

Advertorial Assignment

Thursday, February 4, 2010

Contact

Katie Collins
Advanced Diploma
Public Relations Student
647-328-9665
collinskatie@hotmail.com

ADVERTORIAL

PADDLE OVER TO CANADIAN LOCAL EATING

There is no doubt that Canadians love to eat. In a country that can endure up to six months of winter, food is often a key refuge. With the expansion of the global economy, our selection of available food from around the world has exploded in the last century. But many people are concerned about where our food comes from, and how far it has travelled to get here.

Canoe Rides the Current

Toronto's *Canoe* restaurant prides itself on sourcing fresh, local seasonal ingredients. Head Chef Anthony Walsh relies on the vast natural bounty that our country has to offer to create inspired regional dishes.

"Canoe represents the growing national culinary identity, the sense of what Canadian cuisine is and can be." – *The Globe and Mail*.

Walsh is clearly one of the cities most gifted young chefs as he draws on our country's rich, diverse culture and ethnicity to create delicious bites of heaven. One of his current features is Atlantic Haddock and B.C. Honey Mussels with fennel, bacon and celeriac chowder.



One of Chef Anthony Walsh's gorgeous, locally sourced tender beef. Photo credit: www.oliverbonacini.com

Top Five Tips for Eating Locally:

1. **Grow something edible.** Planting vegetable seeds is a great way to have fresh food available.
2. **Eat seasonal food.** Food is most flavourful, fresh and affordable when purchased in season.
3. **Shop at farmer's markets.** Local food travels less, so farmers have naturally ripe produce.
4. **Cook at home.** Local ingredients ensure maximum flavour and you can personalize the taste.
5. **Visit local restaurants for motivation.** Chef Walsh knows his food and creates new seasonal dishes regularly. Treat yourself to a little inspiration on a regular basis.

Take the plunge!

Let Chef Walsh charm your taste buds and properly introduce you to local eating the way it should be. Call 416-364-0054 or check out Canoe's website at www.oliverbonacini.com to make a reservation today.