

blend

INSIDER VOL 6



PAIRING WINES
WITH GOOD TIMES

GET THAT BREAD!

FOOD FOR
THOUGHT

OUR SECOND
HOME



BLEND CREATIVE STUDIO INC.
BLEND PHOTOGRAPHY STUDIO

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EATING IT UP

What's better than a delicious and hand-crafted meal? A promise of mouth-watering delicacies, from steak to cake, prepared just for your tasting pleasure? Scrumptious, delectable, delicious – food moves us all in ways few other things can.

At Blend Creative Studio, we are all massive foodies. To us, completing a project and celebrating our successes are incomplete without going out and sharing a meal together. It's just what we do!

Across Ontario, restaurants are opening back up again. We've missed them – more than just the food, restaurants deliver an *experience*: the ambiance, environment, and yes, the food, all come together to create memories. Less-selfishly, re-opening restaurants means that many people who had their hours – or their entire jobs – cut because of limits are now able to go back to work and support their families.

Blend is proud to have worked alongside true visionaries in the restaurant and hospitality space. While sadly we saw the unfortunate closing of a few over the last couple of years, we're proud of what they accomplished in this tough industry, and are happy to have been part of their journey. Get a closer look at how we create incredible brands that fully convey the wonder and deliciousness of our clients: a feast of the mind before the actual feast!

We hope that Volume 6 of Insider will inspire you to get out and experience the incredible food and dining experiences Ontario has to offer! And when you do, be sure to let us know what's cooking.

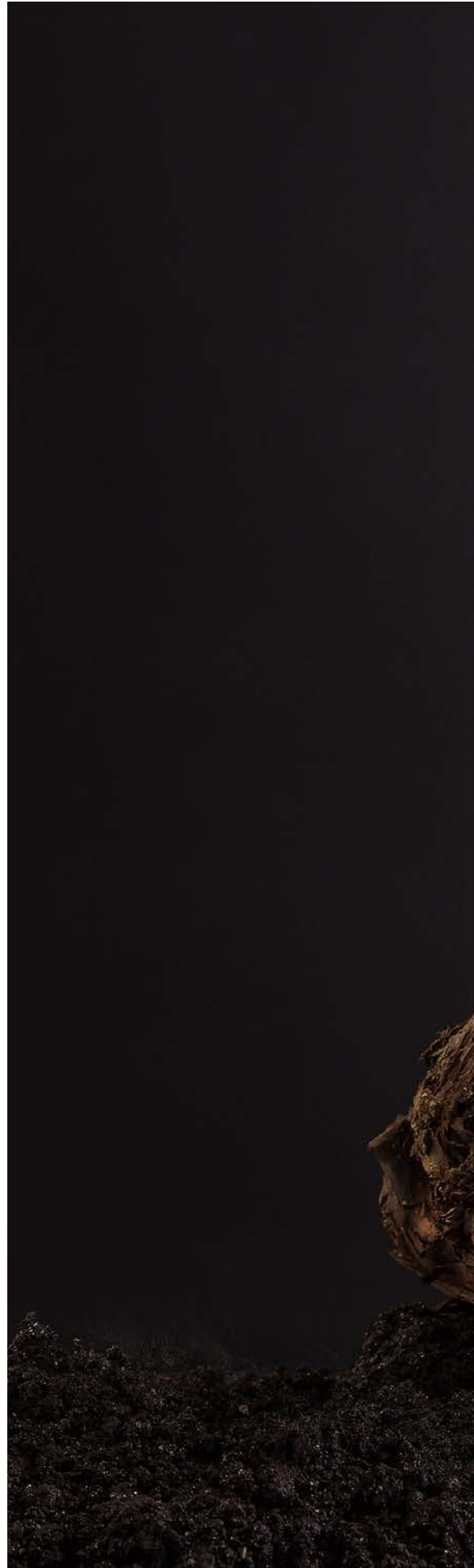
It's been a long time. We're glad to be back.

blend

PAIRING WINES WITH GOOD TIMES

Bacchus Sommelier

A good sommelier can truly unlock the full potential of an already delicious meal and transform it into an experience you'll remember for decades. Finding the perfect wine (or wines) that complement your food fully rounds out the dining experience. But it's also not an easy task, as sommeliers have to factor in dozens of variables into their recommendations, balancing customer preferences with their extensive knowledge of the restaurant's wine cellar.








Mix It Up!

Bacchus Sommelier Services specializes in creating a fabulous event that will be talked about for years! There is no such thing as a request too large or crazy! The sky is limit! Bacchus Sommelier Services can tailor our services to your specific and individual needs.

905.320.6400
booking@bacchussommelier.com BACCHUSSOMMELIER.COM




Grappa Tasting!

Bacchus provides client appreciation, networking and team building receptions. Tasting events showcasing spirits and wines in all styles paired with appetizers or sweets have a fantastic impact on clients and staff that will be talked about for years.

905.320.6400
booking@bacchussommelier.com BACCHUSSOMMELIER.COM




Scotch Lovers!

Bacchus Sommelier Services strives to share our expertise, expand client's palates and captivate clients minds with delicious tastings and pairings, ripe with historical facts and personal stories.

905.320.6400
booking@bacchussommelier.com BACCHUSSOMMELIER.COM

Unfortunately, most of us don't have the money laying around to keep a personal sommelier on standby. That's where Bacchus Sommelier Services came in. Between 2012 and 2020, Bacchus offered a variety of services and shopping experiences almost as varied as their wine list.

As a primarily event planning company, Bacchus brought expertise and carefully-crafted menus (and drink pairings) to corporate events, private parties, and other such gatherings. But Bacchus – led by founders Peter Kline and Shayne Cooke – wanted to be much more than an event company. No, they wanted to help spread their expertise and appreciation of food, spirits, and wine.

