

# *In Season!*

Spring 2014

*“Experience Our Passion  
for Foodservice”*



*Marek*  
Hospitality Inc.



# Recognition in Action



In October 2013 we launched our Culinary Excellence Passport as part of a comprehensive training and rewards program with two objectives in mind. First, to provide a simple resource documenting our culinary standards which every employee would have close at hand. Second, to entrench

those best practices deeper within the culture of our organization by recognizing employees who exemplify the behaviours and best practices documented in our Culinary Excellence Passport.

We want to share with you four of the many success stories we have been proud to recognize through our Culinary Excellence Passport program.

## Catering Showdown – Let the food speak for itself

One unannounced day in March, our CHSI client ran a test to validate the quality and value of our sandwich catering against local competitors. Our client ordered assorted sandwiches from a few local catering companies and also ordered a platter from our Dana Chef, Fabricio Vicuna. Unaware of the competitive nature of the request, Chef Fabricio prepared and delivered sandwiches as he always does for catered events, based on Culinary Excellence Passport guidelines. Our client called a lunch meeting with his team and several of the people who order catering regularly. This test was anonymous and only our client knew where he ordered each sandwich tray from. Chef Fabricio's sandwiches were declared the best!

## Discovering and Delivering the “New”

At the EA café in Vancouver, Sous Chef Cheewei Lam attended the annual Vancouver Health and Wellness Expo. He presented 10 new items from the Expo which he thought would be applicable to our retail program at EA for consideration in a weekly management meeting. There were drinks, energy bars, healthy snacks and organic jerky. Thanks to the “above and beyond” attitude of Cheewei, the café now features several new and trendy food and beverage selections.

## Exceptional Hospitality – Going Above and Beyond

At the Rock Garden Café in Health Sciences North, Stewart Brown, Retail Food Services Director has awarded fourteen gift certificates for notable activities ranging from team work excellence, achieving revenue milestones and for those going the “extra mile” in customer service.

One of those examples came in the form of a testimonial written about Kayla Cote. The author, Marie McCoy wrote “Mr. Stewart, the patience, understanding and kindness with which Kayla handled this very delicate situation speaks volumes, not only of her wonderful personality, her capacity of remaining in control even under pressure, but also the pride she takes, both in her work and in the business she represents.”



## Customization is Key

Chef Saverio Persichilli understands exactly how important it is to customize his menu and recipes to suit the unique culture of his clientele. In order to show his customers how he creates an ethnic dish, Chef Saverio created a step-by-step PowerPoint presentation with pictures demonstrating the authenticity of the recipes and preparation methods he is using. To top it off he provided a guide for customers to create the dish at home themselves. Chef Saverio was rewarded for using the Passport to add that extra little touch in the preparation of his food!

# Ryerson Students Present Locally Grown Ideas

Ryerson has what it takes to win! On March 20, 2014 students in the Nutrition program at Ryerson University met the challenge of presenting the benefits of eating locally grown food. Eleven mock companies presented compelling campaigns by demonstrating their home grown visions to convince a panel of judges to increase consumption of local foods in the Ryerson café.

Two of the event judges were our very own Gordon Shaw, Director of Retail Food Services at the Scarborough General Hospital and Janet Deacon, our Corporate Dietitian. They evaluated model companies like "Food For Thought" who focussed on improving local food literacy for consumers by showcasing where food is coming from. Alternatively, their competitor "Eat Life," provided workshops to teach students and faculty how to eliminate food waste through canning and cooking under a budget. The judges considered the effect social



media has on the food industry, thanks to teams like "Happy Apple," who suggested that students spend more time on social media sites, than they do studying.

For the "foodie" in all of us, it's good to know our future generations are becoming aware of the benefits of local, organic and healthy food, including the positive effects on the environment, community and our health.

## what's cooking

**Chef Naz**  
Celestica



### Quinoa Tabbouleh Salad

4-6- 250 mL servings

#### INGREDIENTS

	AMOUNT
Quinoa	375 ml
Water	750 ml
Parsley, Chopped	200 ml
Onions Green , Chopped	135 ml
Tomatoes Roma, Diced Finely	2 each
Cucumbers English	0.5 each
Mint Leaves,Fresh,Chopped	15 ml
Lemon Juice Fresh	30 ml
Oil Olive	45 ml
Garlic Clove,Minced	10 ml
Pepper Black, ground	2 ml
Salt	1.5 ml

#### METHOD

1. Rinse Quinoa twice; drain; add to boiling water; cook for 10-15 minutes and set aside to cool.
2. Finely chop parsley, mint and green onions and set aside.
3. Dice tomatoes and cucumber.
4. Add vegetables to quinoa and mix well.

#### Dressing

1. Mix olive oil lemon juice, garlic, pepper and salt together and pour over quinoa.
2. Adjust seasonings to taste.
3. Refrigerate for 1 hour before serving.

Allergens: None

WW pts: 10

Quinoa can be substituted with wheat bulgur or your favourite grain.

Calories	Carbs	Protein	Fat	% Cal/Fat	Chol	Sodium	Fiber/Dtry	Calcium
362 kcal	48.6 gm	10.7 gm	14.6 gm	35.6 %	0 mg	200 mg	6.1 gm	76 mg

# We Had A Winner!



*Pictured above from left to right;*  
Winner Deborah Armstrong, Sheri Collins, *Regional Manager,*  
Tim Horton's, Sanjiv Seth

Tim Hortons® Guest RRRolled Up The Rim and Won a new 2014 Toyota Corolla Sport!

**April 17, 2014** - By simply rolling up the rim of her Tim Hortons cup, Deborah Armstrong of Caledon, Ontario is the owner of an all-new 2014 Toyota Corolla Sport, a grand prize in this year's RRRoll up the Rim to Win® contest at Tim Hortons.

"Having a grand prize winner at our restaurant is exciting for our guests, team members and the hospital community," said Sanjiv Seth, Director, Retail Food Services for Dana Hospitality LP, operator of the Tim Hortons location inside William Osler Health Centre. "Our guests are happy when they win a donut or a coffee, so you can imagine how thrilling it is when someone rolls up the rim and realizes they've won a new vehicle!"



## Welcome Jackie Taylor

Jackie Taylor has recently joined our senior management team as Vice President Finance. Jackie is a Chartered Accountant with over 20 years of senior financial management experience in the food service and retail industries. Jackie has a strong accounting and financial reporting background with a track record of developing a

well-controlled finance function and providing timely, accurate financial reporting to clients, senior management and operations. Jackie will be responsible for managing the administrative and finance requirements for all of our Dana, Marek and Morningstar operations as well as our corporate finance and reporting requirements.



## Welcome Jim Lavoie

Jim comes to us with over 35 years of experience in the food service industry as an owner operator of his own contract catering company and as a food sales specialist with companies including Pratt's Food Service.

As president of Lavco Food Services Ltd, he was successful in the preparation of many winning bids and in the operation of many high profile government and private sector accounts. His recipe for success was to deliver service, quality and cleanliness in equal measure.

During this time, he sat on a board under the auspices of the Manitoba Heart and Stroke foundation to develop and implement a Heart Smart program for schools and workplace cafeterias.

As Operations and Business Development Manager for Western Canada, Jim will bring his experience, passion for fresh, healthy meal choices and his dedication to excellence as he promotes our culinary foodservice difference in exciting new markets.

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Send submissions or questions to: [info@marekhospitality.ca](mailto:info@marekhospitality.ca) or Contact Us at: 905-829-9800.