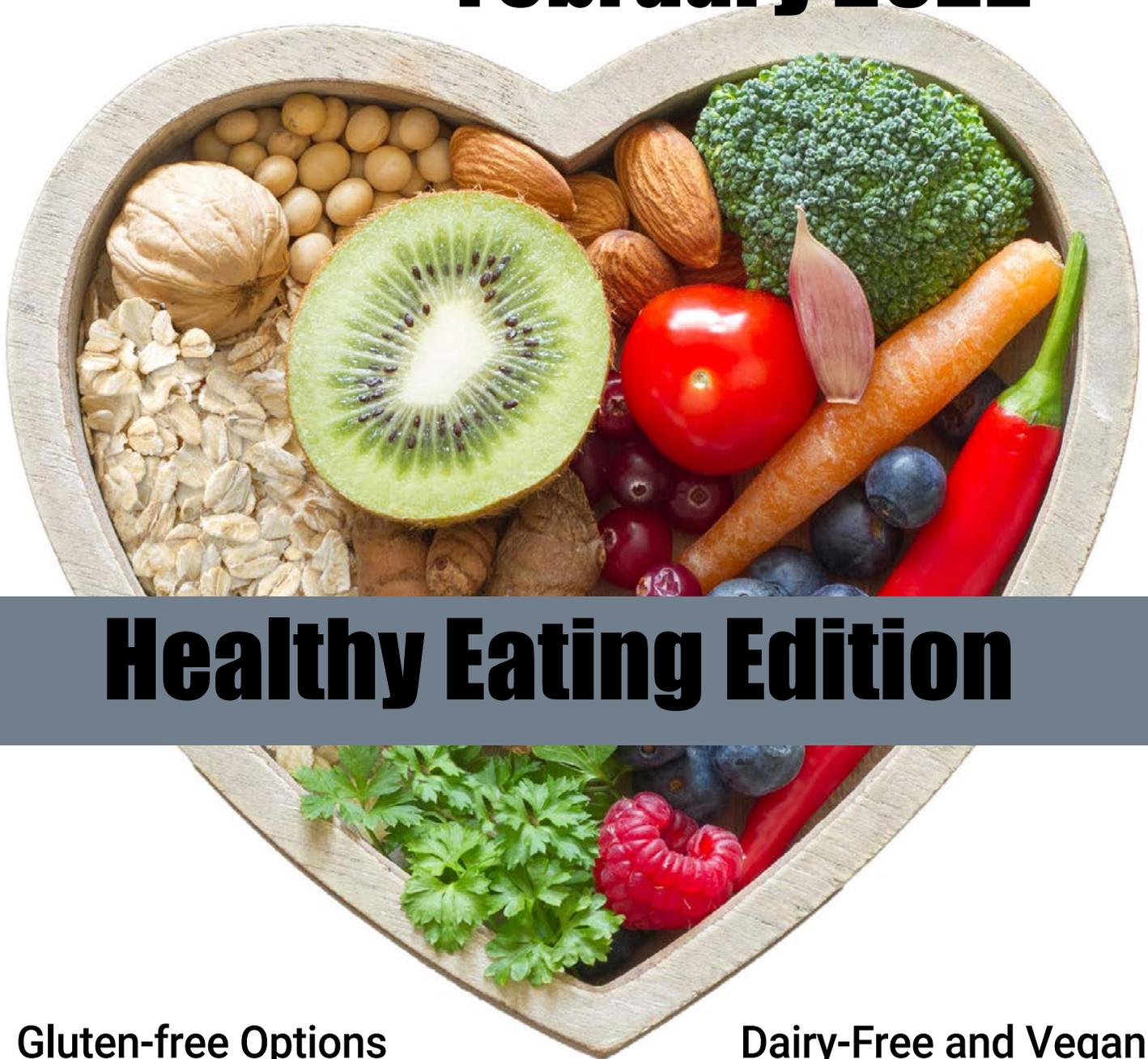




NEWS

February 2022



Healthy Eating Edition

Gluten-free Options
Meat Alternatives

Dairy-Free and Vegan
Grains and Cereal

As we get well on our way into 2022, we've notice a drastic increase on the focus for healthier living this year. We've dedicated this issue to highlighting healthy food options to satisfy your all your guests' needs.

