

Restaurants Canada Overview and Challenges



Overview

Restaurants Canada is the largest membership organization of its kind, and the only national association that serves the unique needs of the foodservice industry. Their members are as diverse as the industry itself – from independent operators to regional and national chains, including restaurants, bars, caterers, franchisors, hotels, institutions, food trucks, convenience stores and other emerging business types. Their membership also includes industry suppliers, who play an integral role in the success of operators across Canada.

Challenges

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▼ Challenge 1

Regaining customer confidence

The Covid-19 pandemic has had a devastating impact on restaurant operators, as customers stayed home to avoid the ongoing public health emergency.

What can restaurant owners and restaurant chains do to build back customer confidence and enhance the message that it is safe to eat out?

▼ Challenge 2

Adjusting to a new normal

Many restaurants laid off workers or cut back on staff during the Covid-19 pandemic. Others pivoted to take-out and delivery services.

How does a restaurant that has now developed take-out and delivery services balance these operations (labour issues, logistical issues) when dining rooms are allowed to reopen at 100%?

▼ Challenge 3

Talent retention

As the government has set up a financial support program for Canadians, recruiting labour has been a challenge for foodservice during the COVID-19 pandemic.

What could restaurants do better to attract and retain workers during these uncertain times?

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