

WINTER/SPRING 2020
FREE-ISSUE No. 4



gather

by **MHG**

A Changing Culinary Tide

After Hours Series:
Getting Crafty with PEIBC
Head Brewer Chris Long

MHG is on a mission to cultivate
sustainable careers, balanced lifestyles
and healthier kitchen cultures

The Spirit of Giving:
How supporting
meaningful causes builds
morale and adds purpose

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Editor's Note

ELLEN EGAN, EDITOR-IN-CHIEF



Publisher's Note

"Our company started over 39 years ago when my wife Kathy and I ran our first restaurant. Now our company encompasses 13 restaurant locations, 6 breweries, and 2 hotel properties. We are a family company with our three sons: Ben, Sam & Isaac, all very involved in our day-to-day operations.

Our continued growth and passion for this industry has made us a major player in the food and hospitality sector in Atlantic Canada. We will never forget what has brought us here... our commitment to our guests and our people.

As a company, we're also committed to the sustainability of the food industry and our MHG family. We pride ourselves on being local ambassadors for our great province of PEI and we're delighted that you picked up this magazine and are interested in all that we do. "



Kathy & Kevin Murphy

President, Kevin Murphy

Hi friends,

Welcome to life in the Maritimes! We're just so glad you're here and hope you take some time off to enjoy all the East Coast has to offer.

In this issue, we explore what really makes the season so magical, introduce you to some of MHG's most down-to-earth and passionate people, and chat about the shifting nature of kitchen culture right here in the Maritimes.

On page 20, you'll meet Lydia Peters whose enthusiasm is matched only by her contagious laugh. She rocks the floor as a manager at the Merchantman Fresh Seafood & Oyster Bar, and is a prime example of someone who clearly cares about her guests and shines in her job day in and day out.

We also caught up with some of MHG's culinary leaders who tell us how they've created positive change in their kitchens over the past few years. In that article, you'll hear from the Sims Corner Steakhouse & Oyster Bar team who always have each other's backs through thick and thin. Flip to page 6 for more.

And for a glimpse into the world of one of our amazing suppliers, read our Q&A with Ryan MacPhee of MacPhee's Meats (page 32). He tells us about growing up watching his father and grandfather in the butcher shop and how he carries on their tradition of personalized service.

Of course, we have lots of yummy food and beverage suggestions sprinkled throughout this edition to really kick the season up a notch. Try Chef Kyle Panton's Steak Diane recipe on page 12 or whip up your own Mocha Latte with tips from the bar1911 and bar55 crew on page 18.

But that's enough from me for now. I'll carry on my merry way and let you check out what we've got cookin'.

Cheers,
Ellen



6 ————— 11

A CHANGING CULINARY TIDE
MHG is on a mission to cultivate sustainable careers, balanced lifestyles and healthier kitchen cultures

12 ————— 13

WHAT'S COOKING?
Steak Diane with Chef Kyle Panton of Sims Corner Steakhouse & Oyster Bar

14 ————— 17

AFTER HOURS SERIES
Getting Crafty with PEIBC Head Brewer Chris Long

18 ————— 19

BAR 55 & BAR 1911
COFFEE COCKTAIL
Perfecting the Mocha Whip

20 ————— 23

FROM ROCKING THE DOOR TO ROCKING THE FLOOR
From Host to Management with Lydia Peters

24 ————— 25

SOME WEATHER WE'RE HAVING!
Our ultimate guide to Winter Fun in the Maritimes

26 ————— 31

THE SPIRIT OF GIVING
How supporting meaningful causes builds morale and adds purpose

32 ————— 33

SUPPLIER SPOTLIGHT
MacPhee's Meats

34 ————— 35

PERFECT PAIRINGS
Wine & Cheese Pairings with The Brickhouse Kitchen & Bar

CONTENTS

DESIGN BY ASHLEY CAMERON & SAM HUGHES / PHOTOGRAPHY BY AL DOUGLAS

Our Beer. Made Here.



PLEASE DRINK RESPONSIBLY



a changing
**CULINARY
TIDE**

MHG is on a mission to cultivate
sustainable careers, balanced lifestyles
and healthier kitchen cultures

By Ellen Egan • Photography by Alex Douglas



You know that saying, “If you can’t stand the heat, get out of the kitchen”?

While this mindset may have been largely true over the past number of decades, there’s a new wave of culinary leaders across the country who are making it their mission to make kitchens happier, healthier and more inspiring places to be. And the results are palpable.