As such, Bacchus also helped to educate their customers about their drink choices, offering advice on what wines to buy at different price points, as well as recommending how to properly store and serve bottles both new and old. Truly, Bacchus had something for everyone!

The quality of Blend's work and creativity is second to none.

The branding they provided me with for my company impressed me to no end. They go above and beyond expectations and I wholeheartedly endorse Blend Creative Studio and I recommend their services without reservation!

Peter Kline, Co-Founder / Lead Sommelier, Bacchus Sommelier Services

Book today!

Macarons & Moscato!

"Bacchus is absolutely our first step in planning menus. Their service is outstanding and they consistently deliver wine pairings that fit within the budget of our event while winning the overwhelming applause of our clientele. Thank you for being such a valuable asset to our business!"

- Saving Thyme

Bacchus
CAPTIVATE | BREATHE | ENCOUNTER

905.320.6400
booking@bacchussommelier.com

Bacchus Sommelier Services specializes in creating a one of a kind event, that will be talked about for years to come!





Bacchus and Blend

Peter Kline, founder of Bacchus, and Ali Khamis have long been friends and fellow wine appreciators, which led to a productive and beneficial working relationship. In fact, it was over a wine tasting that Peter first told Ali of his desire to start an event firm that would combine his loves of wine, spirits, and food.

Together, the two created the Bacchus brand, and Blend engaged the new company to host client events to get the ball rolling. Blend further helped to establish Bacchus through various marketing efforts: from designing a logo, to building their website, to working on a litany of event materials, photography, pop-up banners, hand-outs, and postcards.

IN SUMMARY

2008

Peter earns his Sommelier Certificate
at Niagara College

2011

Blend and Peter work together to create a scotch tasting
event for Blend clientele, vendors, friends & family

Creation of logo + branding

Photoshoot on site at Quatrefoil Restaurant in Dundas

2012

Bacchus Sommelier Services is officially launched

Website + digital ads go live

First official event

2013

Go Cooking partnership

An Afternoon of Indulgence - the Bacchus team
tantalized our taste buds and minds with an informative
talk and tasting combination of chocolate and wine.

2014

Martinis & Makeovers - a Blend event where Peter
and the Bacchus team helped us celebrate our 3rd
Anniversary with a shake and a shimmer!

SOUTHERN ONTARIO

Located in Burlington but serves the greater GTA area





Turn any occasion in to a celebration!

With over 10 years of experience, Bacchus provides expert Sommelier services for a wide variety of events including, private and corporate tastings; wine/spirit education and one-on-one customized pairings and consultation.

[book today](#)



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booking@bacchussommelier.com

Bacchus Sommelier Services specializes in creating a one of a kind event, that will be talked about for years to come!



A HIDDEN GEM IN BURLINGTON

Blacktree Restaurant





blacktreerestaurant.com

BLACKTREE
RESTAURANT

SIX COURSE TASTING \$80

When Chef and Owner Matteo Paonessa opened Blacktree Restaurant in 2005, he broke the cardinal rule of real estate: location, location, location. He decided to eschew trendy, expensive locales and let his work speak for itself by moving into a small, virtually invisible spot down an alleyway in the Roseland Plaza in Burlington.

For thirteen years, Blacktree Restaurant offered a delicious, delectable fine dining experience that people – us included – adored. Word quickly spread of Paonessa's adventurous menus, but the chef also made sure that there was something on the menu for everyone: he knew that food is meant to be eaten and enjoyed, and that experience should not be limited to those with exotic palettes.

In many ways, the Blacktree Restaurant was the culmination of a long professional journey. At 17 years old, Paonessa attended George Brown College before moving to Italy to learn the finer traditions of cooking. When he returned, he spent ten years moving through the top kitchens of Toronto: the Crown Plaza Hotel, the Royal York Hotel, the Fifth, Susur, Eigenseinn Farm, and Oro Restaurant, where he served as sous chef.

Paonessa's favourite method for growing awareness of his restaurant was word of mouth. "Keep whispering," he told us on numerous, numerous occasions. It was a strategy that fully fit with his approach to food: be small, be understated, and be good at what you do.

Blacktree and Blend

Blend quickly fell in love with Paonessa's cooking and the incredible atmosphere at Blacktree, so much so that we soon found ourselves working with the visionary chef. Blacktree's menu changed every month, and so Blend found ourselves constantly updating the table menus. Blend also assisted Blacktree with social media posts and updates to their website.

At every stage, we worked with Blacktree to make sure that the food remained the star of the show. It wasn't hard – Blacktree's incredible tasting menus were easy inspirations to draw from!

For Ali and Tracy Khamis, Blacktree was more than a restaurant. The couple's first date was at Blacktree, and so it made perfect sense when they got married to hold the reception there as well (Ali still gushes about the menu that night, much to Tracy's chagrin). The quiet, intimate atmosphere made Blacktree the perfect destination for annual Blend meetings, and more than a few get-togethers.

Congratulations Matteo Paonessa for thirteen years of memories and incredible food! Blend has yet to find a replacement for our studio celebrations.



blacktreerestaurant.com

SIX COURSE TASTING \$80

BLACKTREE
RESTAURANT



SIX COURSE TASTING \$80

BLACKTREE
RESTAURANT

blacktreerestaurant.com

IN SUMMARY

17 years old

Matteo attends George Brown College

10 years

Worked through Toronto's top kitchens and hotels,
before opening Blacktree

2005

Blacktree is opened

2010

Blacktree hosts Ali & Tracy's wedding dinner

2016

Blacktree creates a monthly 4 or 6 course
tasting menu

Blend + Blacktree work together to create monthly
menus and social media posts

13 years

Blacktree kept you whispering

GET THAT BREAD – HEARTY KITCHEN IS SERVING UP DELICIOUSNESS

Hearty Kitchen

We've all been to events where the food was just *okay*. Or events where the catering feels that sloppy, droopy sandwiches are acceptable. As your resident gastronomes, we at Blend are brave enough to say that sub-par food is not acceptable! You deserve better food. You deserve Hearty Kitchen.





