



CERTIFIED TASTE

FEAST ON<sup>®</sup>

OF ONTARIO

2019

FEAST ON<sup>®</sup>

IMPACT REPORT

PREPARED BY THE CULINARY TOURISM ALLIANCE



# FEAST ON<sup>®</sup>

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



# WHY WE FEAST ON<sup>®</sup>

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.

Through Feast On<sup>®</sup>, 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 2017 United Nations World Tourism Organization (UNWTO) report on food tourism highlighted that “88.2% of destinations consider food a strategic element in defining its image and brand.”

They also gave 5 reasons for the 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.

In a recent SKIFT Inc. report on defining food tourism, it was emphasized that food tourism is about the story behind the food and those traveling crave unique, locally focused experiences.

Here are some of the highlights:

- Food tourists want to “go deeper than just tasting a food or beverage”. We need to think about the story behind the food or the maker.
- About 1 in 4 recent travelers have taken a trip motivated by a food and/or drink experience.
- The top 3 food + drink related activities for the US traveler are dining out at a restaurant that serves local food, visit a local food retailer and wine tasting.



“Knowing that there is an entire organization dedicated to promoting the work that we are all doing, gives me hope that more businesses and people will jump on the local food bandwagon.”

Chef Angela Caputo  
The Breakfast Pig  
Sault Ste. Marie, ON  
Certified since 2019





**FEAST ON<sup>®</sup> CERTIFIED**

**RESTAURANTS\***

*\*includes all experiences certified as of August 30, 2019*

CERTIFIED RESTAURANTS REPORTED OVER

**\$30,340,000**

IN ONTARIO FOOD & DRINK PURCHASES LAST YEAR

THAT'S AN INCREASED SPEND OF OVER

**\$5,000,000**

IN ONTARIO FOOD & DRINK PURCHASES OVER LAST YEAR

IT'S ALL THANKS TO OUR TEAM MAKING DIRECT INTRODUCTIONS

**3,888**

TIMES BETWEEN CHEFS, DISTRIBUTORS + PRODUCERS





**\$182K**

Average annual spend on Ontario food in 2017

**\$188K**

Average annual spend on Ontario food in 2018

**\$193K**

Average annual spend on Ontario food in 2019

**54%**

Average amount of Ontario food on a Feast On<sup>®</sup> menu\*

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



“I am so grateful to be in a place where the ingredients have such a high level of quality and diversity.”

Chef John Morris  
360 Restaurant at the CN Tower  
Toronto, ON  
Certified since 2017

“Feast On® helps us start a conversation with our guests about why we should be utilizing all of the incredible things Ontario has to offer.”

Joel Gray and Hannah Harradine  
Sumac + Salt  
Collingwood, ON  
Certified since 2018

