



# FIREFLY

Food Delivery Newsletter  
January 2017







## **FIREFLY**

### Food Delivery Newsletter

Hello Friends,

Welcome to Firefly! Firefly is our point formed Newsletter for Ocean Flame Communications' food services clients. This quarterly Newsletter will highlight featured dishes from the culinary innovations of our multicultural Executive Chefs, Fusion Restaurant and Food Truck partners across Pickering, Ajax and Whitby.

This news platform celebrates our Chefs' imaginations, from savory seafood delights and spicy grilled creations to delectable dessert treats for your catering and food delivery needs.

If you have any questions or concerns, as always...Call me anytime!

You may also start the conversation through leveraging the Vita VIP App (Catering) or Crimson App (Delivery) through the Entertainment Marketing webpage of the Ocean Flame Communications' mobile site, following your visit to our Food Menu webpage.

Please follow us on social media for daily updates.

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(Ocean Flame Communications)



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## FIRE 5

Hot new dishes and concepts being introduced this season



### The Make on Mac & Cheese



**Bacon Mac & Cheeseburger**  
(NCWK-P)



**BBQ Pork Mac & Cheese**  
(NCWK-P)



**Buffalo Chicken Mac & Cheese**  
(NCWK-P)



**Mac & Cheese Ball**  
(TVR2-W)

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# FIRE 5

Hot new dishes and concepts being introduced this season



## The Bite on Burgers



Buffalo Tender Burger  
(BWWR-A)



Stuffed Burgers  
(TWR-P)



Reese Peanut Butter Burger  
(TWR-P)



Lamb Burger  
(SBGR-A)



Guinness Burger  
(FMR-A)



Chicken Bacon Ranch  
(DQR-A)

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## FIRE 5

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### Soup, Sushi & Seafood



Fried Spicy Sushi  
(TVR-W)



Chili Fish  
(TAR-S)



Seafood Pad Thai &  
Red Curried Sauce  
(TRK-A)



Fish & Chips  
(JFC-P)



Peppered Shrimp  
(KR-A)



Shrimp Spring Rolls  
(PSR-P)

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5

## FIRE 5

Hot new dishes and concepts being introduced this season



### Soup, Sushi & Seafood



Seafood Ceviche  
(HRC-D-W)



Spicy Beef Noodle Soup  
(PSR-P)



Spicy Fried Sushi  
(SSR-P)



Seafood Linguine  
(CVR-A)



Seafood Fried Rice  
(WIE-W)



Seafood Pad Thai  
(TOR-P)

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## FIRE 5

Hot new dishes and concepts being introduced this season



### Wraps, Roti & Pita



Chicken Shawarma Pita  
(PPR-A)



Spicy Veggie Chicken & Ground Beef  
Tacos (MBR-P&A)



Steak Burrito  
(MLR-W)

### Pies, Pizza & Pasta



Jerk Chicken Pizza  
(HRDC-W)



Pulled jerk lamb served in a curry  
sauce over pasta (CR-W)



Rasta Pasta (Jamaican  
Vegetarian Linguini) (BPR-A)

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## FIRE 5

Hot new dishes and concepts being introduced this season



### Pies, Pizza & Pasta



Ice Cream & Waffle  
(SCD-P)



Steak Fajita Crepe  
(SCD-P)

### Tastemakers' Chart



Chicken & Beef Kebab  
(MKR-P)



Hakka Chinese Tofu dish  
(HFR-P)



Jerk Lamb with Cranberry salad  
(RSCR-A)

**Note:** Please vote for your favorite dish with your thoughts on the Presentation and Taste as well as your suggestions on a pairing beverage. Kindly send us your rating through [order@crimsonfood.com](mailto:order@crimsonfood.com) with the words 'Tastemakers' Chart' in the subject line.

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## FIRE 5

Hot new dishes and concepts being introduced this season



### Tastemakers' Chart



Lobster & Steak Dinner  
(WBR-P)



Mexican Baja Bowl  
(TDMR-P)



Stuffed Fried Chicken  
(TKR-W)



Chicken & Beef Kebab  
(MKR-P)



Hakka Chinese Tofu dish  
(HFR-P)



Jerk Lamb with Cranberry salad  
(RSCR-A)

**Note:** Please vote for your favorite dish with you thoughts on the Presentation and Taste as well as your suggestions on a pairing beverage. Kindly send us your rating through [order@crimsonfood.com](mailto:order@crimsonfood.com) with the words 'Tastemakers' Chart' in the subject line.

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**The Bite on Burgers**



**Meatball Sliders**  
(LRR-W)



**Double triple Burger**  
(KFB-P)



**Winners Burger**  
(SBR-A)

**Wraps, Roti & Pita**



**Butter chicken with Mac & Cheese roll** (SHR-A)



**Mini BBQ Tacos**  
(ABR-A)



**Philly Cheese Sandwich**  
(PPR-P)



**Tandoori Chicken burrito with Butter chicken sauce** (SHR-A)

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Soup, Sushi & Seafood



Curried Crab served with Dumplings  
(TAR-S)



Curried Lobster with Shrimp  
(IMR-P)



Lobster Ravioli  
(TLGR-W)

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# FESTIVE FEBRUARY



**BBQ Platter  
(POB-P)**



**Chicken Souvlaki sandwich  
(KFB-P)**



**Prosciutto Garden Salad  
(PBDP-P)**



**Lamb Curry and Red Thai Curried Chicken  
(MGR-A)**



**Polish Sausage  
(KFB-P)**



**Mexican Platter**



**Deli Platter**

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# FESTIVE FEBRUARY



**Sushi Platter**



**Wing & Rib Platter**



**Wing Platter**

**Note:** Please make your order for Food Platters five (5) hours before the required time, allowing for preparation and delivery.

