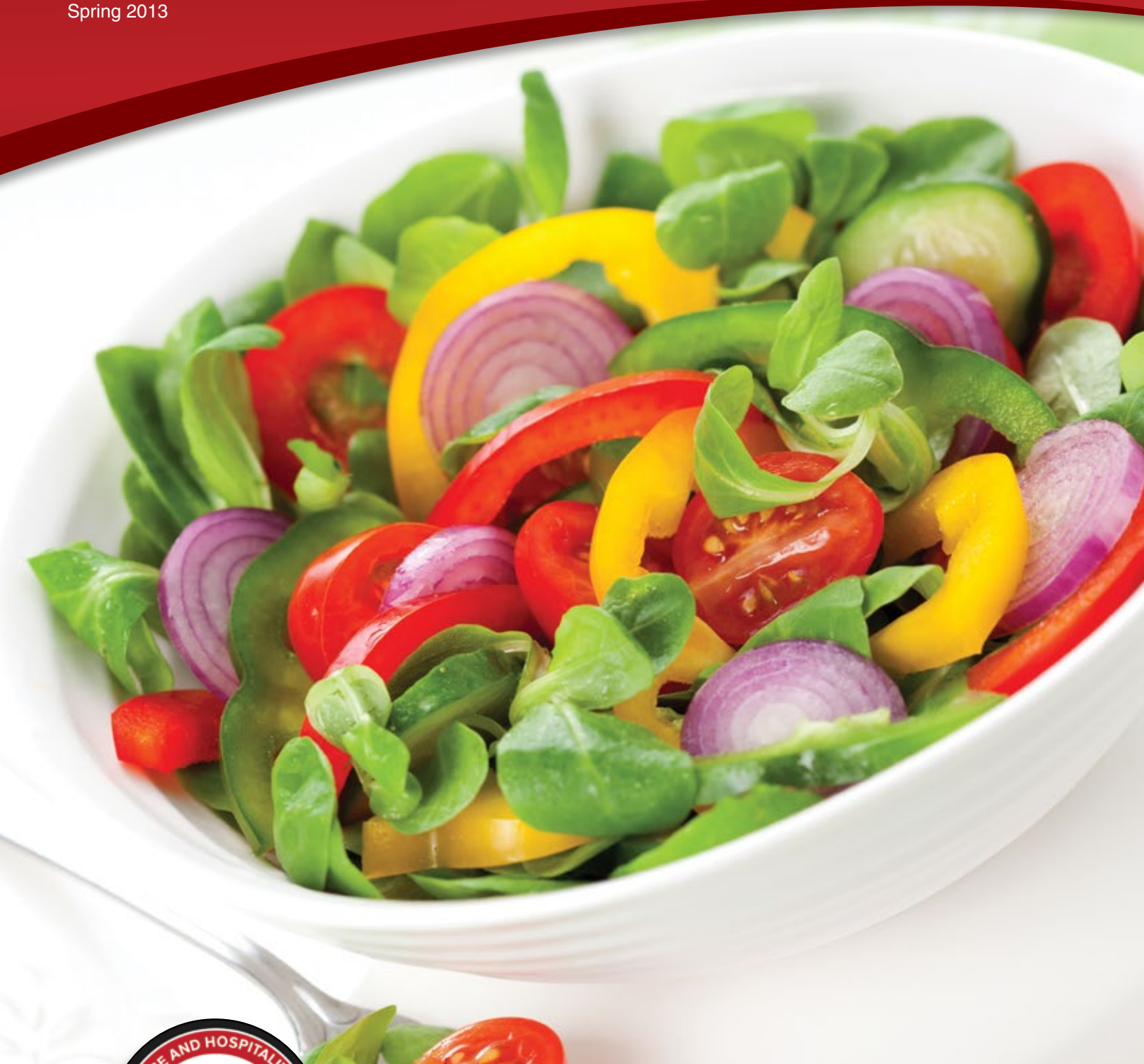


In Season!

