



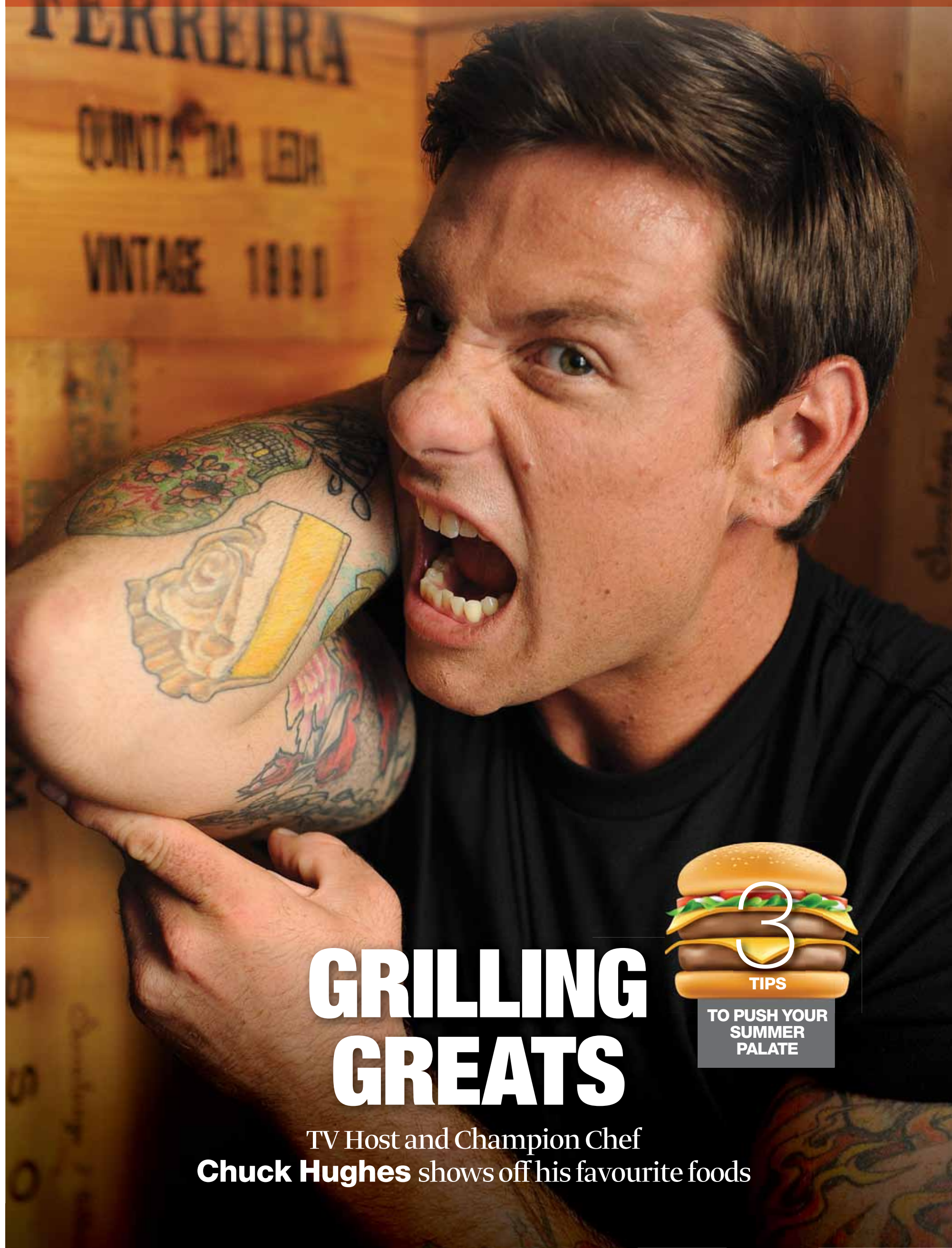
The beef initiative  
The sustainable story  
behind your burger



Beverage pairings  
Because BBQ calls  
for more than beer

**MEDIA  
PLANET**

# FOOD & BEVERAGE



## GRILLING GREATS

TV Host and Champion Chef  
**Chuck Hughes** shows off his favourite foods



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## CHALLENGES

TIP

1

QUALIFY YOUR BEEF



Whether you're **creating a spark** in your backyard, or soaking up what your city has to offer on a patio, Summer is all about **tantalizing our tastebuds**.