Gluten-free, plant-based, and dairy free foods have been trending for a few years and their presence continues to dominate the industry for both wellbeing and dietary reasons.

The National Restaurant Association recently released it's annual What's Hot Culinary Forecast, which offers a detailed look at the topics, trends, and products expected to drive restaurant menus in the coming year. After demand for comfort food surged during the height of the pandemic, consumers are refocusing on better-for-you options, with foods that are believed to have immunity-boosting qualities and plant-based sandwiches making up three of the Top 10 Trends for 2022.

So as we forge ahead, into a hopefully covid-free year, let's focus on being healthy and happy!



Gluten-Free



Why gluten-free? According to Health Canada, celiac disease affects nearly 1% of our population representing nearly 375,900 Canadians but many remain undiagnosed. Some people switch to gluten-free believing it will help them lose weight, boost energy, or just generally make them healthier. Whatever the reasons are, these products are loaded with protein, fibre, vitamins, and minerals.

Click on the links to view details on preferred products in this category.



Premier Meat Fully Cooked Meatloaf Sous Vide



Weston Foods Gluten-Free Baked Goods

GREAT FOOD IS APPRECIATED AT ALL STAGES OF LIFE

ALL BUT GLUTEN™
gluten-free



Cuban Turkey Burger on a Gluten Free Hamburger Bun

The **ALL BUT GLUTEN™**

portfolio uses only the best ingredients to deliver on great taste!



Mini Brownie Dippers made with Gluten Free Brownie Bites

Celiac disease affects nearly one percent

(375,900)

of the Canadian population but many remain undiagnosed.†

A well-developed menu provides foods that are nutrient dense, taking into account guidelines for adequate calories, protein, dietary fibre, healthy fats, sodium, vitamins and minerals. Since many residents are unable to consume large quantities, the nutrient density of menu choices is very important.

Give your guests the wholesome foods they want and great flavours they crave with All But Gluten™ baked goods from Weston Foods Foodservice. Baked in a dedicated gluten-free, nut-free and dairy-free bakery.

WESTON FOODS™
FOODSERVICE

†Health Canada 2021

Meat Alternatives

There has been a significant growth of menu penetration since 2018 of plant-based products. Whether your guest is a vegetarian, vegan, or a flexitarian, many people prefer restaurants that offer alternative options to meat products. This dietary trend stems from several reasons including environmental, social, health, or religious.

Click on the links to view details on preferred products in this category.



Field Roast Breakfast Sausage



Field Roast Plant-Based Pepperoni



Field Roast Plant-Based Hot Dog



Lightlife Plant-Based Burger



Lightlife Plant-Based Chick'n Bites Filets



Lightlife Plant-Based Ground



Morning Star Gardenburgers - With Recipes





PLANT
BASED

Burgers

Ingredients you know and taste you'll love.

20G
PROTEIN/
SERVING

SOY
FREE

GLUTEN
FREE

NO
ARTIFICIAL
FLAVORS

For over 40 years, we've been a leader in plant-based food. We are committed to providing consumers with balanced nutrition that is deliciously guilt-free so they can feel confident about the choices they make.

INSPIRE YOUR MENU

Perfectly balanced and versatile for creating exciting dishes to enhance your menu.

SIMPLE INGREDIENTS

Made with fewer, more recognizable plant-based ingredients than competitors.

DELICIOUS TASTE

Minimally processed to bring out each ingredient's natural flavor for a deliciously guilt-free bite.



59% of consumers have tried plant-based protein, with half of them eating it regularly.*

42% of consumers tried plant-based protein for the first time at a restaurant.**

66% of consumers would consider ordering a plant-based patty off a menu.***



made by a/fait par une
CARBON NEUTRAL COMPANY
ENTREPRISE CARBONEUTRE



* SOURCE: GREENLEAF SEGMENTATION STUDY, N=3,355 (JANUARY 2020)
** SOURCE: GREENLEAF SEGMENTATION STUDY, N=1,915 (JANUARY 2020)
*** SOURCE: TECHNOMIC, BURGER MENU TRENDS (2019)

PLANT-BASED

FIELD ROAST

MEAT & CHEESE CO

Make Taste Happen
ON MENUS

SIGNATURE STADIUM PLANT-BASED HOT DOG

At Field Roast, we believe in bold. Bold flavours. Bold creations. Bold departures from the expected. For over 20 years, we've crafted plant-based ingredients to help you create the indulgent taste experiences that transcend expectations.

