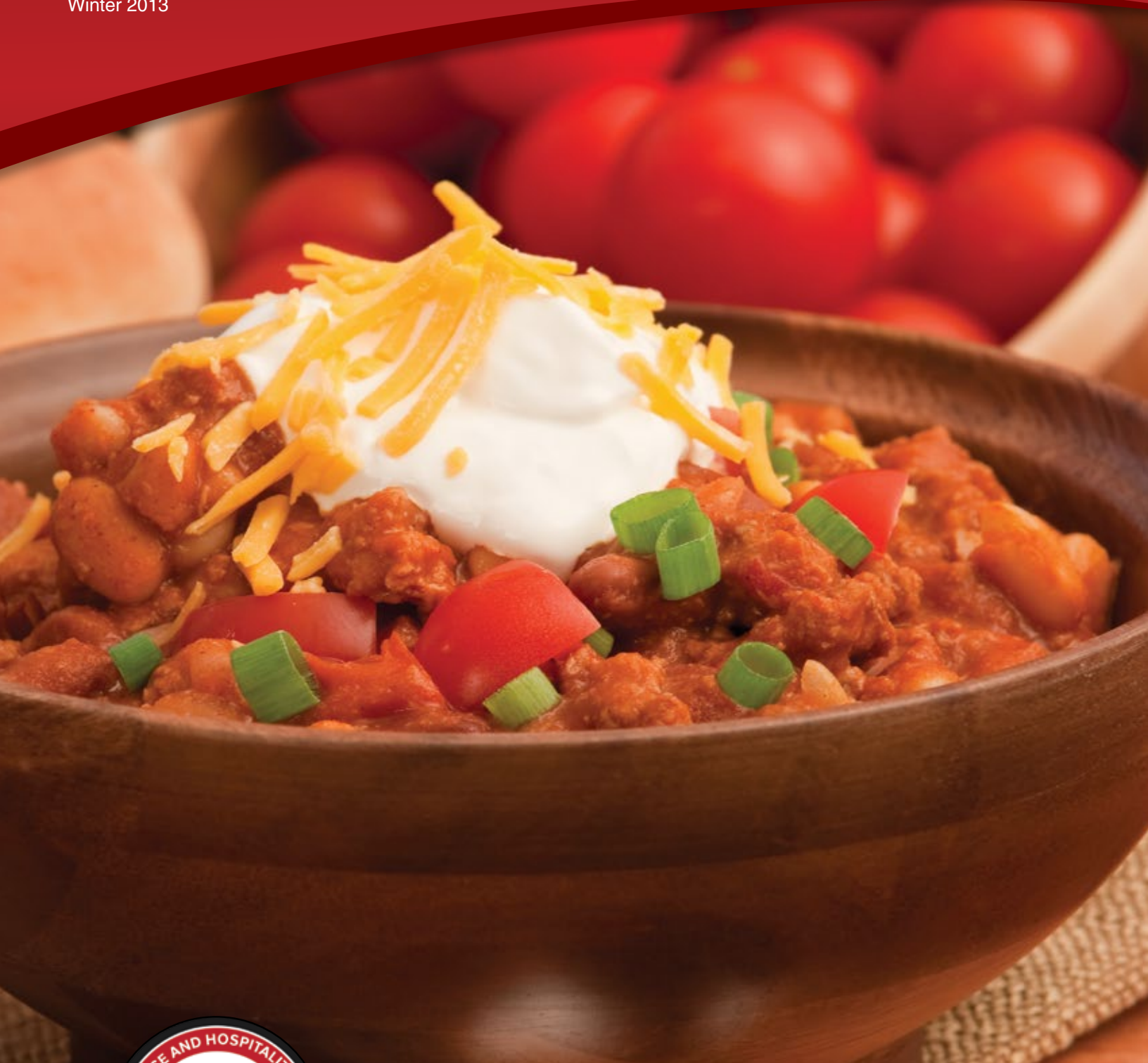


In Season!

*“Experience Our Passion
for Foodservice”*

Winter 2013



Dana
Hospitality Inc.