# Get ready for this summer's sizzle

**T**oronto, summer. Summer, Toronto. Though it seems like the two have never met, signs that it's finally here are everywhere.

Bloor Street has trees. People are eating more. Women are wearing less. Men have taken out the summer suit and shorts. People, en masse, look happy.

There's no ignoring it that warm weather brings happiness to Torontonians. Our pretention melts away. We work less. Trinity Bellwoods is overrun by ultimate Frisbee and hipster polo. And across the 416, we all reconnect with the nostalgic sense of time off when perfect summer moments happened all the time—something to cling tight to come September when the normalcy of modern life resumes.

## Turning up the heat

In the Toronto Ask Men newsletter, we regularly write about how to wear a suit, buy a watch, places to eat and drink and occasionally even

write a tip or two on how to be a better man. There are no hard and fast rules to the things we cover, only that they suit the tastes of guys in Toronto looking to do things right. Mediaplanet follows a similar suit catering to you; the readers of the Toronto Star and your ever-expanding thirst for knowledge on niche topics within business, health and consumerism. That's why we've come together to bring you, the modern man, a taste of things to come in this summer-themed Food & Beverage report.

Summer is a good time to exercise the discipline of doing things right. To think about having fun and making the most of what can be done in the 40 degree heat. Maybe that's playing ping pong or playing a little bocce. Or maybe that means heading out more in search of something unexpected. Yet while the bars turn steamy across the city, one of the best ways to live well come summer is to have, say, 50 of your nearest and dearest over to eat and drink. Consider it an experiment on how to set a mood with different food and drink



Mark Cohen  
Askmen.com

”

“Summer is a good time to exercise the discipline of doing things right. To think about having fun and making the most of what can be done in the 40-degree heat.”

and see where things go.

## Setting the stage

Hot humid summer days were made for cold drinks. While whisky is the perfect medicine in winter, if you read Ask Men, you know cold beers are nature's candy from June through August. Heat builds up one hell of a thirst, after all, and you do not want to go against nature.

In this special section, you have the chance to take some insight from the Food Network's Chuck Hughes and Michael Smith on outdoor entertaining and bbq and grilling. Learn some expertise from the brewmasters' panel of experts, and read up on pale ales and pilsners, summer wines and mixed drinks. Take a look at the best beers and food pairings when sparking the 'cue. You'll discover that upcoming events in the city, the art of the finely mixed cocktails and summer white wines are as refreshing as they are a demonstration of good taste.

Have a good summer.

# Food for thought: AAA beef minus the AAA threat

**Over the last two decades, the sustainable food movement has perpetuated principles of healthy living and environmental viability. These ideas have now set the stage for industry-specific sustainable food organizations like Heritage Angus Beef.**

Created in 2004, Heritage Angus Beef is a group of rancher families based in Alberta and British Columbia that have devoted themselves to the promulgation and implementation of natural, halal-certified beef raising practices. One of the tenants of their philosophy is the importance of producing high-quality beef that is free from antibiotics, artificial growth hormones and animal by-products. Given how these additives negatively affect the quality of our beef, one is compelled to refer to them as the “AAA threat”.

## Natural vs. “Natural”

While there are other beef programs



“Farmers and ranchers must be able to make a fair return on their products and labour.”

Dr. Christoph Weder  
CEO,  
Heritage Angus Beef

out there marching under the “natural” banner, Heritage stands apart from them in a number of important respects. First, to save on costs, many of these self-proclaimed natural programs do not promise beef free from the AAA threat. While some avoid one or two of them, Heritage is dedicated to shunning all three. Second, Heritage is one of the extremely rare beef programs in which ranchers own, finance, raise and manage each and every animal from birth to the grocery store. These practices do not just quell fears surrounding the ethical treatment of animals and

the resistance of harmful bacteria to antibiotics. They also guarantee beef products that are much more tender and, in the words of Heritage Angus Beef CEO Dr. Christoph Weder, provide a much “beefier flavor”.

## Keeping it local

Heritage also promotes the importance of supporting local ranchers. As Weder points out, “farmers and ranchers must be able to make a fair return on their products and labour.” This is undeniably true, particularly in times of economic uncertainty. Further-

more, supporting local producers helps insulate nearby communities from natural and economic disasters in other parts of the world that may compromise access to their food. Lastly, buying local cuts down drastically on carbon emissions incurred from the transportation of beef over unnecessarily large distances.