BOLD REFRESH

Culinary inspiration of our juicy plant-based hot dogs pops on the menu to entice customers.

INSPIRE A FOLLOWING

Appeal to flavor enthusiasts looking for exciting plant-based alternatives.

DELIVER THE GOODS

Show your commitment to culinary innovation and uniquely adventurous offerings.

#1 Plant-Based Proteins will grow nearly +35% on menus by the end of 2022.¹

30% Consumers would switch restaurant brands to satisfy plant-based cravings.¹

+328% Plant-based products have seen tremendous menu penetration growth since 2018.²

VEGAN

NO
ARTIFICIAL
FLAVORS

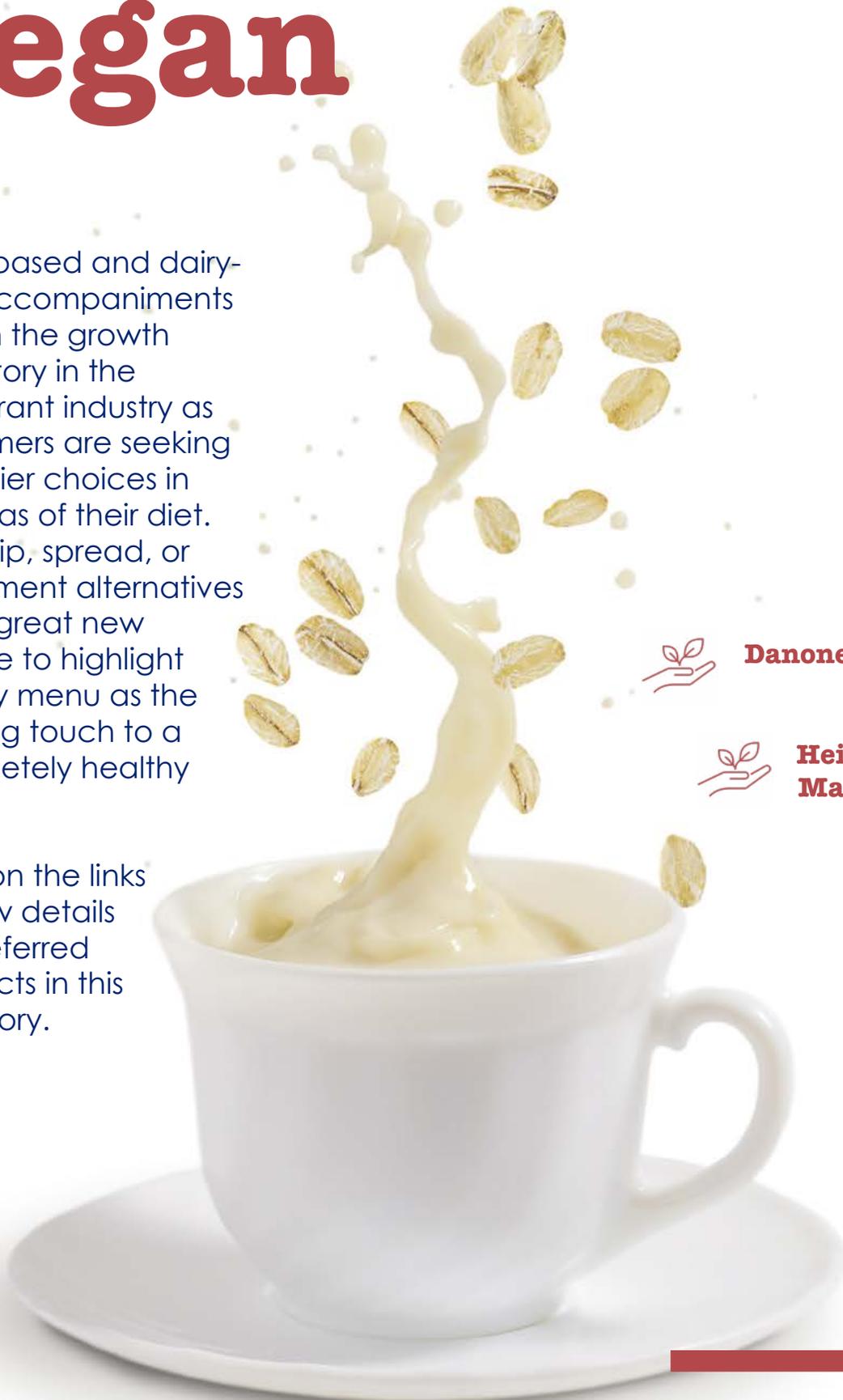
NON-GMO



Dairy-Free & Vegan

Plant-based and dairy-free accompaniments are on the growth trajectory in the restaurant industry as customers are seeking healthier choices in all areas of their diet. Milk, dip, spread, or condiment alternatives are a great new feature to highlight on any menu as the finishing touch to a completely healthy meal.

Click on the links to view details on preferred products in this category.



Danone Silk Barista



Heinz Vegan Mayonnaise

Silk

BARISTA

ADD PLANT-BASED OPTIONS TO YOUR COFFEE HOUSE OFFERINGS!

As consumers are looking to incorporate more plant-based products into their daily lives, look to Silk® for new options.



ELEVATE YOUR COFFEE CRAFT WITH SILK® BARISTA. YOU CAN FROTH, SWIRL, OR POUR IT FOR A DREAMY CUP.



DAIRY
FREE



VEGAN



**ACCENTUATES COFFEE: SUBTLE FLAVOUR –
PERFECTLY FORMULATED TO PAIR WITH
COFFEE & ESPRESSO MACHINES**

**SPECIALTY COFFEE CONSUMPTION
GREW +33% IN ONE YEAR!***

Distributor codes: Available at your distribution partners

For More Information, please contact: **Sandra Murphy**

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© 2021 Cie Gervais Danone. All rights reserved. *Source: PE Oct 6th 2020 Nielsen Creamers



All kinds of better™
danonefoodservice.ca



Grains & Cereal



Grains and cereals are high in fibre, protein, and vitamins and are low in calories. They are also an inexpensive way to add more options to your menu. Wholegrains, nuts, and seeds are believed to offer many health benefits such as reducing the risk of heart disease, obesity, diabetes, and some forms of cancer. Need we say more?



Kellogg's Cereal -
Build Your Own Bowl