360 The Restaurant at the CN Tower, Toronto  
 Abbey Gardens, Haliburton  
 Abruzzi Ristorante, London  
 Adamo Estate Winery, Mono  
 Ancaster Mill, Ancaster  
 Aquaterra at the Delta by Marriot Waterfront, Kingston  
 Atmosphere Cafe + etc, Guelph  
 Atomica, Kingston  
 Avling Kitchen + Brewery, Toronto  
 Backhouse, Niagara-on-the-Lake  
 Barlett Lodge, Algonquin Park  
 Beau's All Natural Brewing Co., Vankleek Hill  
 Belfast Love, Donnelly Group, Toronto  
 Bella Bistro, Kingston  
 Bindia Indian Bistro, Toronto  
 Bistro 67, Whitby  
 Blue Elephant Craft Brewhouse, Simcoe  
 Borealis Grille, Kitchener  
 Borealis Grille, Guelph  
 Breadalbane Inn and Spa, Fergus  
 Brickworks Ciderhouse, Toronto  
 Bruce Wine Bar, Thornbury  
 Cafe Belong, Toronto  
 Cambridge Mill, Cambridge  
 Canis, Toronto  
 Canthooks Restaurant, Calabogie  
 Cascata Bistro, Carlisle  
 Casero Kitchen Table and Taco Bus, Owen Sound  
 Chez Nous Wine Bar, Toronto  
 Chien Noir, Kingston  
 Chorizo La Abuela Mexican Street Food, Toronto  
 Clément's Crêpes, Toronto  
 Cowbell Brewing Inc., Blyth  
 Craft Farmacy, London  
 David's Restaurant, Port Dover  
 Delta Hotels + Marriot Kingston Waterfront, Kingston  
 Dianne's, Kingston  
 Earth + City, Toronto  
 Eddington's of Exeter, Exeter  
 Eganridge Resort, Kawartha Lakes  
 Elmhirst Resort, Keene  
 Embers Grill and Smokehouse, Sault Ste. Marie  
 Evergreen Brick Works Market Food Court, Toronto  
 Flame+Smith, Bloomfield  
 Flying Chestnut, Flesherton  
 Fresh City Farms, Toronto  
 From the Farm Cooking School, Ameliasburgh  
 From the Ground Up Culinary, Calabogie  
 Garlic's of London, London  
 Graffiti Market, Kitchener  
 Harper's Burger Bar, Kingston  
 Hawley Crescent Culinary Services, Oshawa  
 Hawthorne Food & Drink, Toronto  
 Hearty Catering, Toronto  
 Heather Lodge, Minden  
 Heatherlea Farm Cafe, Caledon  
 Her Father's Cider Bar, Toronto  
 Hessenland Inn & Vineyard, Zurich  
 Hockley Valley Resort, Mono  
 Iron Kettle Bed & Breakfast, Comber  
 Jamie Kennedy Kitchens, Toronto  
 Jewels Under the Kilt, Fergus  
 La Parisienne Creperie, Oakville  
 Lancaster Smokehouse, Kitchener  
 Landman Gardens and Bakery, Headwaters  
 Langdon Hall, Cambridge  
 Le Select Bistro, Toronto  
 Legends on the Niagara Restaurant, Niagara Falls  
 Library Bar, Fairmont Royal York, Toronto  
 Little Mushroom Catering, Cambridge  
 Littlejohn Farm, Prince Edward County  
 Magic Oven, Toronto  
 Madawaska Kanu Centre, Barry's Bay  
 Maple Leaf Tavern, Toronto  
 Marben, Toronto  
 Mijijidaa, Guelph  
 Molly B's Gluten Free Kitchen, Concord  
 Molly's Bistro and Bakery, Minden  
 Montecito, Toronto  
 Mudtown Station, Owen Sound  
 Muskoka Lakes Farm + Winery, Bala  
 Nique Restaurant, Hamilton  
 Northern Edge Algonquin, South River  
 Oakridges Acres Country Meat Store, Ayr  
 OWL Rafting, Foresters Falls  
 Paintbox Catering and Bistro, Toronto  
 Peller Estates Winery Restaurant, Niagara-on-the-Lake  
 Plant Matter Kitchen, London  
 PORT Restaurant, Pickering  
 Publican House Brew Pub, Peterborough  
 Queen Gozleme, Toronto  
 Queen Victoria Place, Niagara Falls  
 Queenston Heights, Niagara-on-the-Lake  
 Radical Gardens, Timmins  
 RARE Grillhouse, Peterborough  
 Ravine Vineyard Restaurant, St. David's  
 Restaurant at Redstone Winery, Beamsville  
 Rhubarb Restaurant, Minden  
 Rich Uncle Tavern, Kitchener  
 Richmond Station, Toronto  
 Ricky & Olivia Events, Toronto  
 RIV Chip Stand, Sturgeon Falls  
 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  
 Studio Kitchen by ChefD, Durham Region  
 Sumac + Salt, Collingwood  
 Table Rock, Niagara Falls  
 Taco Farm, Waterloo  
 Tabah's Table, Pembroke  
 Tapioca Gourmet, Toronto  
 TC's Tibetan MoMo, Toronto  
 Terre Rouge, Markham  
 The Breakfast Pig, Sault Ste. Marie  
 The Chefs' House, Toronto  
 The Chef's Table, Fanshawe College, London  
 The Dish, Kirkland Lake  
 The Green Wood, Toronto  
 The Local Cafe, Centennial College, Scarborough  
 The Mill Restaurant & Pub, Cobourg  
 The Opinicon, Elgin  
 The Quirky Carrot, Alexandria  
 The Social Bar and Table, Port Hope  
 The Windjammer Inn, Port Stanley  
 The White Owl Bistro, North Bay  
 The Woolly Pub, Guelph  
 Tiara Restaurant at the Queen's Landing Hotel, NOTL  
 Toast & Jam, Kingston  
 Tomasso's Italian Grille, Trenton  
 Traditional Persian Food, Toronto  
 Tulip at the Hilton Garden Inn & Homewood Suites, Ottawa  
 Urban Acorn Catering, Toronto  
 Urban Pantry, Uxbridge  
 Verdicchio Ristorante, Sudbury  
 Vineland Estates Restaurant, Vineland  
 Waupoos Estates Winery and Restaurant, Picton  
 Westmount Golf + Country Club, Kitchener  
 Whirpool Restaurant, Niagara Falls  
 Who Tone Bistro, Markham

# EDUCATION IS AN IMPORTANT PART OF BUILDING OUR FOOD SYSTEM.

Feast On® Preferred Purveyors are the growers, producers, suppliers and distributors working towards putting more local food on plates. This program could not exist without them, nor could the amazing dishes locally-focused chefs create season after season.

