



**BC  
Foodservice  
Expo**

Western Canada's Largest Hospitality Trade Show

**January 30 - 31, 2011**  
Vancouver Convention Centre  
West Building

Looking  
for some  
**fresh  
ideas?**



**REGISTER TODAY**

**[www.bcfoodexpo.ca](http://www.bcfoodexpo.ca)  
or call**

**604.294.3833  
1.866.751.3833**

The BC Foodservice Expo is brought to you by:



Canadian Restaurant  
and Foodservices  
Association

# Welcome to the 2011 BC Foodservice Expo

Vancouver Convention Centre, West Building  
Sunday, January 30 11 a.m. - 5 p.m.  
Monday, January 31 10 a.m. - 5 p.m.



The 2011 BC Foodservice Expo, Western Canada's largest hospitality tradeshow, is held at the Vancouver Convention Centre in downtown Vancouver.

Whether you're an owner/operator, chef, manager, buyer or other decision-maker who needs stay on top of new trends and products, this show is for you. See and sample new and innovative food and beverage products. Touch and test the latest equipment and hospitality services. Network with your industry colleagues.

“Networking is key - I see old friends and meet new colleagues at the show every year I attend.”

**James Henderson**  
VP Business Development  
The Keg Steakhouse  
and Bar

“I come to the show to source new local producers, catch brand-new products and technology and have a peek at future trends.”

**Pino Posterero**  
Owner  
Cioppino's Mediterranean  
Grill and Enoteca

“I like getting an overview on trends and learning new ideas from the industry experts and presenters.”

**Scott Lewis**  
Director  
Triple O's

# SHOW FEATURES

## EXPLORE A WORLD OF NEW IDEAS

New foods, new products & new technologies

### **new** CELEBRITY CHEFS

**Chef Martin Picard** - host of "The Wild Chef" and author of *Au Pied de Cochon* (**Sunday**)

**Chef Marc Thuet** - host of "Conviction Kitchen" and author of *French Food My Way* (**Monday**)



Martin Picard



Marc Thuet

### **new** BC's Top Chefs

From Chefs' Table Society on the Main Stage

### **Back** Roasted & Hot Competition Live!

Returning black box competitions

### **Back** Wineries & Microbreweries

### **new** Foodservice Outlook 2011

### **Back** Local Artisan Foods Sampling

### **new** Trends 2011 Breakfast

The NPJ Group and Dr. Art Hister

### **Back** Centre for Sustainability

Discover the greenest ideas in the BC foodservice industry

### **new** Portland's Food Cart-ology and the Roaming Dragon food truck

### **new** What the Great Ate

### **new** Healthy Dining

### **new** Exhibitor Seminar Stage

Get all the latest news from a variety of exhibitors in 15-minute information sessions

### **new** PRODUCTS AND SERVICES

Hundreds of new and innovative products and services will be on display throughout the show.

Take advantage of the many special offers and save money by making purchases on the floor.

### CENTRE FOR SUSTAINABILITY

presented by the Green Table Network for the CRFA

Bigger and greener for 2011, the Centre for Sustainability is the premier interactive showcase for innovative sustainable products and services that can save you money while helping reduce your impact on the environment.

From the Energy Smart Kitchen past the Zero Waste Zone to the Sustainable Front-of-House, you'll find green solutions for every aspect of your operation. Drop by for all types of expert advice at the PowerSmart Podium, presented by BC Hydro, and pick up a paperless Green Guide to the latest in energy-efficient equipment, compostable serving wares, sustainable farm-to-table ingredients and much more.



# SCHEDULE OF EVENTS

## FREE EXPERT ADVICE

Trend-setting and profit-enhancing techniques

### SUNDAY, JANUARY 30

**10 a.m.**

#### FOODSERVICE OUTLOOK

**Jill Holroyd**

From the Olympic Games to the HST, 2010 was filled with ups and downs for restaurant operators. What does 2011 have in store? CRFA's Jill Holroyd helps you prepare for the road ahead with the latest foodservice sales forecast for British Columbia. Learn how the economy, consumer trends and legislative issues will affect your business in the coming year.

**11 a.m.**

#### TRADE SHOW FLOOR OPENS

**11 a.m. & 4 p.m.**

#### CHEFS' TABLE SOCIETY



Join five of the province's finest chefs – each a member of the Chefs' Table Society of British Columbia – around the demonstration stage for an hour of hands-on culinary instruction in 'La Technique'. These seminars are specifically designed for food service professionals and home cooks, to impart both valuable techniques and the sourcing of sustainable ingredients.