KIND Bars



RX Bars

Click on the links to view details on preferred products in this category.



Drive Your Bottom Line with The Power of Kellogg's* Cereal

At Kellogg, we believe that a grain-based breakfast can provide a superior start to one's day. Kellogg's cereal can help keep money in your business's pocket, by providing a breakfast offering that is less expensive than most traditional breakfast menu items including: eggs, bacon and pancakes. Cereal is a simple, quick and nutritious breakfast offering for you and your customers.

As a company founded on offering a more nutritious and sustainable breakfast choice, Kellogg has long been a leader in supporting health and well-being. Today, grains are still the most important ingredient at Kellogg. Across our portfolio, we're looking at grains for their unique benefits, including the fact that they use less natural resources to produce than other foods.

*Cereal is a smart economic choice
Average cost of a cereal serving with milk: \$ 0.70²*

We hold fast to one key objective:

Offering great-tasting foods that people love while making, marketing and selling them safely and responsibly. We are committed to helping our customers grow their bottom line with our leading brands.

Did You Know?

Special K Low Fat Granola is made with whole grain oats and 5g of fibre in every serving¹

Scrambled Eggs,
Bacon and Toast with Butter =

\$1.73 (248% more)

Fruit (Apple), Cheese &
Hard Boiled Egg =

\$1.53 (219% more)

Muffin with Butter =

\$1.00 (143% more)

Kellogg's*

1. Per 54g serving.

2. Based on a standard serving of Kellogg's* cereal and 125ml serving of 2% milk.

* © 2019, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.



We're here to support you!!!

Our hospitality industry is forever changing, but we remain hopeful that there will be some sort of normalcy introduced once again into our lives and livelihoods.

The past two years we have had more than enough of capacity limits, shutdowns and re-openings – and it has taken an enormous toll on all of us.

The Foodbuy Foodservice channel is one of the largest in the country. Our dedicated team of more than 90 individuals is here to provide you and all of our Members with the needed resources to take some of the pressure off your plate.