## In search of the perfect burger

Heritage Angus beef is available in Ontario at participating grocery stores and quality quick service restaurant chains, truly sustainable beef is free from binders, fillers, gluten and of course, the AAA threat. The more we buy, the more the price will drop, and we will be able to look forward to serving up high-quality, sustainably-produced beef for many years to come.



## WE RECOMMEND



PAGE 6

**Tastes of Toronto**  
Explore a smorgasbord of culinary offerings across the city this summer.

“Summertime in Toronto brings a wide range of activities for the foodie to indulge...”

**Homage to the BBQ** p. 4  
Food Network hosts Michael Smith and Chuck Hughes discuss great grill dishes.

**The Ribfest initiative** p. 7  
How is this annual foodie festival fighting the hunger endemic?

# MEDIA PLANET

FOOD AND BEVERAGE  
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DON'T MISS!

## Cool cocktails

### Vodka martini with a picholine olive

**1** Nothing chills quite like a frozen martini, but you're best advised to start in on this one when the sun goes down. Get dressed up and wow your date with this classic manly martini garnished with a picholine olive for a sophisticated note.

### Tom Collins

**2** The old classics never go out of style and, hey, you can't say this one's not manly—it's named after a dude! It's great anytime, though we'd suggest sipping this one by the pool or at your neighbor's barbecue.

### Whiskey Shredder

**3** This one sounds mean, but it's a real smooth one. Order this whiskey and pineapple combo anytime. It's nice at the club because people will take notice, and it's just as good on the patio or by the pool because it's so easy to drink.

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**MIX IT UP**

RECIPES

**Blueberry Gin Fizz**

- 2 tbsp fresh or frozen blueberries
- ½ oz lemon juice
- ½ oz simple syrup\*
- 1½ oz Bombay Sapphire London Dry Gin
- 3 oz soda water
- Blueberries and sage for garnish



**1.** To a highball glass, add blueberries, lemon juice and simple syrup. Muddle. Fill the glass with ice and add Gin. Top with club soda and garnish with a few blueberries and a sage leaf.

**2.** Bring the water to a boil. Pour sugar into the boiling water, stirring constantly, and dissolve completely. Cool.

**Raspberry Blue Bubbles**

- 1½ oz Ursus Blue Raspberry Vodka
- 4-5 oz of ginger ale
- Fresh blueberries for garnish



In a tall glass filled with ice, add vodka and ginger ale. Garnish with fresh blueberries.

**Cherry Tropics**

- ¼ cup peeled and chopped pineapple chunks
- 5 fresh mint leaves
- 1½ oz Bacardi Torched Cherry Rum
- 2 oz cranberry juice
- Fresh mint and pineapple for garnish



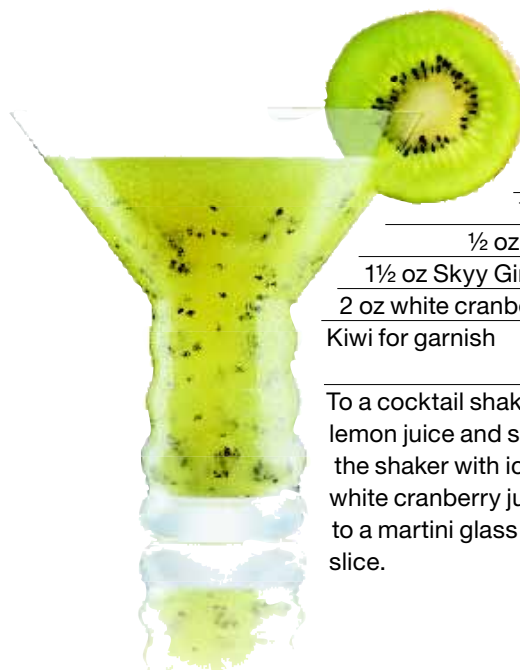
In a cocktail shaker, add pineapple and mint leaves. Muddle. Fill the glass with ice and add Rum and cranberry juice. Shake and strain cocktail into a rocks glass with ice. Garnish with mint and pineapple on a skewer.

**Kiwi 'n' Ginger**

- ½ fresh kiwi, peeled and chopped
- ½ oz lemon juice
- ½ oz simple syrup\*

- 1½ oz Skyy Ginger Vodka
- 2 oz white cranberry juice

Kiwi for garnish



To a cocktail shaker, add chopped kiwi, lemon juice and simple syrup. Muddle. Fill the shaker with ice and add vodka and white cranberry juice. Shake and strain into a martini glass and garnish with a kiwi slice.