However, it hasn’t come without intentional effort and shifting mindsets across the board.

From reworking systems, listening to staff concerns, and offering greater financial incentives, there have been a lot of gradual changes the Murphy Hospitality Group, in particular, has made within the last few years to create a positive movement in their Maritime kitchens.

To find out more, I caught up with MHG’s Culinary Operations Manager, Adam Loo,

and the company’s Chief Operations Officer, Ben Murphy. We chatted about how they (and their teams) foster healthier working environments and encourage more balanced lifestyles.

As it turns out, “sustainability” isn’t just a buzzword that gets thrown around in the food world.

“In the past, 60-70 hour weeks would have been the absolute norm. Especially at the start, you had to earn your stripes and basically grind it out for hours and hours,” Ben Murphy explains. “But that wasn’t what we wanted in the long-term because it made it very easy to burn out, tough to raise a family, and just really tough to do anything well, right?”



He explains how they began looking at certain pain points as far as staff retention, quality of work environments and overall wellbeing. They began investing more in things like staff recruitment trips, updating broken or outdated equipment, facilitating industry collaborations, and increasing tip-out percentage for the back of house.

One pivotal piece to this evolution is a “Master Chef”-inspired black-box competition, called the MHG Culinary Games, that pits the Line Cooks and

Sous Chefs from different restaurants against each other. The winner receives a cash prize and is crowned the Culinary Games Champion.

“It tests the cook’s creativity, culinary skills and stress levels in front of a live audience, which is often their teammates cheering them on in the audience,” Ben says. “It’s been a huge hit and has been a great way to engage everyone from both the front and back of house.”





Another factor are the leaders within the teams who empower their staff to grow, expand their knowledge and take ownership of their roles. Adam Loo shares the example of Chef Kyle, Executive Chef at Sims Corner Steakhouse & Oyster Bar, who constantly goes above and beyond.

“He makes a point to open his doors not only at work but at home, too,” he says. “He welcomes his team in for field trips to his farm and other local businesses around PEI, so they get the opportunity to be exposed to them and relish in the wonderful community we have in PEI.”

And that loyalty has been repaid to Kyle tenfold by his Sims family as well. Last winter, Kyle’s daughter got sick and needed to receive treatment off-Island. So his

Sous Chef, Michael Ellsworth, stepped up and began taking over more managerial responsibilities in his absence.

Michael explains that he was happy to step in while Kyle was away and enjoyed the change of pace from his usual duties of completing prep and service each day. “I switched into making sure everyone else was on task, in good spirits, and had an understanding of what they needed to accomplish,” he says. “I had lots of support from in-house and head office, so knowing all I had to do was reach out and ask for guidance was a huge help.”

He also appreciates how open their team is and how they give each other support and encouragement on a daily basis.





“Nobody specifically has a job that only they are able to do. We all help one another to finish tasks and be prepared for service. I believe it is a very well-rounded kitchen in terms of environment, work-life balance and teamwork,” he says. “It’s a good feeling knowing that you can rely on your teammates when working in situations where everything is a variable.”

Adam adds that the overall mindset shift has created a ripple effect and is encouraging more chefs to stay and work with our amazing ingredients here on Prince Edward Island.

“PEI is a wonderful community and the foodservice industry has grown a lot, which has helped everyone learn and overcome the challenges in the industry,” he explains. “I think like many, I have always aspired to have success in the foodservice industry right here in PEI—even though growing up many told us we had to move away to be successful.”

“We see many chefs in PEI sharing that sentiment and doing everything they can to help in the movement to make the quality of life better for our back of house team members.”



And since implementing some of these changes, Adam says the positive results have been significant across the teams. He explains how they have seen a lot of improvement in retention, morale, and level of work-life balance.

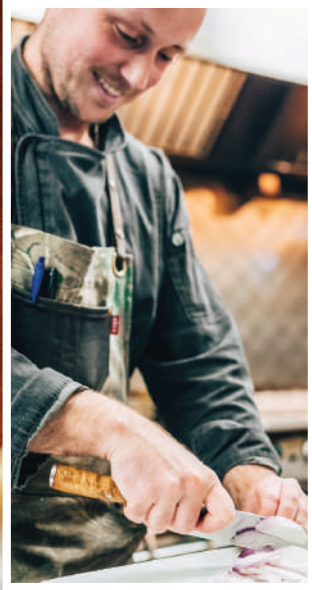
“Many of our team members have grown and developed over time not only within the workplace, but within their personal lives as well,” he explains. “We really encourage our team members to enjoy their hobbies, spend time with their families, and take the time they need to enjoy the things in life they love most.”

