

TORONTO

Dishes That Tower Above The Rest

**BIG-CITY
BITES**
Eat Across North America

Start-Up Sheet

OVERVIEW

Did you know that Toronto is home to citizens representing over 200 distinct ethnic origins? Often called “the most multicultural city in the world,” more than 50% of current Torontonians were born elsewhere worldwide.

A world leader in such areas as business, finance, technology, entertainment and culture, Toronto is Canada’s largest city with a current population of 2.73 million people. This modern, bustling city is also a prominent center for music, theater, motion picture and television production and is home to Canada’s major broadcast networks and media outlets.

The city’s exciting architecture and towering skyscrapers, including the CN Tower, the tallest free-standing structure in the Western Hemisphere, beautifully compliment the numerous museums and galleries, festivals and public events, entertainment districts, national historic sites and sports activities the city has to offer.



Toronto is also a foodie’s dream, featuring a dynamic and diverse culinary scene. From

gourmet meals skillfully prepared by internationally acclaimed chefs to pop-up shops serving peameal bacon sandwiches and Belgian fries, Toronto food is diverse. It takes its inspiration from different cuisines worldwide, including Indian, French, Asian, Mexican and more.

For more about Toronto, visit:
www.seetorontonow.com



See last page of this guide for COVID-19 safety suggestions.



TIMING

Your celebration of **TORONTO** is best suited to be featured on a single day/evening during your Big-City Bites promotion.

TOOLS

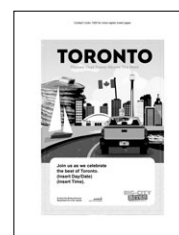
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions Link**, accessible from the **Universities Marketing Page** on **Sodexo Net**. Following are some of the specific support materials available for your celebration of **TORONTO**.



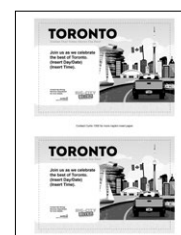
TIME DATE POSTER



TIME DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

DESKTOP PRINT BIG-CITY BITES LARGE AND SMALL NAPKINS ARE AVAILABLE ON POD.



MENU

Food is the star of our Big-City Bites promotion and we have compiled a variety of delicious Toronto-specific menu selections for your use. To access a complete Recipe Matrix, please go to the **Additional Promotions/BIG-CITY BITES/Marketing Template Section** on the **Promotions Link** on **Sodexo Net**.



PROMOTION ENHANCEMENTS

TORONTO LANDMARKS

CN Tower, Hockey Hall of Fame, Ontario's Parliament Building, St. Lawrence Market, University of Toronto, Toronto Zoo, Toronto Island, Nathan Phillips Square, Queen's Park, The Flatiron Mural, Rogers Centre, Air Canada Centre, Ripley's Aquarium of Canada

MUSIC

Like everything else in Toronto, the music scene is also diverse. From dance music to punk, indie rock, funk, drum and bass, and rock 'n roll, one of these genres at some point was all the rage in the Queen City. Additionally, Toronto is home to three professional orchestras, including the Toronto Symphony Orchestra, Esprit Orchestra, and Tafelmusik Baroque Orchestra & Chamber Choir. A nice blend of any of these genres will give authenticity to your event.

DÉCOR

- Cardboard cutout of the CN Tower
- Image or replica of the Ontario Parliament Building
- Wear any clothing item from the Toronto Maple Leafs, Toronto Blue Jays or Toronto Raptors
- Toronto flag
- Color theme is blue, white and red (Toronto flag)
- Set up a replica of the St. Lawrence Market (use as a means of serving food)
- Cutouts of maple leaves

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FAMOUS TORONTOIANS (PAST AND PRESENT)

Drake (Hip-Hop Artist), Keanu Reeves (Actor), Keifer Sutherland (Actor), Jim Carrey (Actor), Frank Gehry (Architect), Christopher Plummer (Actor, "Sound of Music"), The Weeknd (Hip-Hop Artist, Songwriter), John Candy (Actor, Comedian), Mike Myers (Actor), Feist (Singer).

GAMES/ACTIVITIES

In addition to great-tasting food, following are a few fun activities you can use to create excitement around your celebration of **TORONTO**.

IN-PERSON

TORONTO SKYLINE PHOTO BOOTH—Create a backdrop of the Toronto skyline that students can stand in front of with their friends and take pictures.

DIGITAL

CARE TO SHARE—Asking students to share your social media posts about your Toronto celebration is a great way to gain traction and participation. If you want to attract more involvement, try something different with a tempting reward. For example, a week before your event, host a prize-a-day giveaway. Each day, award a surprise item to a random contest participant who shares your Facebook status or comments on a particular post.

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/Toronto during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

GENERAL:

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)

GAME DETAILS:

SAFE TO PLAY:

- TORONTO SKYLINE PHOTO BOOTH
- CARE TO SHARE

PRIZES & GIVEAWAYS:

- Provide prizes for students to pick up on a nearby table, rather than having staff members or Interns stationed at each game to hand out prizes
- Consider prizes you might be able to provide virtually (e.g. loading extra meal credit onto students' accounts)