**Sour Cherry Splash**

- 1½ oz Iceberg Vodka
- 2 tbsp cherries in syrup
- 4 oz limeade
- Fresh cherry for garnish



In a cocktail shaker filled with ice, add Vodka, cherries in syrup and limeade. Shake and strain into a goblet filled with ice and garnish with a fresh cherry.

COURTESY OF THE LCBO  
editorial@mediaplanet.com



## INSPIRATION

TIP/

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GO BEYOND  
YOUR CULINARY  
COMFORT ZONE

Food Network Canada's chefs **Chuck Hughes** and **Michael Smith** dare us to go a little further with our BBQing experience this summer by thinking beyond the beef and embracing new flavours.

# Paying homage to the grand tradition of the grill

## LEADER TO LEADER

**For Chuck Hughes, star of Food Network Canada's eponymous "Chuck's Day Off" series and Michael Smith, host of the "Chef at Home" series, the basis of an outstanding BBQ is the same as with indoor cooking—it all starts with the freshest local ingredients you can afford, or better still, have grown in your own backyard.**

Outdoor cooking is a "grand Canadian tradition" and therefore, worthy of some pre-planning, they say.

"My all-time favourite way to cook outdoors is to build a hard wood fire, always an instant occasion maker. I tend to it with a cold beer in hand, as it dies down to a thick bed of glowing coals before fiercely grilling rib-eyes with a steakhouse sear," explains Smith.

For Hughes, fresh seafood cooked outdoors is a great way to celebrate balmy weather. The best part of outdoor cooking is that it does not have to be complicated. Sometimes, thinking a little outside the box will give us great ideas. "In the summer, simple steamed lobster with drawn butter is tough to beat. After our long winters, fresh locally grown veg is also huge for me. It doesn't get more local than my mom's homegrown tomatoes and cucumbers," says Hughes.

Hughes also waxes lyrical about his piece de resistance—"fresh corn on the cob slathered with butter flavoured with lime juice and a sprinkling of zest."

## Telling a story through food

A society's food tells a visitor a lot about its culture, but it is time Canadians communicated to themselves about what they think is important about the food they eat.

For a country that will be all of 144 years young this July 1—and so welcoming of outside influences—simplicity is necessary, if the food is to avoid confusion.

Therefore, "keep it simple and festive", says Smith. Work out a menu that pays homage to the many food traditions that make Canada such a great place to cook. "Look for locally produced ingredients that tell a story and whatever you choose make sure you have strawberry shortcake for dessert!"

For Hughes, flank steak salad (a nice steak, on top of a fresh salad of cucumber, tomato, red onion, avocado with cilantro and lime juice) is a good choice for non-seafood lovers. For something more spectacular, a grouper with roasted tomatoes, cipollini onions and garlic confit, topped with a hint of lemon zest, and to round off the meal, homemade ice cream cones, that the kids have been roped in to make.

## Beverages—more than just beers

There's nothing wrong with grabbing some

## PROFILE

## Foodie facts

■ **Entrepreneurial eats:** Hughes is the owner of Montreal-based Garde Manger. He also left an advertising career to pursue culinary school.

■ **Tasty tattoos:** Hughes' tattoos include lobsters, oysters, bacon, and arugula.

■ **Seasoned traveller:** Smith has cooked around the globe for 20 years.

■ **Mighty motto:** "Close your cookbooks, look in the fridge, fire your imagination and let your instincts and appetite be your guide!" — Michael Smith



good wine and a few beers to pair with the food, but how about stretching ourselves to offer a little more?

"I think people focus all their creativity on the food and would get a lot out of paying some attention to pre-dinner drinks," says Hughes. The best part is that it doesn't have to be expensive. "You can go crazy... Squeeze fresh fruit juice, mash up some herbs in a mortar & pestle, rim the glasses... The sky's the limit!"

There is much to be gained from getting out of your beverage comfort zone, agrees Smith. Canadians are spoiled for choice—having a pick of world class

wines to the many micro breweries around, so give them a go.

Still, the traditionalist in Smith has a special place in his heart for a good old-fashioned G&T: "If you are outside entertaining nothing beats a Gin and Tonic over ice in a Mason Jar!"