Expanding our Reach

This past year we reached another milestone with \$50 million in combined revenues and over 700 employees. We lead our industry with 99% client retention rates. Our employees continue to demonstrate their commitment to workplace safety with industry leading safety results. Our clients believe in us, challenge us to be ever better and reward us with their unwavering loyalty. Thank you for making us a better company and supporting a Canadian company.

You know us for our quality and our unique brand of hospitality. Clients respect us for our open and honest approach to business and the meaningful ways we support our Canadian farmers, purveyors and local suppliers. In a world of global food sourcing, we believe the safest, freshest and most abundant supply of food is right here in Canada.

We are entering the USA market soon. We have incorporated as Dana Hospitality LLC and are ready to work with our key customers. We expect to establish our first client relationship in the USA in 2013.

We recently entered a co-marketing agreement with GDI Integrated Facilities Services. They are Canadian owned, operate across Canada with over 15,000 employees and have built their reputation on superior quality and service. They too have entered the USA market recently with their first acquisition.

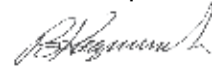
Together GDI, Dana and Marek bring a comprehensive solution of integrated management services to our clients without the barriers and challenges of sole sourcing. Our clients will

never have to experience the uncomfortable position of being locked into agreements that virtually tie them to one company for all their outsourced facility solutions. Together our clients will be able to choose a suite of services that best suit their needs with financial models that make sense, are easy to understand, and still isolate the individual service contracts so they retain control and flexibility.

Very shortly we will be announcing the creation of the first Canadian owned Aboriginal Foodservices Management Company with majority Aboriginal ownership. As a 100% Canadian owned and managed services firm, it will seek strategic relationships with other Aboriginal companies and Canadian services companies to provide comprehensive facility solutions to address government and private opportunities across a broad range of services including mining, oil and gas and other remote installations.

Our growth continues in our key markets for corporate business dining, independent schools, retail healthcare and Tim Horton's franchises so we retain our leadership position.

Thank you to all of our dedicated employees and our loyal customers and suppliers who continue to believe in fairness and equity, quality and service and who support and value relationships with Canadian owned businesses across Canada.



Byron Kaczmarek, President



Celebrating our People



Each year we recognize members of our Operating Team who have met or exceeded the expectations set out in our "Wildly Important Goal" (WIG) business plan as Super Heroes. We are delighted to congratulate our 2012 Super Hero award winners:

Kevan Kerr – for **Managing by the Week**; measuring the results of his team's actions on a weekly basis and continually responding to the measurements.

Marilyn Yzerman – for **Implementing Promotions**; driving customer engagement and participation through her ownership, planning and execution of outstanding promotions.

Mark Ryder – for **Operating the Dana Marek Way**; embracing fresh, from scratch culinary practices featuring local ingredients.

Ilona Herinkova – as our **2012 Overall "WIG" Super Hero**; exceeding expectations in all three of our WIG business plan actions.

Peter Schneider – **District of the Year**; building an operating team focused on our WIG business plan who together, delivered exceptional Year Over Year improvement.

Greenbelt Fund recognizes Marek Hospitality Inc.

This year Marek Hospitality Inc., working with our healthcare retail clients and our Canadian owned distributor Stewart Food Service, were awarded one of the largest grants from the Greenbelt Fund. The Greenbelt Fund awards grants through a competitive process to encourage foodservice companies like Marek and Dana to increase their purchases of Ontario grown fruits and vegetables and Ontario raised products. We, along with Stewart Food Service will be developing a better tracking and reporting system to identify sources and utilization of local farm produce and products to help our farmers bring their products to market .

With the benefit of greater access to these local products, Marek is working with our healthcare clients to provide made from scratch menu items for patient foodservices that might otherwise be delivered frozen and/or imported.

Our signature **frescoServe** program enhances the patient

meal experience because our menu offerings are made fresh daily in our café kitchen from fresh local ingredients. Our current menu offerings include fresh baked pastries and breakfast breads, homemade soups, fresh vegetables and casseroles. This cost effective approach supports our local farmers and improves patient satisfaction.



Possibility grows here.

Based on our most recent research, 90% of our ingredients are grown or produced in Canada.