We want you to know that you are not alone. Take advantage of our services and feel free to contact anyone from the list provided below.

It will be our pleasure to chat with you and work with you, no matter how big or small your problems may be, and to help alleviate some of the pressures.

Sincerely,

Chris Kyriakopoulos, VP Foodbuy Foodservice

Key Contacts for Foodbuy Foodservice

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LIMITED TIME OFFER DEC. 1 2021 - FEB. 28 2022

**\$5
REBATE**

on all cases of 591 mL
PEPSI ZERO SUGAR



This promotion is available only to Pepsi Direct customers (those receiving products directly from Pepsi). Broadline distributor purchases do not qualify. New customers and existing members are eligible.

Contact your R.I.B.A./Foodbuy Foodservice or Pepsi representative for details.

**ENDS
SOON!**



LIMITED TIME OFFER
DEC. 1 2021 - FEB. 28 2022



\$5 REBATE

On any package/size
of Evian Natural
Spring Water

This promotion is available only to Pepsi Direct customers (those receiving products directly from Pepsi). Broadline distributor purchases do not qualify. New customers and existing members are eligible.

Contact your R.I.B.A./Foodbuy Foodservice or Pepsi representative for details.



NO. 1 CANADA
Premium Water

**PIONEER OF
PREMIUM WATER**
90% awareness
in Canada

**NATURAL
SPRING WATER**
from a single
source in the
French Alps

**CERTIFIED
CARBON
NEUTRAL**
since 2017

**NATURALLY
OCCURRING
FLAVORS**

**ENDS
SOON!**



R.I.B.A.'s The Bottom Line magazine is a must-read for restaurateurs that's packed full of information including marketing strategies, news, recipes, trends and supplier information.

THE **BOTTOMLINE**
DECEMBER 2021

Read the full edition online

4 FOOD TREND FOR 2022

Inflation report

High beef prices, resin shortages, shipping container demands, labour shortages. We've got a category-by-category look at what to expect in the coming year.

6 RESTAURANT HURDLES FOR 2022

Do you know what restaurants will need to focus on in 2022? If you want to succeed in the year ahead, it's time to identify the top 6 hurdles for the restaurant industry.

Supply chain

Out-of-stock and soaring prices

Be prepared for the high prices for many products in 2022. Here are some strategies to help you manage the supply chain challenges you'll face.

RIGHT

Planning and forecasting are essential for success in 2022. Here are some tips to help you get it right.

COFFEE

With coffee prices soaring, here are some ways to manage your coffee costs in 2022.

LABOUR SHORTAGES

With labour shortages continuing, here are some ways to attract and retain staff in 2022.

SPINACH

With spinach prices soaring, here are some ways to manage your spinach costs in 2022.

LABOUR SHORTAGES

With labour shortages continuing, here are some ways to attract and retain staff in 2022.

General minimum wages compared

Province/Territory	2021	2022
Alberta	\$15.00	\$15.00
British Columbia	\$16.00	\$16.00
Manitoba	\$14.00	\$14.00
Ontario	\$14.00	\$14.00
Quebec	\$13.00	\$13.00
Saskatchewan	\$14.00	\$14.00
Atlantic	\$13.00	\$13.00
NWT	\$14.00	\$14.00
Yukon	\$14.00	\$14.00
Nunavut	\$14.00	\$14.00

Noteworthy

Coffee fix

With coffee prices soaring, here are some ways to manage your coffee costs in 2022.

FIELD ROAST

PLANT-BASED HOT DOG

With plant-based options becoming more popular, here are some ways to manage your plant-based costs in 2022.

Star menu items

Item	Year	Star Menu Item	Star Menu Item
Build Your Own Value Meal	2021	2021	2021
Plant-Based Value Meal	2021	2021	2021
Taco and Quesadilla	2021	2021	2021
Veggie Breakfast Sandwich	2021	2021	2021
Breakfast	2021	2021	2021
Other Hot Side	2021	2021	2021
Other Hot Dog	2021	2021	2021
Other White Plate	2021	2021	2021
Chicken Sandwich & Core	2021	2021	2021
Flourless Waffle	2021	2021	2021

COFFEE gets an UPGRADE

With coffee prices soaring, here are some ways to manage your coffee costs in 2022.