Chef at Home airs weekdays at 6:30 p.m. ET/3:30pm PT on Food Network Canada.

Chuck's Day Off airs Mondays at 7p.m. ET/4p.m. PT on Food Network Canada.

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# INSPIRATION



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PAIRING TIPS



Brian Freedman  
Askmen.com

## Top five BBQ and beverage pairings

### Pairing BBQ and beverages is fraught with the potential for disaster.

And contrary to popular belief, the risk isn't really a result of the range of dishes at a typical BBQ. Rather, it's the nature of the flavors themselves that trip most people up. Sweet ribs, charred shrimp, creamy-and-acidic potato salad: These are flavor combinations that challenge even the best cooks and beverage professionals.

### Hot dogs and beer

**1** We know: This one is a no-brainer. But instead of just popping open a bottle of whatever you have lying around, play around with the combos. If you're a lager drinker, try a dog with an ale. If you like lighter beers, have your dog with something a bit richer. The fun is in the experimentation.

### Burgers and red wine

**2** Instead of sticking with beer or cola next time you throw a few patties on the grill, try enjoying them with an inexpensive red wine. The trick is to find a wine that's hearty enough to stand up to the meat and the smokiness, but that also has enough ripe fruit flavors to make everything a bit livelier. Look for Dry Creek Zinfandel, Napa Cabernet, and Malbec from Argentina for starters.

### Ham and Coke

**3** I discovered this pairing after tasting my best friend's recipe for Coke-glazed Christmas ham. And though it may initially sound a bit odd, the flavors actually go together beautifully: The bubbles of the soda cut through the ham's fattiness, and the soda's sugar brings out a similar sweetness in the meat, while also framing the smoke from the grill. Strange, but spectacular.

### Charred corn salad and lemonade

**4** For many of us, lemonade is what's poured at the kids' table. Next time you host a BBQ, try this combination out: Charred corn salad with butter and cilantro, and a glass of sweet-tart lemonade. It'll be a revelation.

### Fruit salad and moscato

**5** Pairing fruit salad with a beverage is difficult. Until, that is, you take a sip of Moscato d'Asti alongside it. Go for the good stuff—no Asti Spumante at your next BBQ—and marvel at how its peachy-floral flavors sing with the bowl of fruit. You can even pour some over the fruit for an unexpected and fizzy treat.



1. Chuck working in the kitchen at Garde Manger.  
2. Chuck strikes a pose in Old Montreal  
3. Host of "Chef at Home", Michael Smith.  
4. Enjoying a meal at Garde Manger.  
PHOTOS: COURTESY OF THE FOOD NETWORK CANADA



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# TASTES OF ONTARIO

TIP

3

EXPLORE THE EDIBLE OPTIONS OF VARIOUS REGIONS



DON'T MISS!

## The top summer beer and wine picks

### Czech pilsner

➔ First produced in the 1840s in the Czech city of Plzen, this lager is smooth and crisp. Pilsners typically use the Saaz hop to produce a strong, slightly spicy or floral taste and aroma, which is one of its unique characteristics.

### Macro lager

➔ Macro lagers, as the name suggests, are mass-produced fizzy lagers like Budweiser. Typically, these crews are light bodied and pale with few hops and thin malts, produced with cereals such as rice and corn to thin out the beer's body.

### Dark ale

➔ Dark ales, whose style includes porters and stouts, are brewed using dark-roasted barley malts. These beers range from brown to black in color, with ABVs of between 3.75 to 10 percent.

### Bock

➔ A strong German beer, it's stored for extra months to produce a brew with a super-robust character and dark amber or brown color. Bocks are very malty, with medium hops to complement.

### Belgian witbier

➔ This Belgian wheat beer, also known as the Belgian white beer, tastes like coriander, orange peel or other spices. The beer's distinct color comes from the yeast in suspension.

### Beer may be king, but to limit yourself is to miss out on one of the great treats of the season:

Pairing BBQ and wine. Here are our top three BBQ wines for the season, all available right here in Ontario.

### Rosé: Finca Alcayata Malbec Rosado 2010

➔ If ever there were a wine custom-made for barbecuing, then rosé is it. And no, we're not talking about the sweet stuff here: Put down the box of white zin and slowly back away from the liquor-store shelf. Instead, we prefer a classically dry, fruit-driven rosé like this one. Its bright, juicy flavors make it perfect with most anything you'll serve at a BBQ.