From inland shrimp farming to fermented honey products, they're the backbone of Ontario's regional food communities. They're building our food culture and creating new opportunities for the agriculture and hospitality industries to work together, everyday.

## PREFERRED PURVEYORS + PARTNERS

100KM Foods  
5 Chicks and a Farmer  
Apple Flats  
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  
Murray's Farm  
No. 7 Hot Sauce  
Ontarieau

Ontario Honey Creations  
Perth Pork Products  
Petit Brule Products  
Planet Shrimp  
Pluck Teas  
Pristine Gourmet  
Reif Estates Winery  
RestoHub  
Spearhead Brewing Co.  
Tamarack 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 Ontario  
Evergreen Brick Works  
Foodland Ontario  
Green Tourism  
Ocean Wise  
Ontario Craft Brewers  
Ontario Commercial Fisheries  
Ontario Pork  
Ontario Turkey  
Restaurants Canada  
Taste Real  
Veal Farmers of Ontario  
VQA Wines of Ontario  
Wine Country Ontario




“It’s about authenticity and transparency. We started as farmers and we want to make sure that people know that we are true to our word.”

Chef Brianna Humphery  
Radical Gardens  
Timmins, ON  
Certified since 2015

“Being part of a community of people who care about the bounty of their province, and wish to showcase all it has to offer, is a really special thing.”

Chef Chris Locke  
Marben  
Toronto, ON  
Certified since 2018



“Feast On® to us represents a benchmark in which we can measure our impacts to supporting Ontario producers and a platform for us to learn from fellow chefs.”

Chef Daniel Holloway  
Urban Acorn  
Toronto, ON  
Certified since 2015

# 2018 EVENT HIGHLIGHTS

## AMAZON PICNIC

Feast On® curated the annual summer staff party for Amazon and it's employees. 10 Feast On chefs were featured, as well as key partners in the program.

+1,000 CONSUMER ATTENDEES

## PIGSTOCK 2019

Feast On® put together a thoughtful industry workshop on the benefits of local sourcing and whole animal butchery in partnership with Loyalist College and Albert Ponzo.

30 INDUSTRY ATTENDEES

## RC SHOW

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

+18,000 INDUSTRY ATTENDEES

## TERROIR RURAL RETREAT

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

Held at South Pond Farms, in The Kawarthas, the event was a celebration of small-scale, local producers creating world-class products - including 24 local farmers and artisans, 20 winemakers, and a dozen brewers.

+300 MEDIA & INFLUENCER ATTENDEES

### PARTICIPATING CHEFS INCLUDED:

- RICKY CASIPE
- OLIVIA SIMPSON
- NEALE AZIZ
- JAMES EDDINGTON
- ERIC BOYAR
- TYLER SCOTT
- BRIANNA HUMPHERY
- JOHN MORRIS
- ALBERT PONZO
- NICK BENNINGER
- JAY NUTT
- ISAAC MEADOWS
- ERIC DREHER
- BENJAMIN LILICO
- BRAD WATT
- RODNEY BOWERS
- FORREST LIU
- DANIEL HOLLOWAY
- DYLAN SMITH
- STEVE HUMPHERY



#### 50 BEST EXPLORES LIVE COVERAGE STATS

Total Stories Published: 235

Impressions: 4,099,531

Reach: 3,827,522

Engagements: 893

Two journeys.  
Two culinary epicentres.  
Two of the world's best chefs.

As part of the 50 Best Explores franchise, Ignacio Mattos, chef of New York's Estela and Junghyun 'JP' Park from New York's Atomix restaurant toured Ontario alongside judges and media from Forbes and Haute Living Magazine. The goal was to highlight Ontario's world-class experiences on a global scale.


The result will be a video series sharing Ontario's most beautiful and destinations with the world in autumn 2019.