He also highlights the importance of taking time to really listen and show gestures of appreciation in helping their team members feel supported and thrive in and out of the kitchen.

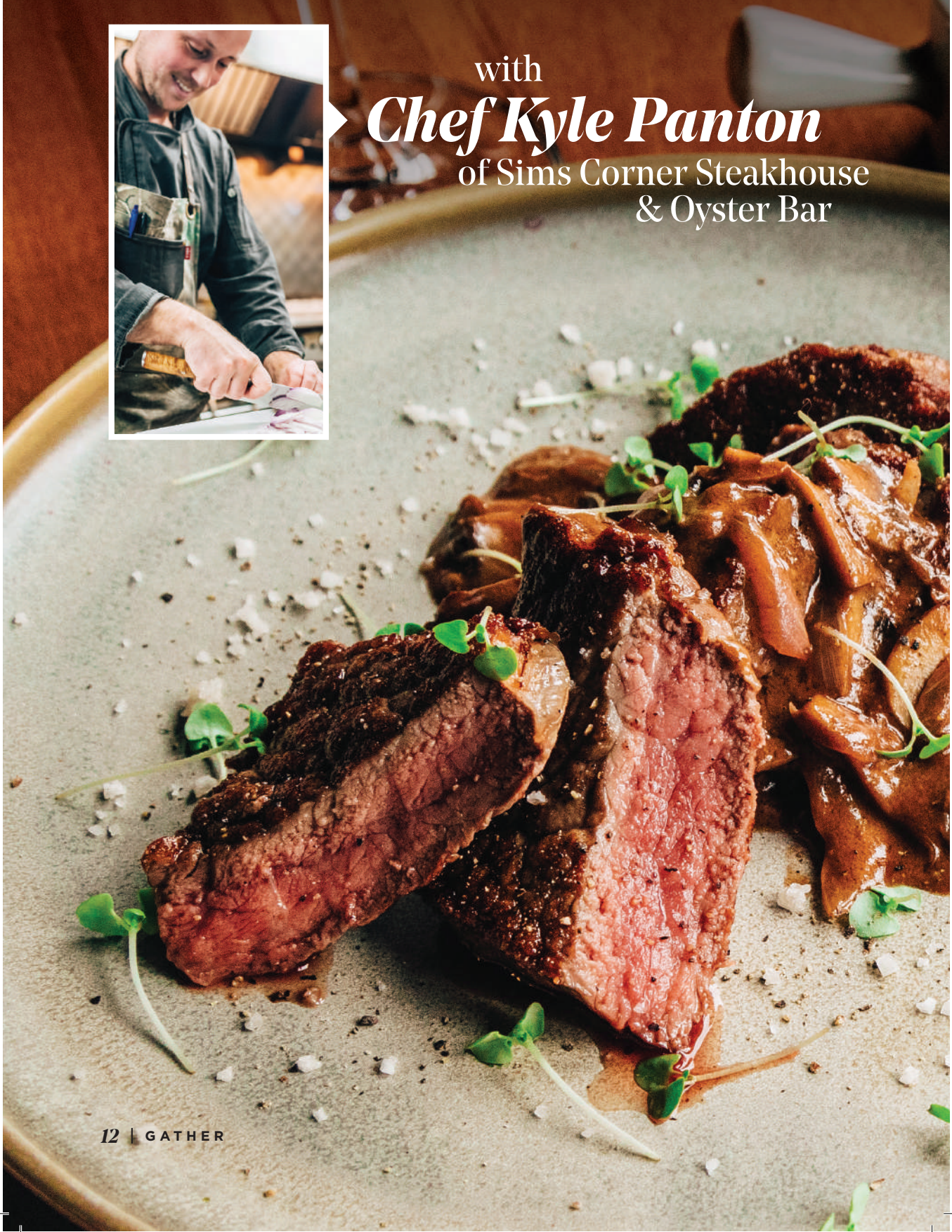
“We’re always doing our best to reach out regularly so we can hear and understand the ongoing concerns, and work with our teams to resolve them,” he says. “Yes, the environment can be stressful and fast-paced, but we’re always looking for ways to turn that into a positive so teams feel accomplished and appreciated throughout their day to day work.”



What's Cool



with
Chef Kyle Panton
of Sims Corner Steakhouse
& Oyster Bar



ooking?