Spring 2013

*“Experience Our Passion
for Foodservice”*



Dana
Hospitality Inc.

Buy Local – The Proof Is On Your Plate

Dana has always supported buying from local sources. Not because it's trendy but because it is the right thing to do. Buying locally helps support the local economy, supports the growth of future local producers to ensure a sustainable source of food we can trust, reduces carbon footprint by keeping transportation distances short and maximize nutrient content, appearance, texture and taste because food isn't sitting in trucks for long periods of time.

Buying locally only makes sense when you cook from scratch. Your Dana chef cooks from scratch every day using fresh ingredients, sourced locally. This means that we can track the ingredients we are serving you. At any time you have only to ask your Chef to show you the recipe for a listing of the ingredients used. This is a great benefit for those who are gluten intolerant or suffer from food allergies and sensitivities.

Ingredients in factory manufactured entrees, soups and meals are not as clearly identifiable. Most recently, the discovery that meals served **from factory sourced entrees in Europe contained up to 100% horsemeat** came as a shocking surprise to consumers. It was only discovered through independent laboratory testing. **Imagine serving meals without knowing what ingredients have been used.**

We can't, we don't and we never will.

It's easy to say that food is purchased locally and cooked from scratch, **but it is much harder to prove it.** While some would use "local sourcing" as the current catch phrase, to Dana it is an operational imperative that truly helps differentiate our unique business model.

We can prove it.

In a recent research project supported by the Greenbelt Fund¹ we were able to track the source of all of our ingredients purchased from our prime distributor, Stewart Foodservice Inc in Ontario. **We purchase from a listing of 2000 items and over 1900 of those items are grown or raised in North America.** This does not include our dairy, bread or fresh produce which we buy from local suppliers. We will be working with our BC broad-line

distributor, Yen Brothers to track local purchases in our western cafés.

The data collected proves that **Dana Hospitality sources 96% of our ingredients from Canadian and US growers and producers.** Of the remaining 4% of the items that we purchase outside of North America, coffee from Brazil makes up the largest volume.

Through the winter many of our fresh fruits and vegetables including salad greens come from California because of our climate in Canada. As soon as local produce is available we purchase local. Root vegetables, cabbage, brussel sprouts and apples and pears are available from cold storage through the winter until early spring. There is also an increasing supply of greenhouse vegetables available locally through the winter particularly tomatoes, baby cucumbers, mini sweet peppers and most recently baby eggplant. The research also identified that **our use of local ingredients through the winter months, at nearly 30% of our total listing, is almost double that of the foodservice industry average.**

We are **committed** to increase our local purchasing. **Dana increased our purchases of locally grown and raised products by \$400,000, year over year in 2012, and we're not done yet.**

What's next? Through Prodex, one of our local produce suppliers, we are testing a **"Farmers Market Basket At Work"** program. It will provide you with the convenience of on-line ordering of fresh produce for pick-up at your café. Please let your chef manager know if this type of program would be of interest to you.



Footnote:

¹ The Greenbelt Fund is a non-profit organization created to support and enhance the viability, integrity and sustainability of agricultural and viticulture industries in Ontario and Ontario's Greenbelt.

Tracking Your Food Preferences

The Top Ten Food Trends for 2013 as determined by Technomic have just been released. We wanted to know how closely these trends parallel what you would like us to serve in your café.

As we plan our monthly promotions calendar for 2013/2014 food themes and fun activities, we want to capture your ideas on the types of cuisine and events you would like to see in your Café.

Here are the Top Ten Food Trends. But your ideas and preferences don't have to be limited to this list.



Please enter our online survey by scanning the QR code or emailing culinarysurvey@danahospitality.ca and a link to the survey will be emailed back to you.