**12 noon & 2 p.m.**

#### MARK JACOB

**Co-author, *What the Great Ate***

Food has played a starring role in the lives of so many famous or infamous people. Diplomatic agreements have been negotiated over elaborate feasts, novels have been fuelled by strong coffee and marriages have ended over a meal gone bad. In *What the Great Ate*, brothers Matthew and Mark Jacob have cooked up a bountiful sampling of the peculiar culinary likes, dislikes, habits, and attitudes of famous — and often notorious — figures throughout history.

**1 p.m. & 3 p.m.**

#### CHEF MARTIN PICARD

**Host of "The Wild Chef" and author of *Au Pied de Cochon***

Chef Martin Picard is the chef/owner of Au Pied de Cochon, a top Montreal restaurant that has accumulated numerous awards. In "The Wild Chef", Martin explores typical Québécois cuisine from a whole new perspective in a unique culinary journey. An anti-conformist with a pinch of rebel in him, Martin Picard enjoys having a platform for his unwavering views on kitchen life and the world of gastronomy in general.

**5 p.m.**

**TRADE SHOW FLOOR CLOSES**



# MONDAY, JANUARY 31

**8 a.m.**

## **TRENDS 2011 BREAKFAST**

Keep current and learn ways to gain the customer advantage. A fundraiser for the BC Hospitality Foundation. \$69/\$49 for CRFA Members - includes show registration. See back page for more details.

**10 a.m.**

## **TRADE SHOW FLOOR OPENS**

**10 a.m., 12 noon & 4 p.m.**

## **CHEFS' TABLE SOCIETY**

Join five of the province's finest chefs - each a member of the Chefs' Table Society of British Columbia - around the demonstration stage for an hour of hands-on culinary instruction in 'La Technique'. These seminars are specifically designed for food service professionals and home cooks, to impart both valuable techniques and the sourcing of sustainable ingredients.

**11 a.m. & 1 p.m.**

## **CHEF MARC THUET**

**Host of "Conviction Kitchen" and author of *French Food My Way***

Chef Marc Thuet is a fourth-generation culinary artist with a colourful past. Renowned as the genius behind some of Canada's most prestigious dining venues, Marc has also worked at Toronto's Windsor Arms Hotel, Centro, The Fifth and the Rosewater Supper Club. In the second season of his reality show "Conviction Kitchen", Thuet and a group of convicted felons with no culinary experience overhauled Delilah's Restaurant in Vancouver.

**2 p.m.**

## **ALMA FLORES, FOOD CART-OLGY**

### **Success Stories from the City of Portland**

Portland has become one of the top street food cities in the USA and Alma Flores knows all about it as part of her former job for the City of Portland's Bureau of Planning and Sustainability working on Food Cart Policy, redevelopment planning, economic development policy and commercial revitalization. With more than 10 years of community and economic development experience, Flores is passionate about food and entrepreneurship.

**Have you seen the Roaming Dragon food truck? You've read about it - now see and tour it at the show.**



**3 p.m.**

## **LOCAL FLAVOURS - MEET YOUR MAKER**

More and more diners, locals and visitors alike, are making dishes featuring local, seasonal and sustainable ingredients their preferred menu choice. How can your operation better meet this demand? In concert with the Green Table/CRFA Centre for Sustainability, Local Food First and Farm Folk/City Folk present a special foodservice edition of their annual Meet Your Maker event. Meet producers eager to grow, harvest and supply delicious BC products directly to your kitchen and join in a tasty round of farmer-chef 'speed dating.'

**5 p.m.**

## **TRADE SHOW FLOOR CLOSES**



# THE THRILL OF VICTORY

## DON'T MISS THE EXCITEMENT

Rising stars and top chefs compete on stage



### BC'S TOP CHEFS

The Junior Chapter of the BC Chefs' Association presents two competitions promoting culinary excellence live on the cooking stage. You'll learn the latest trends and watch BC's up and coming culinarians compete live!

This 15th annual competition brings out chefs of all levels from high school to established executive chefs. Students, apprentices and teams bring their recipes, ingredients and skills for judging by a panel of respected culinary professionals. Each category has to utilize a specific protein.

**High School: Pork Steak**

**Post-Secondary: Tuna**

(recipe must meet Health Check criteria)

**Apprentice: Ovo-Lacto Vegetarian**

(dairy and egg products may be used)

**Teams: Kangaroo, Duck and Ricotta**

### ROASTED

A black-box, knock-out challenge featuring appetizer, entrée and dessert rounds. See British Columbia's top chefs compete for the title of BC Chef of the Year and Roasted winner 2011. Chefs will be representing the Okanagan, Whistler, Vancouver Island, Interior and Greater Vancouver.