There's nothing quite like staying in for the night, sipping a glass of red wine, and whipping up a beautiful steak dinner. Chef Kyle Panton of Sims Corner Steakhouse & Oyster Bar shares his tips on creating a succulent Steak Diane.

Steak Diane

2 - 10 OZ PEI STRIPLOIN

- 1 oz Clarified Butter
- 1 oz Olive Oil
- Cracked Black Pepper and Sea Salt to Taste
- 6 oz Shallots, Fine Julienne
- 6 oz Garlic, Diced
- 1 lb Button Mushrooms, Sliced
- 1/2 cup Red Wine
- 1/4 cup Red Wine Vinegar
- 1 Tbsp Dijon Mustard
- 1/2 cup 35% Whipping Cream
- 1/2 cup Beef Demi Glace
- Micro Basil to Taste

DIRECTIONS

Step 1: In a large skillet melt the butter and olive oil on medium heat. Then season the meat with salt and pepper on both sides. Turn the skillet to high heat and then place the steak on the skillet, cooking until lightly browned on the bottom, about 4 minutes. Flip the steak and cook for 2 minutes longer (or to desired temp.), then transfer to a plate and tent with foil.

Step 2: Add the shallots and garlic to the skillet and cook over moderate heat, stirring until fragrant, about 20 seconds. Then add the mushrooms, season with salt and pepper, and cook until softened, about 2 minutes. Deglaze with your red wine, reduce by half, and then add your red wine vinegar. Then add mustard and cream and stir over moderate heat for 1 minute. Whisk in the beef demi glaze and parsley and season with salt and pepper.

Step 3: Add the meat and any accumulated juices to the saucepan and turn to coat. Simmer until heated through, about 1 minute. Transfer the meat to plates, spoon the sauce on top and serve.



AFTER HOURS SERIES

Getting Crafty with PEI Brewing Co.
Head Brewer Chris Long

By Ellen Egan • Photography by Alex Douglas

A day in the life of a brewer isn't exactly what you'd expect. From hauling kegs and managing staff to scrubbing floors and tweaking recipes, there's so much more that goes into running a brewery than "taste-testing" beer. Go figure.

And for PEIBC's Head Brewer, Chris Long, it's his passion for the craft and a desire to innovate that makes the laborious aspects all the more worthwhile.

We sat down one afternoon in late September to talk about everything from where his love for craft beer first began and how he stays inspired to continue honing his craft, to what it takes to stay fresh and thrive as a big brewery in Atlantic Canada.



A Natural Progression

Originally from PEI's North Shore, Chris Long became interested in the different beers of the world when he was in his late 20s. He says he loved seeing the diversity that was out there for beers and learning where the various beer styles developed from.

"I'm a bit of a history buff and I found it really interesting to learn about the different beer styles we have now and how they all developed in different locations for different reasons," he explains. "Whether it was the ingredients that were available or the types of socializing that people were doing, they all have a history of how they came to be."

And although it was never an industry he'd considered working in before, he ended

up landing a job in 2009 at the original Gahan House Brewery on Sydney Street in downtown Charlottetown.

"I started out cleaning floors, cleaning tanks and kegs, and stuff like that at first. Then slowly I learned all the other jobs in the brewery, like kegging beer, transferring beer, and filtering, then eventually brewing," he says. "And if you make yourself useful, they'll let you stick around."

His hard work did pay off, and he eventually stayed on as the lone brewer at The Gahan House for about two and a half years. Once they opened the new Prince Edward Island Brewing Company on Kensington Road, however, he moved there and took on the role of Junior Brewer.

"A big part of what I was doing was figuring out the new Brew House, trying to figure out how to get the most out of it," he explains. "I then became Head Brewer as a result of knowing how to operate it and striving to get the best beer out of it."

Experimenting with New Brews

Quality and consistency are absolutely essential to producing really good beer. And aside from sanitation and timing, it's the knowledge of how the ingredients interact together that is so crucial. So once they dialed in the large Brew House process, they eventually found a way to balance their huge batches of mainstay beers, like Sir Johns A's Honey Wheat Ale, Island Red and 1772 IPA, with a smaller, more experimental series.

This series appealed to the brewers' curiosity and the market's interest in more "out there" brews. Aptly named "After Hours Series" for beers that would otherwise be brewed—you guessed it—after hours, it enabled them to experiment with creating new, delicious brews on a smaller pilot system.