As a caterer based in the GTA – a region famous for its wide variety of delectable cuisines – staking out a successful corner of the market was always going to be a challenge for Hearty Kitchen. But after more than 30 years in the food business, it's safe to say that this kitchen is firmly established.

The core of the Hearty Kitchen experience is their fresh, incredible focaccia bread. From sides to delicious entrees, to a wide variety of mouth-watering sandwiches, Hearty Kitchen knows what it does best and leans into that strength whenever they can.

And it's that self-awareness that has led Hearty Kitchen's growth and expansion since the 1990's. In 2007 they opened *Focaccia's*, a take-and-go food depot for people who want to taste Hearty Kitchen's food every day without sneaking into corporate events Wedding Crashers-style. Serving hot sandwiches to all who want them, *Focaccia's* is a savvy way to introduce the public to the Hearty Kitchen brand, putting them at the forefront of potential customers' minds.

From corporate events, to weddings, to parties and appreciation events, no event is made worse by including a delicious sandwich. That versatility is why Hearty Kitchen is such an incredible caterer – and is still going strong after 30 years.

Hearty Kitchen and Blend

The first time Ali Khamis had one of Hearty Kitchen's steak sandwiches, he knew that he was in love (*the fact that he was introduced to the sandwich by Tracy probably helped his feelings, too*). Ali and Tracy have long had an appreciation for Hearty Kitchen's cuisine – in fact, when they were choosing caterers for their wedding luncheon, Hearty Kitchen's delicious menus made the decision easy!

Professionally, Blend is proud to have teamed up with Hearty Kitchen on numerous occasions, helping to design the brand's logo, print & digital assets, along with a suite of marketing materials like brochures, handouts, and social media assets.





RISE & SHINE

THEHEARTYKITCHEN.CA



Rise & Shine

A fresh baked assortment of muffins, bagels, croissants, danish, cinnamon buns, and scones. Accompanied with jam, butter, cream cheese and peanut butter. Chilled fruit juices.

Breakfast Pizza

Scrambled egg, bacon, sausage, peppers, cheddar and mozzarella cheese on top of our fresh pizza crust.

Breakfast Bagels

Filled with omelette topped with black forest ham or bacon, and cheddar cheese.

The Hearty Breakfast!

Scrambled eggs, crispy bacon, breakfast sausage, hash brown, toast, pancakes, fruit salad, coffee and chilled fruit juices.

Assorted Mini Breakfast

Black forest ham and cheddar cheese and oven roasted turkey breast with roasted pear and swiss cheese.

Breakfast Wraps

Scrambled eggs, bacon or breakfast sausage and melted cheddar cheese in a whole wheat wrap

FLAVOUR LOADED



SANDWICHES MADE WITH OUR
FAMOUS FOCACCIA BREAD
Choose a combo with Caesar, Greek or Garden Salad, cookie and beverage.



LOCALLY SOURCED,
CRAFTED WITH LOVE

FOR PIZZA LOVERS



PARTY SIZE PIZZA \$22.95
STARTING FROM Plus Additional topping

CORPORATE SUMMER SIZZLERS



BBO EVENT MENU \$9.99
STARTING FROM PER PERSON

ALL OUR SANDWICHES ARE
MADE WITH OUR FAMOUS
FOCACCIA BREAD

- ▶ Assorted Deli Style
\$8.99 per person
\$14.25 for combo per person
- ▶ Assorted Italian Deli Focaccia
\$10.25 per person
\$16.25 for combo per person
- ▶ Grilled Chicken Focaccia Sandwiches
\$10.50 per person
\$16.25 for combo per person
- ▶ Assorted Hot Focaccia Sandwiches
\$10.50 per person
\$16.25 for combo per person



COMBO PLATTERS: GREAT
DEALS FOR LARGE GROUPS! \$14.25*

*PRICE OF COMBO PLATTERS STARTING AT



IN SUMMARY

2006

The Hearty Kitchen is established

2007

Focaccia's is opened

4 owners

Teresa, Ben, Josie and Mike

2010

Hearty Kitchen caters Ali & Tracy's wedding luncheon

2011

The start of the Blend and Hearty Kitchen relationship, including logo, website, copywriting, print material, digital material ...

Etobicoke, ON

They are now located in Etobicoke, but has been working in and serving the GTA, in the food industry, for over 30+ years!

Steak sandwich

Highly recommended by Ali!

FROM MENTEE TO PEER

Interview with:
Michelle Kline

When we started working with Michelle Kline more than a decade ago, she was the Marketing Manager for Niagara's Finest Hotels, a collection of unique and gorgeous boutique hotels in picturesque Niagara-on-the-Lake. Each of their properties not only offers incredible accommodations, but also a fantastic kitchen and incredible, delectable meals. (You can see why we were so excited to work with Michelle here!)

Fast forward, Michelle is now the Chief Marketing Officer at Anchor Rehabilitation Support Services Inc., an organization that offers rehabilitation therapy and behavioural support to children, youth and adults who have complex special needs. Between then and now we've gone from mentoring Michelle to being her peer to watching her ascend to dizzying heights. It's been an incredible journey!







