



# BCRFA LOCAL MARKETING & PROMOTIONS

## FREE DECEMBER MARKETING FEATURE: CHARCUTERIE



The British Columbia Restaurant and Foodservices Association is a dedicated resource to help restaurateurs grow and succeed in business in our province.

# CHARCUTERIE AND CHEESE

## Charcuterie and Cheese: A perfect offering for dine in and home entertaining this December

BCRFA is using it's consumer facing social media channels @BCTastesBetter to promote restaurant features and build confidence in restaurants for dine in and take away.

We're seeking your charcuterie and cheese submissions! Share your Instagram ready boards, appy offerings and dessert board specials or charcuterie take away kits. To have your offer featured, send us:

- a description,
- local connections (producers, processors, farmers)
- any hashtags you like,
- suggested pairings (beer, wine), and
- a picture or two.

Customer demand and sales of charcuterie are projected to grow year of over. As a long-time staple on menus and in entertaining, it's having huge renaissance as people's diets and eating trends change. As a result, it's a food for our times and it's great offering for many day-parts.

1. Both cheese and charcuterie have a huge range of local producers and offer a myriad of unique flavours.
2. It works for Keto and protein-rich diets.
3. It's ripe for pairings with local wine and beer and cocktails.
4. House-made options help your culinary team express their talent and your business to tell your unique story.
5. Charcuterie's ability to be made from traditionally discarded cuts of meats and reduce food waste is right on the sustainability trend.

Check out some of our ideas below as inspiration for how you can use these simple, flavourful foods to impress your guests and increase your average cheque in the months to come.

Submit your offer and be entered to win! One restaurant featured this month will receive a stockpot with all the bells and whistles in it, over \$400 value, from @RHFoodEquip.

## WHAT IS CHARCUTERIE?

Charcuterie, (pronounced "shahr-ku-tuh-ree"), is a French term for a branch of cooking that is dedicated to prepared meat that dates from the times before refrigeration. As an ancient art, it is having a huge renaissance because it allows chefs and artisans to preserve food through classic curing and seasoning means. Traditional methods focus on salt-curing and brining to bring great tastes and unique presentations.

On menus, charcuterie is often used to describe a platter or board of specialty meats combined with an assortment of cheeses, fruits, nuts, olives and pickles that offer complementary flavours and textures. The combination of elements is up to the discretion of the culinary team and the time of day that the board is being offered. In restaurants, charcuterie boards can be offered as an appetizer, afternoon or later night snack or, with only cheese, nuts and fruit, a dessert replacement.

Traditionally primarily pork-based, modern platters include a variety of pork, beef, turkey, game or duck products. The meat can be prepared in a range of styles including prosciutto, bacon, jambon, sausage, smoked, patés, terrines, rillettes and saucissons. Charcuterie can be made in-house or purchased from niche local producers or from larger national purveyors.

In BC, Charcuterie made in-house or from niche local producers has an undeniable appeal for guests. These unique products have a strong sustainability message because they use more parts of the animal from prime cuts to the bones (for broth). These brands are often smaller and willing to work with restaurants to create attractive and lucrative charcuterie boards as well as create custom products for your establishments.

Across the province, we have a large number of local producers that are creating tasty offerings that tell the story of place. Some folks we think you should check out are:

- Birch and Boar Butchery in Prince George
- Picnic Charcuterie in Tofino
- The Whole Beast Artisan Salumeria in Victoria
- Oyama Sausage Co. on Vancouver's Granville Island
- Helmut's Sausage Kitchen in Kelowna and Vernon



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If you are looking for something truly unique, Salt Spring Harvest Kitchen [saltspringharvest.com](https://saltspringharvest.com) and The Very Good Butchers in Victoria [verygoodbutchers.com](https://verygoodbutchers.com) both offer a selection of vegan and plant based “charcuterie” options.

Foodservice suppliers, BCRFA partner Sysco stocks an excellent selection of Helmut's products. Two Rivers Meats and Legends Haul offer packs that may be of interest.

## 7 REASONS TO PROMOTE CHARCUTERIE BOARDS ON YOUR MENU.

*There is no right or wrong way to build a charcuterie/cheese board programs. Put your creative hat on get started.*

### 1. Connect customers with your culinary team's talent.

During these COVID-times, we need to stand out and bring in those customers that are closest to our businesses. In order to do that, we need to stand out for our culinary skill, great taste and welcoming hospitality. With charcuterie, you have the ability to have your culinary team showcase their skills with house-made products and thoughtful selections. Your sommelier or serving teams can showcase their expertise by offering strong pairings of local beer, wine, cocktails or mocktails. The visual experience of a well-designed charcuterie board offers customers a “wow factor” that can be shared on social.

*What's the excitement for your culinary team?*

The best charcuterie platters use contrasting flavours and textures that play well off of each other. Your team can decide on a mix of spicy, mild, sweet and sour options and a good balance between light and rich, smooth, creamy and crunchy flavours. How the board is rounded out, whether you choose to add cheese, fresh or dried fruit, pickles, nuts, spreads or olives, helps add colour and exciting taste bites. Whether your team chooses house-made bread, crostinis, crackers or gluten free cheese crisps or rice crackers helps target different audiences and diets.