Roasted



## REGISTRATION

**Easy online registration.  
Save time and money!**

[www.bcfoodexpo.ca](http://www.bcfoodexpo.ca)

### ONLINE REGISTRATION \$10

(includes HST)

Bring your printed confirmation and walk right into the show!

### CRFA MEMBERSHIP HAS ITS BENEFITS!

CRFA and BCRFA members receive free admission to the show. On-site registration is \$30 if you do not register online. To become a CRFA member, please join online today. Not only will you receive your free admission to the BC Foodservice Expo, but you'll be supporting your industry. As well, you have access to many other money saving benefits available to members only. Sign up now at [www.bcfoodexpo.ca](http://www.bcfoodexpo.ca).

### ON-SITE REGISTRATION \$30

(includes HST)

Go to [www.bcfoodexpo.ca](http://www.bcfoodexpo.ca)  
or call **Tel** 604.294.3833  
or **Toll free** 1.866.751.3833

Trade only: Admission is restricted to industry personnel only. No one under the age of 19 will be admitted. No exceptions, no infants or children please. Badges are for access and identification. They are non-transferable and non-refundable. Trade ID may be required.

## DOWNTOWN VANCOUVER

**The Vancouver Convention Centre is located in downtown Vancouver. Consider walking or taking public transportation to the show.**

### VANCOUVER CONVENTION CENTRE

200-999 Canada Place, Vancouver, BC V6C 3C1

### PARKING

Vancouver Convention Centre West  
1055 Canada Place (Burrard Street)

For directions and additional, parking go to [www.vancouverconventioncentre.com/thecity/getting-here/](http://www.vancouverconventioncentre.com/thecity/getting-here/)

## ACCOMMODATIONS

**Coming to the show both days? Stay the night! We've got hotels within walking distance. Please ask for the BC Foodservice Expo preferred rate when making your reservation.**

### HOTEL HEADQUARTERS:

#### Days Inn Vancouver Downtown

Two blocks from the Vancouver Convention Centre  
921 West Pender Street, Vancouver

Tel 604.681.4335

Toll-free 877.681.4335

Fax 604.681.7808

[www.daysinnvancouver.com](http://www.daysinnvancouver.com)

2 Double/Queen Bed \$90 per night

Booking Code CG1111/BC Foodservice Expo

#### Fairmont Pacific Rim

Across from the Vancouver Convention Centre  
900 Canada Place Way, Vancouver

Tel 604.695.5300

Toll-free 800.441.1414

Fax 604.695.5301

[www.fairmontpacificrim.com](http://www.fairmontpacificrim.com)

Guest Rooms \$189 - \$289 per night

Reservation Identification Number CANA0111

#### Coast Coal Harbour Hotel

Two blocks from the Vancouver Convention Centre  
1180 West Hastings Street, Vancouver

Tel 604.697.0202

Toll-free 800.716.6199

Fax 604.697.0123

[www.coastcoalharbourhotel.com](http://www.coastcoalharbourhotel.com)

Guest Rooms \$139 - \$219 per night

Booking Code CCC-GFC1013





Canadian Restaurant  
and Foodservices  
Association

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Vancouver, BC V6B 4N6



REGISTER TODAY AT [WWW.BCFOODEXPO.CA](http://WWW.BCFOODEXPO.CA) | SHOW HOTLINE 604.294.3833 or 1.866.751.3833

## TRENDS 2011 BREAKFAST

Monday, January 31 8 a.m. - 10 a.m.

Get a jump start on 2011 with this inaugural breakfast event and BC Hospitality Foundation fundraiser. Learn about the key business and health trends that affect your business. Robert Carter, Executive Director of the NPD Group, presents a state-of-the-industry market review while Dr. Art Hister, award-winning physician and educator, will discuss the latest health and nutrition trends that influence your customers' purchasing decisions.

- Discover compelling ways to gain the customer advantage and stand apart on value, quality and convenience.

- Understand the most current trends and how to use them to move your business forward.

The BC Hospitality Foundation offers financial assistance, beyond traditional medical benefits, to people who work in the food, beverage and hospitality professions at a critical time of need and to students seeking industry scholarships. CRFA proudly supports BCHF's work in the community.



**\$69/CRFA members pay \$49**  
Fee includes show registration  
Register online at  
[www.bcfoodexpo.ca](http://www.bcfoodexpo.ca)



**Bruce Guerin** Show Manager    **Mark von Schellwitz** CRFA Vice President, Western Canada  
**Warren Erhart** Special Show Advisor; CRFA Director; President and CEO, White Spot Restaurants