Before there was Blend... and before there was Khamis Design, our forerunner agency, we worked with Michelle, at another agency. "Ali and Lynn were the creative heads," Michelle remembers, "and they really inspired my love for creativity. They made me want to reach further and go beyond."

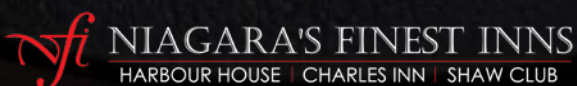
Michelle remembers in particular becoming fascinated with Pantone colours after a conversation with Ali, and discovering how colours can be as important – or in some cases, more important – than words in telling a story for a client.

When Michelle left to work as a Marketing Manager for Niagara's Finest Hotels, she brought us along for the ride as one of our earliest clients. "Niagara's Finest Hotels needed a breath of fresh air, and someone to help guide a rebrand," Michelle says. "They were figuring out how to present themselves as a single entity that is made up of multiple smaller subsidiaries, each with their own look and feel."

It was a challenge that she was confident that Ali and Lynn could overcome. Together, we helped build a new website and program for the Niagara-on-the-Lake hoteliers that fit their needs to a 'T'.

Never content to stay too long in one place, Michelle moved beyond Niagara's Finest Hotels and into the food business, working with, among others, Live Bait and the Fish Company.

Wherever she went, Blend tended to follow.





NIAGARA'S FINEST INNS
HARBOUR HOUSE | CHARLES INN | SHAW CLUB

HARBOUR HOUSE

Shaw Spa
SHAW CLUB HOTEL

Charles Inn

Zees

We asked her why: why continue to work with Ali and Lynn on project after project after project? "They have a sense of 'Have I made it yet?'" Michelle explains. "Has what we've done helped our community and helped to serve the Greater Good? And to me, they have. Ali and Lynn have always gone above and beyond for their clients. And they've made such a huge impact, even among their coworkers and compatriots."

"You'll never hear them say that, or acknowledge that at all, of course," she says with a wink, "they're far too humble."

Michelle is amazed at Blend's ability to do everything, from food, to education, to more. "There aren't too many people who can do it all, but Ali and Lynn can."

Michelle remembers in particular one client where this was evident. “I was approached by an apothecary for a particular lemon product that was flying off the shelves in Canada,” she says. “I told her that I was very flattered, but I’ll be honest, this is very much out of my depth. I want your product to shine – and you have the product that can shine – but you also need the right people. I’m not those people, but I do know who they are.

“The client laughed and said that she’s never heard of anyone doing this before!”

(Three guesses who Michelle referred her to.)

Over the years, we’ve been proud to watch Michelle grow, and explore her creativity as a part of Kline Concepts, her own agency. One decision that she made and stuck with is to look for ways and clients that help others. “When you go into an opportunity looking to create blessings for others, you always get blessed back,” Michelle says. “Even if that wasn’t even your intention when you started.”

But as much as she wants to impress Ali and Lynn, her two creative mentors, she wants to impress two other people even more. “I want to impress 10-year-old me, and 80-year-old me. I want to impress the girl with the big dreams, and the woman who conquered it all.”

Michelle, we are so proud to say that we’re sure that you’ve impressed them both.

P.S. Tracy Khamis and Fiscal Performance also manages the books for Anchor Rehabilitation Support Services, which was founded by Michelle’s husband Justin. “I’m pretty sure, if Tracy ever fired us as a client, Justin would go into the basement and cry for a week,” Michelle laughs. “Tracy’s such a lifesaver, too!”



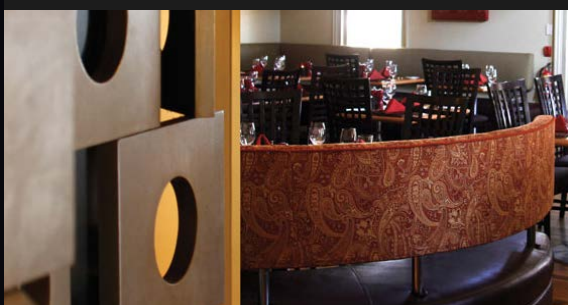


LUXURY RESORTS, RESTAURANTS & SPAS

Discover
our Locations



Zees Grill



Zees' Spring Dinner Menu

Zees' Spring Lunch Menu

Zees' Spring Dessert Menu

Wine Dine Divine Thursdays

Corkage Free Tuesdays

APPETIZERS

House Salad

Dried Cherries, Candied Pecans, Winter Greens, Spiced Yoghurt Dressing

ZEE Soup

From the Imagination of our Chef and Niagara's Bounty of Seasonal Produce

Caesar Salad

Hearts of Romaine, Toasted Focaccia Garlic Croutons, Double Smoked Bacon, Garlic Caper Dressing

House Cut Frites & Lobster "Poutine"

Butter Poached Lobster, Classic Herbed Hollandaise & White Cheddar Cheese Curds, Rich Jus served on top of the Best Fries Ever!!!

Duck Confit Pate en Croute

Confit Duck Leg, Baked into a Crisp Puff Pastry Shell, Seasonal Chutney

ENTRÉES

Prosciutto Wrapped Chicken Breas

Squash Puree, Chestnut, Mushrooms, Brussel Sprouts, Thyme Potato Cake, Maple Cider Reductio

Grilled Canadian Beef Tenderloin

Winter Vegetable and Double Smoked Bacon Hash, Braised Kale, Cabernet Jus

Blend Creative Studio has been a breath of fresh air with their creativity and knowledge. They have been able to produce quality websites that have a strong call to action, as well as assist with rebranding. Blend takes your vision and makes it a reality. The team all are experts in their own fields and each person works with you as a partner.