### White: Suavia Soave Classico 2008

➔ Soave is one of the great BBQ-friendly whites, and yet far too many people remain unfamiliar with it. It's a shame because a bottle like this demonstrates everything that's so right with these delicious northern Italian whites: It's crisp and mouthwatering, which makes it perfect with potato salad and grilled shrimp, but also rich enough that it'll work perfectly with chicken and heavier fish dishes. Give this one a try.

### Red: Michael and David Phillips Old Vine Zinfandel "7 Deadly Zins" 2008

➔ Sweet-smoky ribs at a BBQ can be a wine-pairing nightmare, and make whatever you have in your glass taste bitter and harsh. But this rich, lush California zinfandel, with its deep fruit and spice, will not only pair perfectly with ribs, but also burgers, grilled steak, and even bitter-sweet chocolate cake for dessert. This is classic zinfandel, and custom-made for summertime BBQ's.

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# Summer: A season of culinary festivities

■ **Question:** Looking to sample the best dishes offered this summer?

■ **Answer:** Toronto offers a smorgasbord of delectable events for you to dig into.

**Summertime in Toronto brings a wide range of activities for the foodie to indulge in with an emphasis on going out, having fun and moving out of your food comfort zone, says Eirine Papaioanno, the city of Toronto special events supervisor.**

■ **Ghouls and ribs galore: June 30 to July 4**

Over Canada day long weekend, about 150,000 attendees will be entertained by 13 world-class BBQ masters competing for bragging rights and the coveted "People's Choice" Award at Ribfest, but slabs of ribs are only part of the experience. The masters will also wheel out the finest pulled pork, baked beans and freshly squeezed lemonade imaginable.

Apart from the celebrated Ribbers' Row, this year's Ribfest also boasts a new attraction, a haunted house. "It is going to be Canada's

scariest house," promises Ribfest co-chair Justin Di Ciano. Built by at-risk youth identified by the Toronto District School Board, the youngsters will sport theatrical make up and masquerade as the scary people in the house. There will also be face painting, clowns and magicians, in addition to a carnival.

■ **Summer fun with a twist: July 8 to 24**

"Summerlicious is a wonderful opportunity for everyone to really experience the wide range of food available in Toronto and to dine at really good restaurants at great prices," says Papaioanno. This year, more restaurants are stressing creative use of good quality local produce, she adds. There's also a wide range of ethnic cuisine, including

### NOTABLE NOSHES

■ **The Sultan's Tent & Café Moroc:** Moroccan cuisine, North African decor, a stellar feast and beautiful belly dancers.

[www.thesultanstent.com/](http://www.thesultanstent.com/) 49 Front Street East, Toronto, ON M5E 1B3 (416) 961-0601.

Peruvian and Moroccan.

The festival began in 2003 with only 36 restaurants, but has now expanded to include 150 participating restaurants. Demand at some of the more well-known restaurants is predictably brisk, so Papaioanno suggests persistence.

"If you don't get your reservation the first time, try again. Also give the other participating places a go, you might very likely find a hidden gem in your local neighbourhood," she advises.

■ **Str8 beer/Queer beer: August 5 to 7**

The Festival of Beer, at Bandshell Park, is celebrating its 17th year and has expanded its offerings this year to include a "Queer Beer Festival" on August 4th, featuring more than 120

■ **O.Noir – Blind Dining:** Stimulate your senses as you enjoy great food and friendly staff in complete darkness.

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brands.

"Our research showed that the gay and lesbian community are beer drinkers but they tend to lean towards the larger breweries. This is an opportunity for us to showcase boutique beers too," says Festival of Beer president Les Murray. There will also be a wide range of food on offer, including BBQ, roasted corn, oysters, wings and poutine.

Other points of interest in the beer festival include an Oktoberfest pavilion, spotlighting German beers and a "mashup" section, where beers will be combined to create a new product. There will be four such beers in all, involving eight microbrewers.

■ **Food with a conscience: August 13 to 14**

The Fort York National Historic Site will play host to the first ever Conscious Food Festival, a Canadian collaborative event to help promote the growing sustainable food movement while introducing Torontonians to food that is local, natural, healthy and delicious.