#### PARTICIPATING FEAST ON CHEFS, VENUES AND PURVEYORS INCLUDED:

- DANIELLE FRENCH, SOUTH POND FARMS
- DAVID SIDER, REDSTONE WINERY
- ELBERT WIESERMA, NIAGARA PARKS
- GREG ELMHIRST, ELMHIRST RESORT
- JASON BANGERTER, LANGDON HALL
- JASON MCKENZIE, CANIS
- JASON PARSONS, PELLER ESTATES
- JAY NUTT, ELMHIRST RESORT
- JEFF KANG, CANIS
- KING COLE DUCKS
- LAURA MAXWELL, LE SELECT BISTRO
- MAX MEIGHAN, AVLING BREWERY
- MURRAY THUNBERG, MURRAY FARMS
- NANCY SELF, TAMARACK FARMS
- NEALE AZIZ, SOUTH POND FARMS
- NICK LIU, DAILO
- OLIVIA SIMPSON, RICKY+OLIVIA
- PETER CHORABIK, TORONTO BEE RESCUE
- RICKY CASIPE, RICKY+OLIVIA
- RYAN CRAWFORD, BACKHOUSE
- SAM CAMPBELL, AVLING BREWERY
- SANAGAN'S MEAT LOCKER
- SARAH ALLISON-CHORABIK, ONTARIO HONEY CREATIONS
- TOSH AGASSIZ, CANIS
- TYLER SCOTT, RARE
- WESTCOTT VINEYARDS





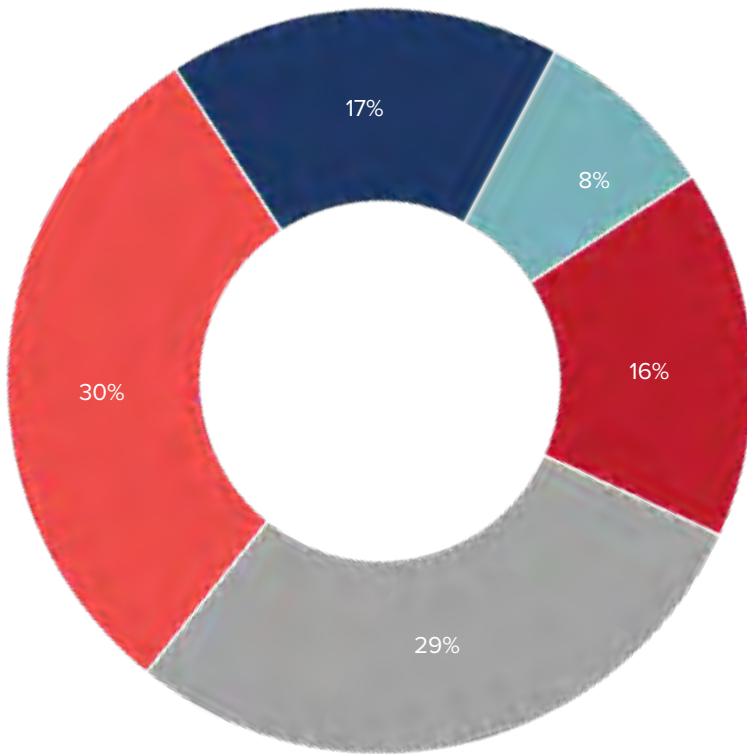


“Feast On® cuts through the green washing and helps reward folks who deserve to be celebrated. Plus, some pretty fun events have helped me connect with some like-minded people; whom, like me, are all a bit too busy in the kitchen to normally spend any time with one another.”

Chef Nick Benninger  
Taco Farm  
Waterloo, ON  
Certified since 2014

# 2019 FINANCIAL FORECAST

## CULINARY TOURISM ALLIANCE REVENUES



- MEMBERSHIP
- FEAST ON® PROGRAM
- CONSULTING SERVICES
- TERROIR SYMPOSIUM
- MARKETING PARTNERSHIPS

Total government support of the Culinary Tourism Alliance, as of July 31st: \$105,000 (9% of total revenue)

### FEAST ON® REVENUES

- Industry Funding
- Government Funding



Prior support for Feast On has been provided by OMAFRA

#### 2020 FUNDING SOURCES (PROJECTED)



#### 2019 FUNDING SOURCES



#### 2018 FUNDING SOURCES



#### 2017 FUNDING SOURCES



# GET FEAST ON® CERTIFIED

Find out how at [OntarioCulinary.com/Feast-On/APPLY](http://OntarioCulinary.com/Feast-On/APPLY)  
or email [feaston@ontarioculinary.com](mailto:feaston@ontarioculinary.com)

# JOIN THE CONVERSATION

Subscribe for updates at [OntarioCulinary.com](http://OntarioCulinary.com)

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Share your Ontario food story



Feast On® is a program by the Culinary Tourism Alliance