### 2. Boost your average guest cheque.

Because it is most often ordered as an appetizer or a pairing for drinks, serving charcuterie is a great way to boost check averages and draw in customers who are looking for a little

added taste experience on their time with you. Also, if your kitchen is closing early, charcuterie offers a great option to offer on a reduced evening menu offering. Much of it can be cut in advance and plated on demand without the need of having your full chef team available.

Properly training your staff on the board and the products and potential pairing will help you bring your guest cheques up. An enthusiastic and knowledgeable staff can help educate customers and spread that enthusiasm while upselling adjacent products. Sparkling wines have a festive feel and can add an element of celebration to your offering. Consider choosing some local beers to promote as an upsell. These offer a strong match: the carbonation helps cut the richness and fat of the meat.

### 3. Support Local Artisans.

Buying local is very important in these times. Artisans and small businesses need our support – so being able to support them with your charcuterie program helps to spread your influence and sends a positive message to your customers.

A solid charcuterie program offers great ways for your business to support or partner with cheese makers, butchers/charcutiers, preservatories that make jams, pickled vegetables, mustards, hummous and spreads, and woodworkers who make serving or cutting boards. You can also support local wineries, breweries and distilleries on fabulous pairings.

Make sure you promote the local suppliers you support on your menu, feature boards or in your social media. Use the hashtag #BuyBC and include @BCTastesBetter and @EatDrinkBuyBC so we can share your stories through BCRFA and our Ministry of Agriculture partner channels.

### 4. Make it A Meal.

Charcuterie doesn't have to be relegated to the appetizer category. The basic goal of a charcuterie board is to create contrast between all of the different qualities in each morsel that makes sense. Many people are on diets that focus on filling, protein rich foods. For example, charcuterie is a great

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option for people on keto – and for the households of people who have restricted diets. Could you make a combo of salad and charcuterie board that appeals to people looking for low carb or people looking for something filling but not a full meal?

On your menu, suggest menu items and food and drink pairings that would work well with your board offerings.

## 5. Offer a take out special.

Take-out is a rising trend and it's only getting more important as a channel for income growth in restaurants this winter. Charcuterie and cheese boards make great provisions for people planning a nice evening at home with food and wine – or a conversation starter for a Zoom social. Charcuterie kits are an option for those who like to plan ahead too: they can be purchased in advance and be something that can be shared over multiple days. They can be offered to guests who come in for dinner as a take home option for later in the week.

### Packaging options include:

- Pizza box with a fully laid out charcuterie spread
- Basket or box with all the fixings to make a board at home
- Gift packs including a local artisan's cutting board and serving implements for holiday giving
- Zoom packs: get three couples and commit to delivering each household the same kit so that the group can gather and share the same bites
- Add-ons: fresh housemade bread, heat and serve breads, crostinis, salads.
- Pairing kits with wine or beer add on included for an extra fee

If you sell a kit or gift pack, include a card that asks your guests to post a photo of their creation tagging you on their social so you can share the message.

## 6. Create great image for social media marketing.

We eat with our eyes first. With charcuterie, presentation is everything. Once you have designed the perfect charcuterie board feature or features, you need to get the word out about it to help ensure it is successful. With how photo friendly that boards are, we suggest you start by using a phone or a professional photographer to get some great shots. With

Insta stories, you can document the putting together of the board with a few shots of slicing meat, prepping fruit or nuts, and plating.

Social media is a great way to tempt customers to come in and try your charcuterie offering. When listing the board on the menu and when you promote it online, be sure to include the names of any local producers you have partnered with and highlight any house-made ingredients. As above, tag any local suppliers or local accounts that will help spread the word.

## 7. Promote something special for the holidays:

Charcuterie/Cheese boards are extremely flexible: we've seen some of the most beautiful boards on social that are entirely vegan. Your culinary team don't even have to be particularly artistic to put them together. The flair is in the shaping of the collection of items, the colours, the textures and the tastes.

You can adjust the ingredients for different preferences, scale up or down the portions based on the number of guests, make them as affordable or pricey as you'd like and can even tie them to a certain theme, like a color or season. In terms of presentation, being able to present the items makes this unique taste experience. Don't forget to include tiny tags for each component and use little bowls to hold preserves or fruit can add color and dimension to the spread.

### Get started.

People are looking to support local restaurants like yours. Make sure you send us your features so we can promote your offerings on our social media channels. We are here to support you.

## WHY CHARCUTERIE/CHEESE BOARDS?

They offer a true taste of the region and the season. They are a great option for your menu or for your offsite host. Engage new customers and get people tasting new artisan products from around your region.

More information: [bcrfa.com](http://bcrfa.com)

Share your offering with @bctastesbetter for a chance to win the prize pack from Russell Hendrix.