# LICIOUS

## LICIOUS LIST

New Food Products available with Catering & Delivery Orders

KFI introduces the Achari Mango Sauce to their line of Indian cooking sauces, dips and chutneys. The South Asian cuisine KFI line includes the Rogan Josh, Coconut Curry and Tikka Masala cooking sauces, complemented by their Dipping Sauce line including Coriander Cilantro, Tamarind Date (available in Mild & Spicy) and Garlic Chilly.



Hot Mamas applies their sweet and spicy approach to Dessert Drizzlers. The Hot Pepper Jelly icon which only recently presented us a Spicy Tomato Ketchup, brought to market the Dessert Drizzler this Fall. The Drizzlers include Spicy Pina Colada, Spicy Strawberry, Spicy Apple and Spicy Rum & Raisin flavors for fans of the sweet and spicy.

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Cedar Juices takes the superfood created health juice to health stores near you. The juice line which includes seven blends offers vegetable and fruit blends to support a healthy lifestyle. Juices include 'Zest of the Bunch' which includes Orange, Grapefruit, Turmeric and Ginger and 'The Root of all Good' which includes Carrot, Apple, Beet, Lime, Turmeric and Banana.



Pumpkin Ketchup has become the tasty new offering from Springvale sauces and condiments. Known for their salad dressings and vinaigrette's which includes Guava Rosemary, Lemon Grass-June Plum and Mango Ginger to name a few of their twelve (12) products, Springvale's Pumpkin Ketchup is a tasty line extension to their successful products.

Tru Juice returns to Toronto with a new distributor. Entering 2017 reintroducing Sorrel juice to add to their innovative line of delicious Caribbean flavors, their savory delights include Guava Pineapple, June Plum, Strawberry Banana and Mango Orange Pineapple.

Crimson Connect is also working with Nona Vegan (Vegan Sauces), Yawdi's Jerk Sauce (rich, spicy and authentic Jamaican jerk sauce) and Jungle Heat Gourmet (Fruit flavored Hot Sauces) taking the very best new to market and small business brands to you at home or at work through the Crimson Connect direct marketing program.



Crimson's 2017 juice Sponsor

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## PORTFOLIO

Food Sponsors

### OFC Energy Team:

Activating sponsor clients brands and directing Food Truck and Tent Vendor ('Pop-Up') clients at Festivals, Concerts and Community Events across Ontario, Quebec, New York State and Georgia.

**Developments:** OFC Energy introduces the Client Communications System (CCS) which communicates major event and catering opportunities for Sponsorship and Food Services clients through our social media platforms. Please see the coding on the Client Communications System page within the Integrated Marketing realm of the Ocean Flame Communications website.

### OFC NSS Team

Activating Sponsor clients' brands and directing Food Trucks at Night Club events and Night worker vending engagements across the Greater Toronto Area.

### Crimson Food Services Bureau

Introducing Ocean Flame Communications' Catering and Delivery division, the Crimson Food Services Bureau (CFSB) manages Executive Chef, Food Truck and Food Handling clients for Catering, food Delivery and event Staffing assignments with our corporate, organizational and public relations clients across the Greater Toronto Area and surrounding regions.

The Food Delivery arm of CFSB, known simply as 'Crimson Carry' is presently being test marketed in Durham Region's Pickering, Ajax and Whitby municipalities, before a Fall 2017 expansion into Peel Region's Etobicoke, Mississauga and Brampton municipalities delivering from local Restaurants and popular Food Trucks when they are in the area. We also provide sales/sampling opportunities for condiment and beverage partners for new products or existing products being introduced to a new market as a part of our Crimson Connect direct marketing program.

Crimson Carry Catering (C3) is CFSB's catering delivery logistics group, which provides delivery services for Catering assignments in which the client does not require Waiters, Servers or Bartenders. C3 also works as Catering Support, as a road runner on stand-by to deliver food, utensil and multiservice items to Caterers whilst they are executing a catering assignment.



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## PORTFOLIO

Walkerswood jerk sauce takes their rich Jamaican jerk sauces and hot sauces to your door this year as a part of the Crimson Connect program. Walkerswood is also scheduled to be a part of a sales and sampling program with their Brand Ambassador the Jerk Brothers Food Truck. This would be a part of the 'Walkerswood to Go' program which will feature Jerk Brothers serving delicious Jerk Chicken and Pork along with Walkerswood products at various Toronto events as well as festivals and catering assignments held within Peel and Durham Regions.



Crimson's 2017 Sponsor

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