



When one door closes, another opens: top chefs from coast to coast support Bocuse d'Or Team Canada and Canadian culinary athletes in forming CHEFS CANADA

MONTREAL, March 1, 2021 — After withdrawing from the 2021 Bocuse d'Or Finale despite qualifying for the championships, Team Canada is eager to funnel their passion and expertise in supporting the Canadian culinary landscape. With this purpose in mind, together with its board of directors and sponsors, Bocuse d'Or Canada is thrilled to announce an exciting new venture: CHEFS CANADA, a novel organization devoted to inspiring culinary excellence, promoting Canadian cuisine, terroir, producers, ingredients and products here at home as well as abroad.

Grown from a network of 500 chefs and industry professionals built under the Bocuse d'Or Canada brand, the new entity has a bigger, brighter vision: to shine the spotlight on our industry in order to further define and promote Canadian gastronomy through global competitions and partnerships at home and on the world stage.

"Canada is already home to unique and high-quality ingredients and products, incredible chefs as well as respected restaurateurs," explains Thomas Delannoy, President of Bocuse d'Or Team Canada and of the newly formed entity. "CHEFS CANADA aims to harness these strengths to share knowledge among our community of chefs, raise funds to support our culinary athletes and ultimately foster a thriving and enduring food industry."

CHEFS CANADA'S THREE PILLARS

It's their dedication to the Canadian culinary industry that has driven the team to refocus, reorganize and launch under its new name. The new and immersive brand was built on three pillars:

1. THE TEAMS

Our passion will continue to be grounded in helping grow Canadian food tourism alongside our sponsors, partners and public institutions. At CHEFS CANADA, this is mainly accomplished through participation at some of the most distinguished culinary competitions on earth. To multiply its impact, the new group is adding to its roster some of the best chefs in the country to form a World Pastry Cup team as well as support contenders in the World Pâté Croûte Championship. Together with the Bocuse d'Or Canada team and its Ambassador's, we hope that this culinary force will help create a sustainable and profitable culinary scene from coast to coast.

2. THE CHEFS ACADEMY

Rooted in our confidence that Canada is home to visionary culinary artists whose education and experience we wish to fortify, the CHEFS ACADEMY is a manifestation of the team's desires to unite, share and transmit knowledge and expertise, techniques and savoir-faire amongst Canadian chefs but also with the next generation. Be it through training, seminars or even cooking lessons, Canadian cooks, chefs and industry professionals will have a reliable resource to turn to for guidance, mentorship and information.

To launch this new service, the team has partnered with Sysco, the world's global foodservice leader, to launch the Chefs Academy podcast. Each month, host Jay Ashton, Sysco's National Business Resources Lead, will deep dive into topics affecting the Canadian restaurant industry. He will offer his inspiration and solutions to assist Canadian chefs and restaurateurs in building successful and profitable restaurants.

Also launching in March, CHEFS CANADA and Sysco Grand Montreal are coming together to help keep Montreal kitchens open by offering foodies exclusive dishes made in collaboration between its chefs and local eateries.

CHEFS CANADA welcomes opportunities to partner with other groups to create resources that will benefit our industry.

3. THE CHEFS PANTRY

CHEFS CANADA isn't just for the hospitality industry. Foodies will be able to experience the best Canada has to offer through branded food products created and signed by some of our country's greatest chefs. This new gourmet line of products will be available for purchase, bringing the prowess and luxury of the Canadian culinary landscape to homes from coast to coast in addition to financially supporting local producers and chefs alike. Proceeds generated from the CHEFS CANADA Pantry will directly support the development of the national teams CHEFS CANADA represents, ultimately supporting the Canadian foodservice and hospitality industries as a whole.

BE PART OF THE MOVEMENT

There's a place for you to be part of this movement. Like Ned Bell, Normand Laprise, Alvin Leung, Alex Chen and 500 other chefs, sign up to become an Ambassador of the Canadian foodservice industry. From products to masterclasses, an array of services are available to inspire Canadian consumers and benefit the restaurant industry. Be sure to stay up to date and discover a unique range of food products, recipes, sustainable ingredients, cooking classes and so much more by visiting chefscanada.com.

To schedule an interview with a CHEFS CANADA spokesperson or one of our chefs, to get more information or high-res photos, please contact The PR Department at 416.535.3939 or medias@prdepartment.ca.