Top Food Trends for 2013

1. ethnic small plates
2. bolder flavours (Cajun and Mexican)
3. Southeast Asian
4. fresh-pressed juices and smoothies
5. beef takes a back seat (chicken, seafood, and veggies are growing at the expense of beef)
6. ingredients go wild (for example, wild fish and seafood are becoming popular)
7. indulgent and healthy fare
8. healthy food is redefined (gluten-free continues to dominate; no-hormone beef)
9. social responsibility is key
10. value equation is tweaked

(Source: Technomic at March 2013 CRFA show)

Thank you for sharing your food preferences with us. Please respond on or before May 17, 2013. Then watch for your favourites to be featured throughout the coming year.

what's cooking

Cathy Kaczmarek
Chef at Home



This colourful salad is an early spring inspiration. Local winter cabbages team up with sweet greenhouse tomatoes, roasted pepitas (pumpkin seeds) and poppy seed dressing to say winter is over.

A generous serving is chock full of antioxidants, fibre, healthy fats yet low in sodium and calories.

Make it now and again in July when new cabbage is harvested and field tomatoes are ripening - a real Canadian treat for summer BBQ parties.

Rainbow Cabbage Salad

Serves 12

INGREDIENTS

Green cabbage, cored, thinly sliced
Red Cabbage, cored, thinly sliced
Green Onions, thinly sliced
Greenhouse Grape Tomatoes, halved
Pumpkin seeds (pepitas), roasted
Salt
Pepper
Cider Vinegar
Poppy Seed dressing, low calorie

AMOUNT

6 cups
6 cups
6 each
12 each
250 mL
½ tsp.
½ tsp.
3 tbsp.
1 ½ cups

METHOD:

Combine all ingredients lightly. Refrigerate 4 hours or overnight if possible.

TIPS:

- Green Savoy Cabbage is more flavourful and tender
- Use whole tomatoes, diced instead of grape
- Replace half the vinegar with fresh lime juice
- Renee's low calorie dressing was used in this recipe
- To tenderize raw winter cabbage – pour boiling water over sliced cabbage, then plunge in cold water and drain.

*Per serving (1 cup): 182 Cal; 4 g protein;
10 g fat; 21 g carb; 4 g fibre; 294 mg sodium*

N“ICE”!

Congratulations to Chef Michael Tuinstra who took home first place honours for his ice carving in the Waterloo “Winterloo” festival February 17, 2013.

“I enjoy the challenges that ice has to offer. It is a medium which can be very kind or very cruel to those who challenge it.” said Michael. “I compete in three to five competitions per year as well as do some demonstration carvings just for fun”. Customers benefit from Michael’s artistry as he also does fruit carvings for catering events.

Each ice carving begins with a vision, followed by a detailed sketch. Once the sketch is completed a scale model is created using Styrofoam which enables the sculpture to be “tweaked”. After all of this preparation he can then carve sculptures out of the crystal clear ice. Michael has completed carvings weighing anywhere from 300 pounds to 5400 pounds.



Chef Michael (left), Dana Hospitality, Blount Cafe.
David Tettman (right), partner.



Welcome Lada John

We are very pleased to announce the appointment of Lada John as District Manager for Dana Hospitality. Lada brings over 15 years of experience in the food service industry as a Dietician and an accomplished operator in contract foodservices. As we continue to grow our business, Lada will help us recruit and develop our culinary and hospitality staff, interface with our clients and help drive the business forward so we continue to meet or exceed our client expectations.

A Warm Welcome to Our New Clients



Since 1920, people have been depending on Equitable Life of Canada for financial protection. Equitable Life is proud to be named one of the Waterloo Area’s Top Employers for four years in a row and has been recognized by Waterloo Region with a Silver Award for workplace health.



Redpath Sugar Ltd. who market and sell sugar products in Canada under the Redpath Brand, is a part of ASR Group, the world’s largest refiner of cane sugar. Redpath Sugar’s office and refinery are located on the waterfront in Toronto and provide sugar products to consumers, food service outlets and food manufacturers throughout Canada.

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Send submissions or questions to: info@danahospitality.ca or Contact Us at: 905-829-0292.