Buying local from our farmers makes good business sense for everyone, and its nice to know that Canada is one of the safest sources of food in the world!

what's cooking

Ragin' Good Chili



Cocoa powder adds a rich, brown colour and roasted flavour to our favourite winter bowl. Serve with corn bread, biscuits or tortilla wedges for a make-head family treat.

Tips: Using extra lean ground beef will lower the fat. Add salt to taste only at the end of cooking.

For fiery chili, add 4 fresh, seeded, chopped chili peppers or hot sauce to taste with the beans.

Per serving (1 ½ cups): 496 Cal; 33 g protein; 21 g fat; 43 g carb; 10 g fibre; 636 g sodium

Ragin' Good Chili

Serves 8

INGREDIENTS

Canola Oil
Onions, chopped
Celery Stalks, chopped
Garlic Cloves, minced
Chili Powder
Cayenne Pepper
Cumin, ground
Oregano, dried
Cocoa Powder
Coriander, ground
Cinnamon, ground
Ground Beef, lean
Tomatoes, canned, diced 19 oz
Tomato Paste, 6 oz
Dark beer
Beef broth
Red Kidney Beans, rinsed, drained, 19 oz
Pinto Beans, rinsed, drained, 19 oz
Brown Sugar
Cheddar Cheese, grated
Green Onions, chopped

AMOUNT

2 tbsp
1 cup
2
4
3 tbsp
½ tsp
2 tsp
1 tsp
3 tbsp
1 tsp
1 tsp
1 1/3 lb
1 can
2 cans
1 bottle
1 cup
1 can
1 can
1/3 cup
1 cup
2

METHOD:

1. In a large skillet, heat oil over medium heat.
2. Add onions and sauté until soft. Add ground beef. Cook until well browned. Drain excess fat.
3. Add celery, garlic, chili powder, cayenne, cumin, oregano, cocoa powder, cinnamon and coriander. Stir to mix, then cook one minute over medium heat.
4. Mix in diced tomatoes, tomato paste, beer, beef broth, kidney, pinto beans and brown sugar.
5. Reduce heat to low and simmer 1 ½ hours or transfer to a slow cooker for a ready to serve supper.
6. Before serving, sprinkle with grated cheddar and chopped green onions.

Brampton Civic Hospital Tim Horton's Team earns Top Service Accolades!!

Our Brampton Civic Hospital Tim Horton's team represented by Jatinder Basra, Damanjit Sood, Neena Gill and team captain Philip George were the **only** non-traditional Tim Horton's Restaurant to qualify for the national semi-final of the Tim Horton's Challenge Cup. Nearly 900 teams from across Canada and the United States competed against each other in an event that measured their speed, order accuracy and friendliness. As the **best** Non-Traditional Restaurant Team, Jatinder, Damjit, Neena and Philip were one of only 6 teams to earn the right to compete in the National Semi-Final held in Ottawa on November 21st. Congratulations.....we are very proud of you!!



Great Holiday Cookie Contest!



On November 26, 2012 our culinary and events team at the Toyota Motor Manufacturing Corporation - North Café hosted their first ever Holiday Cookie Contest. Fourteen dozen cookies were entered into the contest for the judging committee to review. Pictured above from left to right are **Kathleen Curtin, Heather Hawkins, Karen Bain and Diane Sugden** from TMMC who took on the challenge of sampling and judging each cookie recipe.

The grand prize winner was Nicole Fountain for her delicious Butter Coconut cookies. 2nd place winner was Dana Chef Jason Grier for his Chocolate, Toffee, Walnut creation. 3rd place winner was Amber Yzerman's Oatmeal, Pistachio, Cranberry cookie delight.

"This is a great example of how promotions help generate buzz within our Cafés by combining people, food and fun" said Robert Raymond, Marketing Manager. Well done team!

A Warm Welcome to Our New Clients



ROYAL CANADIAN MINT
MONNAIE ROYALE CANADIENNE

The Royal Canadian Mint's headquarters occupy the historic building in central Ottawa where the Mint was founded in 1908. Today, the Ottawa facility produces hand-crafted collector and commemorative coins, gold bullion coins, medals and medallions.

Johnson & Johnson
INC.

The Johnson & Johnson Family of Companies makes a big difference in the health and well-being of people every day.

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