Michelle Kline

Founder + Marketing Consultant, Kline Concepts
CMO, Anchor Rehabilitation Support Services, Inc



**Fiscal
Performance Inc.**
Committed to your success. Protecting your future.

FOOD FOR THOUGHT

Restaurants are a notoriously unforgiving business. The numbers paint a scary picture: 60% of restaurants close within their first year, and 80% don't make it to their fifth birthdays. Of course, the past two years have done nothing to help aspiring restaurateurs keep the lights on.

That's very doom and gloom, but the reality is that behind every successful restaurant is a very conscientious bookkeeper: someone who is keeping an eye on cashflow and what is being spent and how. As with any business, the magic of a good bookkeeper is that they free you up to concentrate on what you do best: create memorable experiences for your clients and customers.

For Fiscal Performance, this means that we have to be at the top of our game if we want to keep going back to our favourite eateries and restaurants. Like a loving parent, we adore all of our clients equally – but we would be lying if we hunger to do great work for restaurateurs! After all, who doesn't savour a great meal and no dishes to clean?









WHY ARE RESTAURANTS SUCH A TOUGH BUSINESS?

It is widely accepted that restaurants have a high rate of failure. And it's no wonder, really. Unlike the ingredients to make most of the other products we buy, we all know how much broccoli and chicken cost. Restaurants get those ingredients delivered to their door, but they do not really get much of a wholesale discount unless we're talking about an organization the size of McDonald's. And since there is a limit to what people will pay as a premium for the service restaurants provide, the businesses are forced to operate on razor thin margins. And they have a unique business model when it comes to their cash flow that can bring up unexpected challenges quickly.

It takes a lot of cash to build out a restaurant, purchase all the kitchen equipment, tables and chairs and décor. But once those things have been installed, their resale value drops dramatically. And given the perishable nature of restaurant inventory, they typically do not have much in the way of collateral to secure loans. Their sales are also not guaranteed. There are no large-purchase contracts, no receivables to sell and no guarantee that the city won't decide to tear up the street in front of the business for a month in the peak of summer, driving your sales close to zero. Traditional lenders tend to steer clear of restaurants, and non-traditional lenders can charge interest rates that make credit cards look reasonable.

So, without leverage options, restaurant operators need to rely heavily on strong cash management practices

once they figure out how to get the doors open in the first place. They need to pay close attention to inventory turnover rates, productivity ratios for staffing, payable cycles, and capital budgets. Because most restaurants do a full inventory value turn every 7 to 10 days, there is a very small buffer for mistakes and the unexpected. Restaurants need to be able to adapt quickly to good or bad reviews and even literal changes in the weather.

At Foolproof Bookkeeping, we specialize in helping restaurant operators manage their weekly cash flow while

building in plans for growth or regular capital improvements. We have built systems that we can customize to help restaurateurs develop Prime Cost targets and operating budgets while working with rolling cash flow forecasts to help stay ahead of the cash crunch. Most restaurants will face a cash flow challenge at some point. It's our job to help them see it coming and to help them manage the business through the crunch so they can stay focused on doing what they do best, serving their guests.

Sure, restaurants can be a finicky business, but if you make good decisions using good information then not only can you make money, but you also get to see the

satisfaction and joy on the faces of your customers over and over, every single day. And that type of job satisfaction is a special commodity in today's digital world.



Scott Carrothers, CPB

Foolproof Bookkeeping Inc. | 905-977-7928

THE KITCHEN IS THE HEART OF THE HOME

We think there's a reason why "hearth" is almost the same word as "heart." Generations after we've replaced open fires with ovens and stoves (at least until Uncle Bill starts cooking!), the kitchen remains the heart of the home. Here is where our meals are made, where curiosity can be explored and where projects are undertaken. It's where birthday cakes are made, and where you trudge when you wake up hungry in the middle of the night.

JT Construction - a long-time client of Fiscal Performance - knows that the kitchen is often the room that you most want to get right in the house. After all, you can move couches from one side of the room to the other, but you can't move your counters or oven just to shake things up.



At JT Construction Group we are passionate about helping our clients to create a home space that is inspiring as well as functional. Special care and planning goes into every square foot of your home kitchen to ensure that you are happy with your lasting decisions.

But JT Construction does much more than build residential homes (and residential kitchens!). Commercial contractors, JT Construction has built and renovated dozens of commercial kitchens for some of our favourite restaurants.

A restaurant's kitchen is notoriously difficult to get perfect: contractors have to balance counter space, health requirements, and cooking areas and appliances in what is often a crowded environment. Even still, JT Construction rises to the challenge and succeeds in what we set out to do.

But we don't stop there - we also offer high quality renovations for basements, bathrooms, living spaces, garages, and even home additions. JT Construction Group provides renovation services that will bring you a lifetime of comfort and enjoyment.

Renovations are something many people plan on, but often can't find the budget or simply don't know where to begin.

The cost of renovating can often depend on the desired quality of appliances, fixtures and finishes you choose.

Our team at JT Construction Group will guide you through the planning and design process, helping to recognize optimal strategies and materials for your home's makeover.

We offer transparent quotes to all our customers, and our focus is to complete your project within your ideal timeframe, on budget, with excellent customer satisfaction.

JT Construction Group will take care of everything for you.

We'll start by developing a plan for your project, manage all the scheduling and coordination, complete your renovation, and ensure your home is sparkling clean when it's all done.

While we are based in Hannon, Ontario, we are available for work all throughout the Golden Horseshoe.

Visit us online at jtcrenos.ca for more information and discover local renovation quality.





