



# FIREFLY

Food Services Newsletter  
January 2017







## **FIREFLY**

### Food Services Newsletter

Hello Friends,

Welcome to Firefly! Firefly is our point formed Newsletter for Ocean Flame Communications' food services clients. This bi-quarterly (every six weeks) Newsletter will highlight featured dishes from the culinary innovations of our multicultural Executive Chefs, Fusion Restaurant and Food Truck partners across the Greater Toronto Area, Montreal and Calgary.

This bi-quarterly 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.

Please follow us on social media for daily updates.

**Constantine Batchelor**

Marketing & Sponsorship Manager

**Ocean Flame Communications**

Office: (905) 239-2626

Mobile: (416) 602-2524

United States Mobile: (646) 515-1626

Email: [constantine@OceanFlame.ca](mailto:constantine@OceanFlame.ca)

Web: [www.oceanflame.ca](http://www.oceanflame.ca)



(Ocean Flame Communications)



(@oceanflameimc)



## FIRE 5

Hot new dishes and concepts being introduced this season



### Cooked & Grilled



Bacon wrapped pork bites  
(PLC)



Bite Sized bits (Shrimp & Grits Mini Tacos)  
(PGC)



Bite sized pancakes with pork/chicken  
(10)



Eggs with Caviar hors d' oeuvres  
(10)



Fried chicken on a stick  
(PLC)



Ham & Cheese sandwich on a stick  
(PLC)

*Delivering Delicious*

#crimsoncall





## FIRE 5

Hot new dishes and concepts being introduced this season



### Cooked & Grilled



Vegetarian slider  
(PLC)



Porchetta on kettle chip with  
pineapple chutney and Grilled  
octopus tostada with guacamole  
& cucumber pickle



Pulled duck tacos

### Small Bowl Savory



Caprese skewers  
(EC)



Lamb & mashed potato mini meal  
(MOC)



Moe's fried chicken coleslaw &  
creamed corn mini meal (MOC)

*Delivering Delicious*

#crimsoncall



## FIRE 5

Hot new dishes and concepts being introduced this season



### Veggies and Fruit



Bite sized bits (blueberries and raspberries in a Strawberry basket) (EC)



Bite sized bits (watermelon topped with shallots, caviar and cheese) (PLC)



Cup salad (EC)



Spicy chili soy noodle in lettuce bowl (PLC)

*Delivering Delicious*

#crimsoncall





## FIRE 5

Hot new dishes and concepts being introduced this season

### The dish on the delectable



Cheesecake on a stick II  
(HTC)



Pumpkin Mousse  
(PGC)



Pad Thai Marshmallow with  
cocoa rice krispies (EC)

## LIT SIX

## LIT 6

Fan Favorites

### BETWEEN BUNS



Grey Cup weekend  
office set-up (EC)



Fried chicken BBQ Burger  
(HFT)



Vegetarian & Pork Belly  
Banh Mi sandwiches  
(NNBMFT)

### BETWEEN BUNS



Jerk chicken on Cocoa Bread  
(RWRC)



Sushi Burrito  
(SFT)



Irie Burger (JBC)

# 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.



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





## 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.



*Delivering Delicious*

#crimsoncall



## 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