



2019

FEAST ON[®]

IMPACT REPORT

PREPARED BY THE CULINARY TOURISM ALLIANCE



— 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.

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 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



144



FEAST ON[®] 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[®] 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
 Mijidaa, 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 Wooly 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



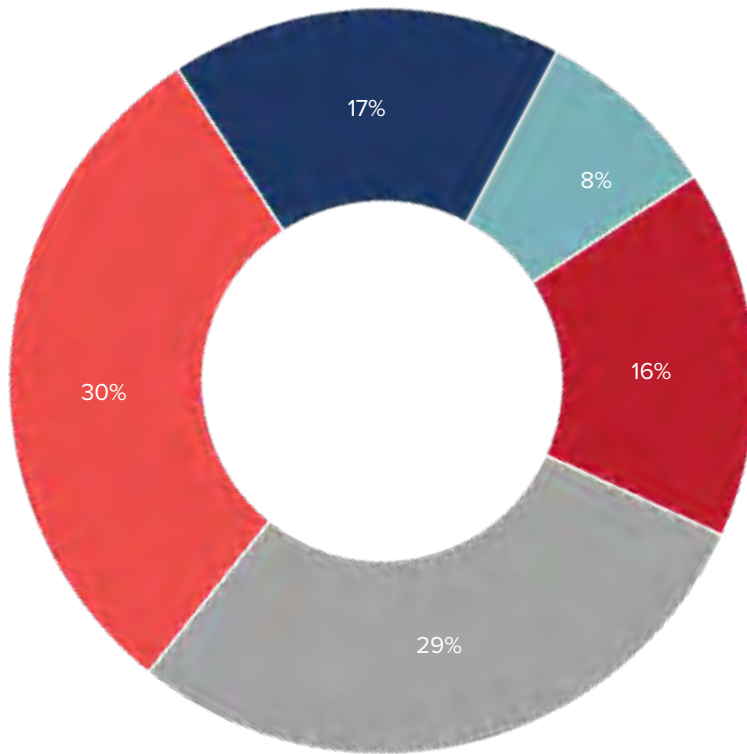


“Feast On® cuts through the green washing and helps reward folks who deserve to be celebrated. Plus, some pretty fun events have helped me connect with some like-minded people; whom, like me, are all a bit too busy in the kitchen to normally spend any time with one another.”

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
or email feaston@ontarioculinary.com

JOIN THE CONVERSATION

Subscribe for updates at OntarioCulinary.com

Follow Us @OntarioCulinary

Share your Ontario food story



Feast On[®] is a program by the Culinary Tourism Alliance