OUR SECOND HOME

THE HAMILTON CLUB

Most fancy restaurants don't have chicken broth on the menu. The Hamilton Club is no exception. However, when Ali required serious surgery at the beginning of 2022 and couldn't eat anything else, Shendal Yalchin made sure that his favourite soup suddenly appeared on the menu.

Interview with:
Shendal Yalchin



Even better, she delivered it directly to Tracy and Ali's door. That was a time when Tracy was being pulled in many different directions. While Ali couldn't eat much, Tracy was famished. "The stress was eating me up," Tracy admits. "It wasn't just Ali, it was work, too. January and February are Fiscal Performance's busiest months by far.

"It was close to getting too much to handle."

Left with limited options for support – and the COVID-19 pandemic didn't help matters – Tracy turned to the Hamilton Club, a prestigious professional club where she and Ali are members. And boy, did they answer. "Going back and forth between the hospital, work, and home, I didn't have time to cook anything proper. And I didn't want to eat out every single night," Tracy explains. "So, I indulged a little."

"For Tracy, when she called it was all 'tell us what you need, tell us what Ali needs,'" says Shendal, the General Manager of the Hamilton Club. "If it's not on the menu, who cares? We have a kitchen, and if we can make something work, we can make it work.

"That's what makes our club count: we want to make it your home away from home, which means making you comfortable to ask for whatever you want."





Ordinarily, the fare served at the Hamilton Club is of a fancier sort than unadorned bone broth. The Hamilton Club has the sort of menu that regularly features octopus and duck breast – delectable and rich foods that are meant to be savoured and lingered over, and that fully compliments and accentuates the distinguished atmosphere of the Hamilton Club.

Shendal realized that what Ali and Tracy really needed wasn't the food: it was comfort, a return to almost-normalcy in the wake of an incredibly disruptive and potentially destructive surgery. She was more than happy to have the chefs at the Hamilton Club meet Ali's needs and create a simple soup that he could stomach in his weakened state. She was also happy to make sure Tracy got her favourite sweet pastries.

It was a gesture that meant the world to both Ali and Tracy, but one that Shendal refuses to take much credit for.

"As we get to know our members, eventually there comes a time when we'll surprise them with the menu, and they'll say, 'I didn't know you could do that!'" Shendal laughs. "And I say, 'Well, all you have to do is pick up the phone and ask!'"

At many organizations, a membership is just a number printed on a card. But at the Hamilton Club, you are a person and a valuable part of the organization.









Founded in 1873, the Hamilton Club has never left its home in Downtown Hamilton. The Club has recently been reimagined, with newly-renovated lounges and dining rooms – and an elegant sports bar, if you can believe that such a thing can exist. The crown jewel of the club is The Terrace, the rooftop patio which is the finest al fresco dining experience in the city.

With such fine settings and food, it's telling that the most remarkable thing about the Hamilton Club is the way that they treat their members.

After recovering from his surgery, Ali made sure that one of his first "thank yous" was to Shendal and her incredible team. "Ali and Tracy are so appreciative," Shendal recalls. "Every time we see them, they want to buy us a drink to say thanks. But it's like, 'No, no really, this is just what we do. We do what we do because that's just who we are.'"

We can all learn from Shendal – who was born and raised in Hamilton and has had a very successful career as a businesswoman before joining the Hamilton Club – and the Hamilton Club's approach to customer service and satisfaction. Truly, the Hamilton Club goes above and beyond for its members, just as we at Blend Creative Studios strive to go above and beyond for all of our clients and on all of our projects.

Next year, the Club will celebrate its 150th anniversary. "I think that's apropos," Ali says, "because every server, every hostess, and every staff member I've ever met always goes above and beyond, day-in and day-out. Everyone gives it their all – their 150%. What Shendal did for me and the extra-special treatment she provided to Tracy is indicative of how the club treats all of its members all of the time. **"I can't say enough about the staff, and about Shendal in particular. Thank you, thank you, 150 thank yous."**





SPOTLIGHT EATING FOR A CAUSE

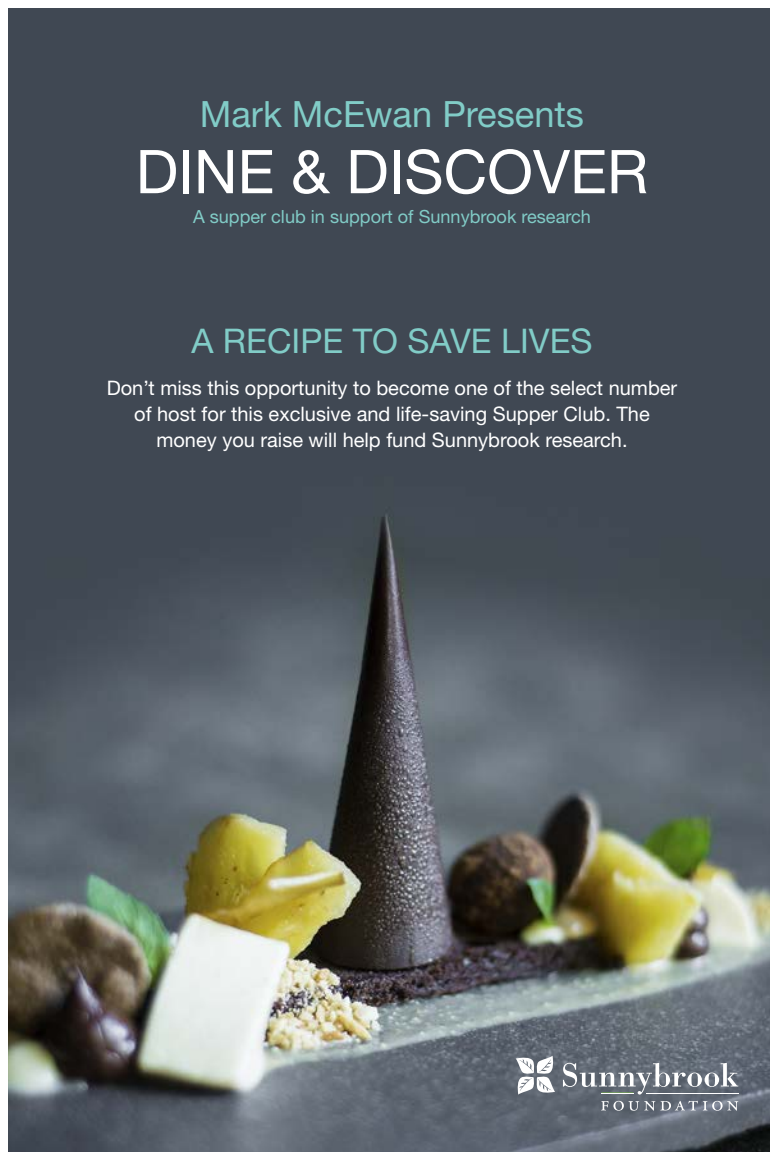
Take it from us: one of the best ways to raise money for your charity is to involve food. From backyard BBQs, to the iconic school bake sale, to cookie sales, fancy dinners, and catered retreats, there are many ways you can raise money while including something tasty in your plans as well.

