENCE

Presented annually at RC Show, Restaurants Canada Awards of Excellence recognizes and celebrates leading professionals and industry-changers who embody the best of our hospitality and foodservice industry. Shining a spotlight on those who fuel our industry's future and aim to continuously push the boundaries of what's possible is more important now than ever before.

**This year we are thrilled to announce six extraordinary leaders and organizations whose professional contributions have raised the bar for the national foodservice and hospitality industry.**

## ENVIRONMENTAL STEWARDSHIP AWARD OF RECOGNITION



**Award Presented by Too Good To Go**

Recognizing a pioneering Canadian company for their leadership and commitment to initiatives that aim to significantly reduce the environmental footprint of the foodservice industry.

**Recipient: Leaders in Environmentally Accountable Foodservice (LEAF)**

## EMERGING LEADER AWARD OF EXCELLENCE



**Award Presented by Grouper Canada**

Honouring those who, from early in their career, have embraced foodservice as their passion and vocation, reaching new heights of personal potential, while blazing a new path for others to follow and thrive.

**Recipient: Chef Hayden Johnston, Richmond Station**

## LEADERSHIP AWARD OF EXCELLENCE



**Award Presented by PepsiCo**

Honouring those who have made an indelible mark and game-changing contribution to the Canadian foodservice landscape, helping others grow to reach new heights and potential.

**Recipient: Susan Senecal, President and CEO, A&W Restaurants Inc.**

## INNOVATION AWARD OF EXCELLENCE



**Award Presented by Restaurants Canada**

Honouring individuals and companies that challenge the status quo, using ingenuity and vision to develop game-changing products and services that drive foodservice forward.

**Recipient: Power Knot**

## LEGACY AWARD OF EXCELLENCE



**Award Presented by Diversey**

Honouring those whose careers inspired, elevated and transformed the Canadian foodservice industry, leaving a lasting blueprint for generations to follow.

**Recipient: Warren Erhart, President & CEO, White Spot**

## CULINARY AWARD OF EXCELLENCE



**Award Presented by Air Canada**

Honouring those who harmonize culinary expertise with unparalleled creativity, celebrating a wide array of flavours and cuisines while prioritizing sustainability and a consistent commitment to high-quality culinary service.

**Recipient: Chef Meeru Dhalwala, Vij's Restaurant**



# TESTIMONIALS

## Speaker



I know my colleagues and I certainly enjoyed RC Show. It was definitely the best show I've attended for as long as I can remember. I've already blocked my calendar for next year."

## Exhibitor



Thanks again for your feedback on the booth location, it was indeed a dense area that landed us almost 150 qualified leads. We are looking forward to working with you again next year!

## Attendee



What an incredible and educational experience it was to attend the RC Show as a visitor yesterday.



# TESTIMONIALS

## Exhibitor



You made our participation at the RC Show seamless and our experience one to remember



## Show Partner



The pavilion looked great (the whole show did), our exhibitors were very happy and overall the three days were a big win!



## Attendee



It was my first presence at the show, and I really liked the ambience and the diversity of the stands/suppliers.



**RC**  **Restaurants  
Canada**

# **show**

**Conference & Trade Expo**

# **LEVEL UP**

**[CLICK HERE TO RELIVE THE EXCITEMENT OF RC SHOW 2024!](#)**



# 2024 SHOW PARTNERS





# 2024 EVENT PARTNERS





# 2024 CONTRIBUTING PARTNERS



# 2024 MEDIA PARTNERS

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**THANK YOU FOR LEVELING UP WITH US!**