INDRANI NADARAJAH  
editorial@mediaplanet.com

## Big taste awaits outside the city

**Surrounding Toronto are some of the most spectacular ways to spend a day or a weekend getaway!**

Lake Erie North Shore and Pelee Island, Prince Edward County and Niagara Peninsula make up the four primary viticultural areas of Ontario, rich in the founding traditions of Ontario wine making. A tour to one of Ontario's four wine regions offer travellers an opportunity to appreciate the great wine, the fresh food and the amazing people who work year round to keep Ontario an internationally respected wine region.

Unlike the more raucous Niagara Falls, Niagara-on-the-Lake revels in understated elegance, where snowy white tablecloths and shining silver is the norm.

It is also the culinary capital of Canada, says Janice Thomson, executive director of Niagara-on-the-Lake Chamber of Commerce.

"No town of our size has the range of dining options per capita. Our most creative chefs work together under the umbrella of Signature Kitchens, in recognition of their commitment to high standards of food preparation, presentation and service," she explains.

### Inns and spas

The Vintage Hotels, a collection of CAA/AAA four-diamond hotels in the greater Niagara-on-the-Lake region, offer a quiet and romantic escape to the urban dwelling Torontonian.

"People come to experience Wine Country, the Shaw Festival (in its 50th anniversary season this year), the history and the fine dining," says spokeswoman Dianne Turner.

The Millcroft Inn & Spa, one of Ontario's most prestigious such getaways, is in the Village of Alton-Caledon and offers relaxation, unforgettable cuisine and un-



matched serenity.

### Excellent entertainment

The 11th Jackson Triggs Amphitheatre Concert Series allows visitors to experience top Canadian performers while savouring Niagara's wine and local fare.

Apart from the dinner menu,

which can be pre-ordered, there are less expensive options like the \$15 picnic basket sans wine. There are also "small plates" offering sandwich, soup, salad and cheese and charcuterie for \$20 and less.

### Quality to drink to

Ontario wine sales are increasing by a robust 12 percent annually, outstripping the sales growth of its foreign competitors, reports VQA Ontario. Rosé wines continue to do "very well", says Julie-Ann McNeilly, merchandising project coordinator & administration at the LCBO, while sweet Ontario ice wines remain popular. Meanwhile, sales of Ontario craft beers, which are matched with foods like chocolate and cheese, that have been "on fire" all year round, adds McNeilly.

Visit <http://winesofontario.org/> for a list of all wineries, route maps and itinerary suggestions.



# PANEL OF EXPERTS



**Johnathan Lowes**  
Brewing Specialist,  
Molson Coors  
Canada



**Joel Manning**  
Brewmaster,  
Mill Street Brewery



**Marek Mikunda**  
Brewmaster,  
Steam Whistle  
Brewery



**Jamie Mistry**  
Brewmaster,  
Amsterdam Brewing  
Company



**Question 1:**  
What makes the best summer outdoor patio beer?

**Lager style beer** is excellent for sipping on hot, summer days. Its clean, crisp, light body and hoppy flavor will satisfy your thirst like no other. This style of beer is characterized by its amber-gold color with subtle hints of malt, fine bitterness and floral hop aroma. It is fermented cold and aged cold to produce a wonderfully flavorful beer, smooth refreshing and very versatile with food.

**Great summer patio** beer is refreshing and has enough dryness to it that it is truly thirst quenching. Regular or lower strength beers are in order so that you don't get dehydrated sitting outside in the sun! Don't feel like you can only drink pale lagers on the patio! Although lagers are often the go-to patio style, unfiltered wheat beers, amber ales and even stouts can be very refreshing and the dry, herbal hop character of some pale ales make them perfect summer quaffers! Bear in mind the type of food that you will be eating with them and experiment!

**What I look for in a beer** when I'm drinking on a summer patio is a cold, crisp beer that will be refreshing. I would recommend a Pilsner as this beer style offers a perfect equilibrium: sweet maltiness balanced by a clean, crisp finish and pleasant lingering bitterness. Just the right amount of hops provides a clean taste and provides great drinkability.

**Depending on your tastes** there are several types of patio beers available to enjoy. Beers made with fruit and botanicals are very refreshing: Saisons and Wit beers would be excellent examples. A pale ale can be very refreshing for someone who enjoys a little hop/bitterness in their beer, but nothing beats a tall cold glass of a good German Pils.

**Question 2:**  
How can beer be incorporated into summer food recipes?

**Adding beer to a** recipe can enhance particular ingredients, help blend the flavors of the dish, or just add that little zing that your meal might be lacking. Replace the use of water in any recipe to impart unique flavors within the dish; for example, use a lager-style beer instead of water in a cold soup like gazpacho; or, marinate a light meal like halibut. If you're really trying to impress, make an ice cream float by adding scoop of vanilla ice cream to a dark porter and add drizzle of maple syrup.