Clearly, we believe in the power of food to form memories, positive associations, and enjoyment. That is a connection any brand or charity should be seeking. Having a delicious meal, while also raising money for an important cause? We can think of no better way to spend an evening.

We've been very fortunate to have worked on the following dining events:

Sunnybrook Foundation | Dine & Discover


Celebrity Chef Mark McEwan will cook dinner for you and a small group of friends ... as long as you raise enough money for Sunnybrook. Dine & Discover is a dinner club formed by McEwan where he pits the chefs of several Yorkville restaurants against each other in "friendly competition." With each course created by a different high-profile chef, and with all raised funds going straight to Sunnybrook, everybody wins this smorgasbord of an evening.

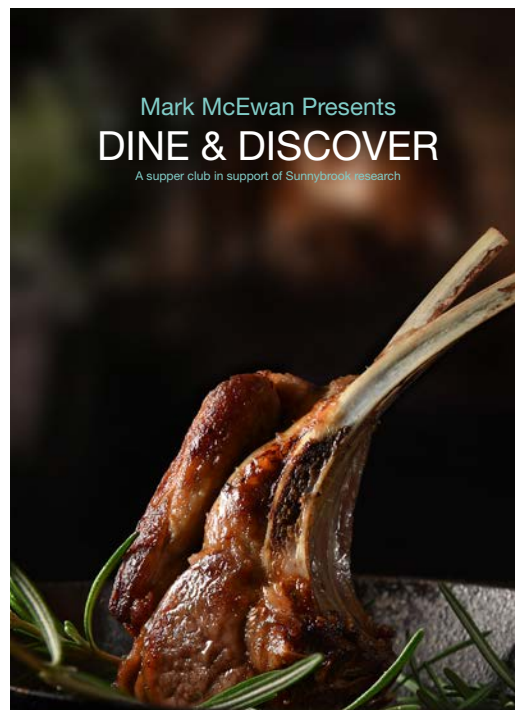


Mark McEwan Presents
DINE & DISCOVER
A supper club in support of Sunnybrook research

A RECIPE TO SAVE LIVES

Don't miss this opportunity to become one of the select number of host for this exclusive and life-saving Supper Club. The money you raise will help fund Sunnybrook research.

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Mark McEwan Presents
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A RECIPE TO SAVE LIVES

Don't miss this opportunity to become one of the select number of host for this exclusive and life-saving Supper Club. The money you raise will help fund Sunnybrook research.


HOW IT WORKS:


Register your Dine & Discover dinner party at sunnybrook.ca/dinner.

Pledge to raise a minimum of \$25,000 from your dinner party and choose a date.

Make a donation to support your dinner party.

RSVP to your guest.



 **Sunnybrook**
FOUNDATION

Mark McEwan Presents **DINE & DISCOVER**

A supper club in support of Sunnybrook research



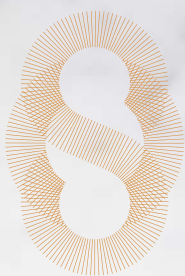
A RECIPE TO SAVE LIVES

Chef Mark McEwan and the McEwan Group have partnered with Sunnybrook to present the **Dine & Discover** program and raise much-needed funds for life-saving research.

Don't miss this opportunity to become one of the select number of host for this exclusive and life-saving Supper Club. The money you raise will help fund Sunnybrook research.



CHEFS'



CIRCLE

SPONSORSHIP PROPOSAL

In support of



UPCOMING EVENTS

William Cheng x Chef Masaki Saito and Chef Rob Feenie

Coming this spring, the next dinner in the series will be hosted by entrepreneur and avid philanthropist, William Cheng and feature Michelin starred Chef Masaki Saito, along with Cactus Club Cafe's Chef Rob Feenie.

PAST EVENTS

Stephen Arbib x Chef Masaki Saito and Chef Stephen Tong

The most recent Chefs' Circle took place in September of 2021 and was hosted by Canadian entrepreneur Stephen Arbib. Seventeen guests enjoyed an exclusive menu curated by Michelin starred Chef Masaki Saito who was joined by Chef Stephen Tong who lauded for his mastery of Hong Kong style Cantonese cuisine.