**SAVE THE DATE: APRIL 7-9, 2025  
ENERCARE CENTRE, TORONTO**

**PLAN YOUR EXHIBIT & BRAND ACTIVATION FOR RC SHOW 2025!**



**WWW.RCSHOW.COM**



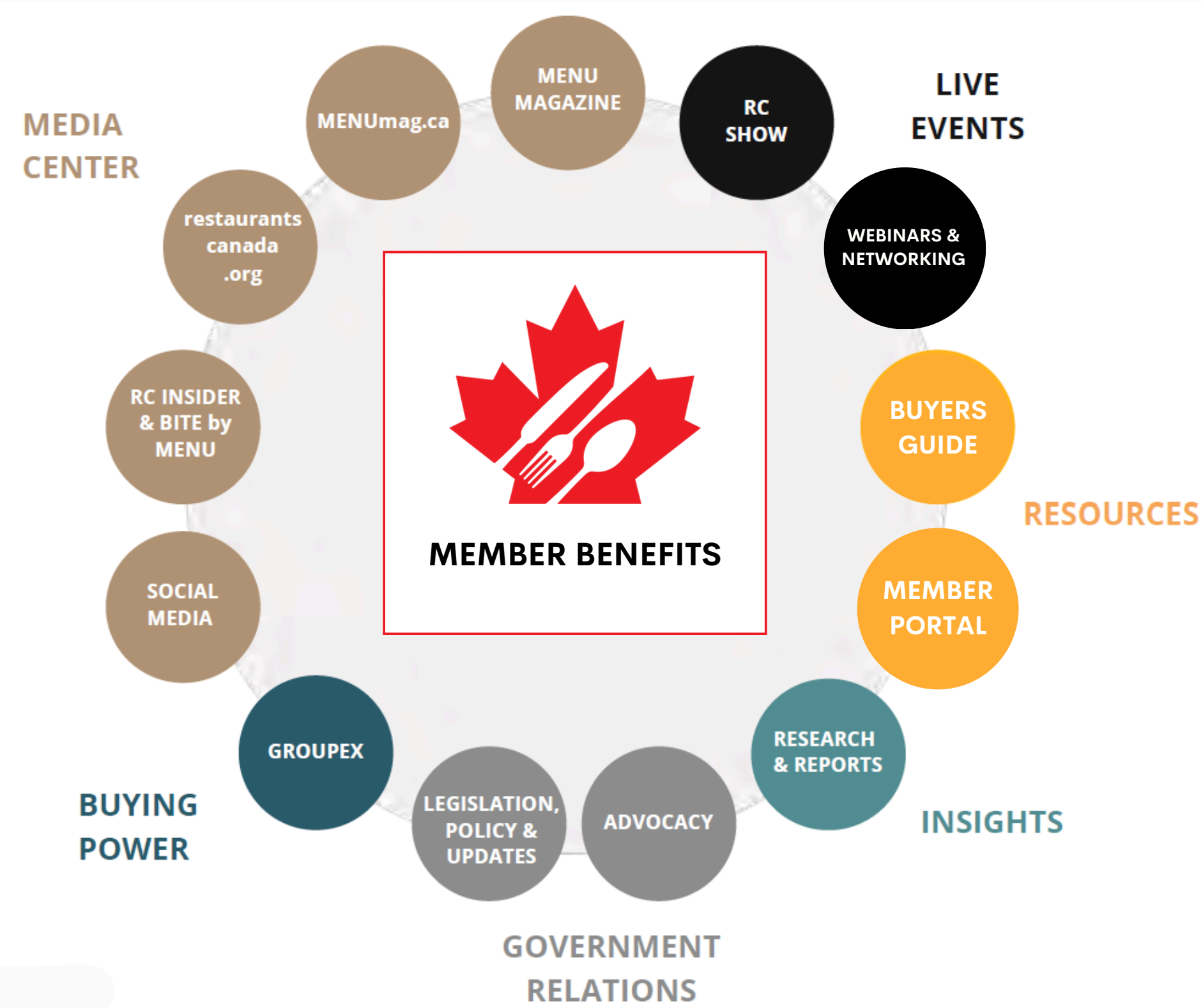
**800-387-5649 ext SHOW (7469)**



**RCSHOW@RESTAURANTSCANADA.ORG**



# RESTAURANTS CANADA MEMBER BENEFITS



**WWW.RESTAURANTSCANADA.ORG**



**800-387-5649 ext SHOW (7469)**



**MEMBERS@RESTAURANTSCANADA.ORG**

Restaurants Canada is a growing community of **98,000 FOODSERVICE BUSINESSES**, including restaurants, bars, caterers, institutions, and suppliers.

We connect our members through services, research, & advocacy. Canada's foodservice sector is a **\$114 BILLION INDUSTRY**. As Canada's number one source of first jobs, we directly employ more than **ONE MILLION PEOPLE**.