**Beer can be used** several ways both as an ingredient and as an accompaniment. Dark beer can be used as a marinade for red meat and pale beer can be used for fish. Fruity ales and wheat beers can be incorporated into vinaigrette for summer salads. Be aware of bitterness levels in the beer used in cooking since bitterness can often get concentrated during cooking. When steaming seafood, beer can be added to the broth to add complexity and flavor—Belgian-style witbier and mussels is a classic!

**Beer is a great** substitute for any liquid in a recipe whether the recipe calls for water, chicken stock, fruit juice or wine. Beer will add a nice robust flavour to recipes without overwhelming with sweetness when wine or juice might. Beer is perfect for marinating anything you'll barbecue, is great to splash on food as you are grilling (spritz with beer instead of water to keep flames down) and also offers a unique flavour if you soak wood chips in beer before smoking. Plus beer keeps the chef well satiated while they tend to the hot grill.

**Summer to me** means barbecuing. A couple of favourites of mine are beer can chicken where the chicken uses the beer to help keep the whole chicken moist while slowly cooking over the charcoal. Also bbq sticky ribs when making up any sauce I always use beer for my liquid base.

**Question 3:**  
Burgers being one of the most popular summer foods, what qualities should people look for when pairing beer with their burgers?

**Nothing resonates summer** better than a great burger off the barbecue and a cold beer in your hand. A well-chosen beer paired with a flavorful burger can rejuvenate your taste buds and make for an extra special summer burger moment. The beer should complement, not overwhelm the food, and encourage the flavors of the food to shine. For example, a burger rich with a barbecue sauce should be paired with a sweet beer such as Rickard's Dark which contains subtle hints of Quebec Maple syrup; whereas, a lean burger should be paired with a clean, crisp lager.

**Contrary to what you** might think, beers with a little more flavour work best matched with burgers. Pale lagers sometimes are overpowered by the flavours of the meat, sauce and garnishes of a barbecued burger. Pale Ales and traditional European-style pilsners work very well since the caramel malt on their palates combine with the caramelization of the beef and their higher hop rates can shine through and compliment sweet spiciness of various sauces.

**Pilsners are good** for quenching your thirst after savory foods and cutting the heat on spicy food. They are also great at cleansing your palate after fatty foods and getting your mouth ready to taste again. So pairing a burger with our Pilsner is about as good as it gets.

**A burger decorated** with some strong cheese would pair nicely with a west coast pale ale. Wit or Wheat beers with low carbonation would be an excellent match to cool down the heat from a spicy burger.

## Fighting childhood hunger the "ribs" way

**Entertainment and food aside, this year's Ribfest has a serious purpose—fighting youth hunger.**

Hosted by the Rotary Club of Etobicoke, Ribfest has turned out to be its single biggest fundraiser, encouraging Torontonians to shell out more than \$2 million to help various community projects over the past 11 years, according to Justin Di Ciano, Toronto Ribfest co-chair. Last

year alone, the festival helped raise \$250,000.

### The scourge of childhood hunger

This year's theme is eradicating childhood hunger in Toronto. Spare change donations at the gate will fund vital breakfast and lunch programs for Toronto students.

Another beneficiary will be The Toronto Food Initiative—a community-

based collaboration between the PACT Urban Peace Program, The Toronto District School Board, and Rotary. Proceeds will help support 100,000 square feet of PACT schoolyard gardens, involving over 1,000 students and at-risk youth. The students will cultivate more than 40,000 pounds of fresh organic vegetables for local food banks.

"Our common goal is to provide an integrated approach to ending hunger, including educating youth about

food security issues and providing sustainable food-delivery models for those most in need," explains Di Ciano, adding that poor nutrition is one of the leading causes of under performance by inner-city students.

### Big plans for Ribfest

More than 150,000 people flock to Ribfest every year to gawk at the antics of BBQ chefs and ambitious plans are afoot to raise the festival's profile

over the next three years. However, Di Ciano is adamant that Ribfest will not become a super-slick event that will turn regular folk off.

"We will always maintain the character of the event and it's always going to be at Centennial Park. What's better than ribs, beer and fun on Canada Day?"

INDRANI NADARAJAH  
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