Dr. Shawn Seit x Chef Masaki Saito

In August of 2021, Dr. Shawn Seit hosted Chefs' Circle featuring Michelin starred Chef Masaki Saito. This one-of-a-kind evening featured exquisite pairings and a refined menu that earned Chef Saito the coveted Michelin star recognition. Ten guests experienced the exclusive menu, while inspiring support to advance research focusing on realizing new possibilities for Cardiac care in high-risk communities such as Chinese, East Asian and South Asian populations.



INAUGURAL EVENT

Jonathan Goldman x Chef Oliver Glowig

The inaugural event held in February 2020, hosted by Jonathan Goldman and featuring Michelin star Chef Oliver Glowig, delivered a group of 20 guests to a private residence to experience an exclusively curated menu with dishes from the chef's eponymous restaurant in Rome, where he earned two Michelin stars. The inaugural event raised \$100,000 for Sunnybrook.



THANK YOU

Thank you for considering Sunnybrook in your charitable portfolio. We look forward to working with you.

Contact Information

For sponsorship opportunities and more information about this event please contact:

Phoebe Rockman
Event Officer,
Sunnybrook Foundation
437-388-7234
phoebe.rockman@sunnybrook.ca
chefscircle.ca

Sunnybrook Foundation | Chef's Circle

There's very little in life that feels better than supporting a great cause while experiencing an excellent chef's vision for their food. Curated by William Cheng, Sunnybrook Foundation's Chef Circle event invites Michelin-starred chefs to prepare meals for Toronto's philanthropists. We have been lucky to design menus for many of these events, which raise money for life-saving heart research at Sunnybrook.



Chef Masaki Saito | September 22, 2022

M E N U

Tsumami 摘み

Whelk with irisake つぶ貝

Hay seared bonito 鰹

Monk fish liver 鰻肝

Grilled Japanese scallops with seaweed ホタテ磯部焼

Fatty tuna with black truffle トロ トリュフ

Sushi 鮓

Golden eye snapper 金目鯛

Premium summer salmon 時鮭

Baby cuttlefish 新イカ

Toro aburi トロ炙り

Horse mackerel 鰯

Sea urchin 海胆

Sea eel 穴子

Toro and daikon pickle hand roll トロたく手巻き

Egg cake 玉


Miso soup 味噌汁

Yubari Melon 夕張メロン

In support of

 **Sunnybrook**
FOUNDATION





"I've had the pleasure of working with Blend on print and digital projects for the past four year. They are always professional and receptive to feedback. I can depend on them to deliver on time and help me out on rush projects."

Anne Hernandez
Senior Marketing Officer
Sunnybrook Foundation





*Harry
Barberian*
MEMORIAL DINNER



SAVE THE DATE

On Monday, May 6 at 6:30pm we will be closing the restaurant to the public for one night in order to provide you with an intimate and exclusive dinner experience supporting a cause that is important to our family.

BARBERIAN'S STEAK HOUSE

7 Elm St, Toronto, ON M5G 1H1

*Harry
Barberian*
MEMORIAL DINNER

Register today at: support.supportsinai.com



Sinai Health Foundation Barberians Dinner Event

In 1986, Harry Barberian was treated for cancer at Mt Sinai Hospital. In thanks, the restaurateur created the Barberians Dinner Event, with all raised proceeds benefitting Sinai Health System and their ground breaking work in unraveling the mysteries of cancer and finding effective treatments. We could not have been more thrilled to help create a take-home piece for the event, as well as general invitations, web graphics, and more.



On behalf of the **Barberian family**, we thank you for all of your **continued support** and for helping to keep the memory of **Harry Barberian** alive. The extra years afforded to us because of the spectacular care received at **Mount Sinai Hospital** was truly a cherished gift. My family is indebted to **Dr. Freeman** and the many talented physicians who will translate the ongoing support of this **special event** to impact the future for so **many more families**.

— Arron Barberian



On Monday, May 6 | 6:30pm | Barberian's Steak House



Harry Barberian

MEMORIAL DINNER

Dear Friend,

On Monday, May 7, 2018 we will be closing the restaurant to the public for one night in order to provide you with an intimate and exclusive dinner experience supporting a cause that is important to our family. I invite you to join us and many Toronto celebrities and personalities at the Harry Barberian Memorial Dinner.

Harry Barberian was an entrepreneur, a visionary and a family man. He helped shape Toronto's culinary landscape and played host to everyone from Prime Ministers to movie stars and everyone in between. Harry had a humble beginning and relished the opportunity to give back to anyone in need. His efforts helped launch the careers of hundreds of fellow restaurateurs and aided many artists as they rose to great fame. In 1986, Harry was treated for cancer by Dr. Freeman at Mount Sinai Hospital, part of Sinai Health System. The care he received provided him with many additional, wonderful years. Those extra years were a gift to his family and city itself.

Your support will directly impact those residents, fellows and junior faculty conducting research and pursuing careers in the Department of Otolaryngology – Head & Neck Surgery, Mount Sinai Hospital, University of Toronto. The funds raised through the Harry Barberian Memorial Dinner will establish a Barberian/MSH Education and Research Scholarship Fund. I look forward to having you join us as we celebrate Harry Barberian and support a cause that has had such a positive impact on us.

In Support of



**Sinai
Health
Foundation**



"I've worked with the Blend Creative Studio Team on several projects and would highly recommend them! I am constantly amazed at the high quality of design they produce – the final products always exceed my expectations. The team is professional, efficient and always available to their clients. Working with the Blend Creative Studio Team has been an absolute pleasure and I look forward to working with them on future projects."

Antoniette Garda deCabezas
Sinai Health Foundation







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