"When you're doing the same brews every day, you're bound to get curious," he says. "You might be out there brewing a Honey Wheat Ale and you start to wonder what it would be if you added 400 kilos of raspberries and made it sour, weird stuff like that."



WHAT'S YOUR

ALL-TIME BEER STYLE

"Crispy Boys" - Things that are fairly dry, not too sweet, big carbonation, crisp, hoppy. They're around the lighter colour end of the spectrum but still really full flavour and interesting.



Learn the Rules So You Can Break Them

And although he says there are no limitations on what you can try, there are definitely limitations on what people want to drink: "If you know a lot about how beer works and how it's made, it gets easier to play with the rules and twist them a bit, and still end up with something tasty."

He continues. "The After Hours Series brews, to me, are really stuff that is extra funky or crazy or difficult to pull off. We'll do more wild stuff as part of this program and then test it on a few of our taps. The hope is that eventually we'll try to scale it up if it goes over well."

And even though the temptation to ride certain trends can be strong, Chris says they tend to bide their time and do their own product development before they release anything to the public.

"When we come out with something, it's never a half-hearted attempt. It's going to be super high quality and that takes a lot of patience, modifications and understanding of the technical side."

"You don't get a beautiful thing unless you're willing to put the work in."

For more information or to find out where to purchase your own After Hours Series Beer, visit AfterHoursSeries.ca.



FAVOURITE...?

AFTER HOURS SERIES BEER

Current: Raspberry Sour - we add lactobacillus bacteria to our work to sour it overnight, then we boil it the next day and add our raspberry puree. It's a two-day event!

Archived: Perseverance - that was a beer we did a couple years ago, where we finished a beer with Brettanomyces yeast and a dry hop, and that was a really fun beer.

PART OF BEING A BREWER

You always get another chance to make the best beer of your life.

MOTTO FOR LIFE

I'm going to try and make today a little bit better than yesterday.

TIME TO BE IN THE BREWERY

I love coming in on a stormy winter's day when the brewery is all warm and cozy.

Coffee Cocktail: *Perfecting the*
MOCH





A W H I P

Ingredients:

- 1 oz - Chocolate syrup
- 1 oz - Kahlua
- 2 oz - Espresso*
- 8 oz - Steamed/Warm milk (2%)**
- 1 dollop - Whipped topping

* can substitute for 6 oz of fresh brewed coffee / 2 oz of steamed milk.

** warm milk on stove at medium temp for 45 seconds, stirring every 15 seconds to prevent burning/curdling

To make:

- 1) Fill the bottom of your favourite mug with 1 oz of chocolate syrup, coating entire bottom of mug
- 2) Add 1 oz Kahlua, then pull 2 oz of espresso, add to mug. (Alternatively, fill mug with 6 oz fresh brewed coffee)
- 3) Add steamed/warm milk to mug, filling to the top of the mug handle, or 1 cm from top
- 4) Scoop one (1) dollop of whipped topping on top, drizzle with chocolate syrup, cinnamon or chocolate chips
- 5) Serve on a saucer with a small spoon, and enjoy!

bar1911
BEER + COFFEE

bar55
BEER + COFFEE



from **ROCKING** *the*
DOOR
to **ROCKING** *the*
FLOOR

AN INTERVIEW WITH MERCHANTMAN'S LYDIA PETERS

By Ellen Egan • Photography By Alex Douglas

Whether you've met Lydia Peters before or not, it doesn't take long before she makes you feel right at home. Not only is her laugh super contagious, but her warm and playful personality radiates from across the room and translates into a livelier atmosphere in the restaurant.

And although her days of serving tables directly are few and far between, she now spends most of her time as a manager at the Merchantman Fresh Seafood & Oyster Bar in downtown Charlottetown.

Whether it's hopping on the bar to shuck oysters or running the service line in the kitchen, you can bet Lydia is already two steps ahead—and likely doing so with a smile on her face.

I sat down with Lydia over coffee one morning before her 11am shift to learn more about her journey from hostess to manager, why she loves going to work every day, and what it takes to grow and thrive in the Murphy Hospitality Group.

LEARNING THE ROPES

She started out like a lot of others, working as a hostess during the summer months at the former Castello's Ristorante & Pizzeria on Victoria Row.

And while Lydia was still a young pup in high school, she fondly recalls her summers on "the row." It was here that she learned the importance of the host role and why the first impression is so crucial for the overall guest experience.

"It just sets the tone for the entire night. If you have a host that's welcoming and accommodating, even if there's a huge wait, the guest is going to be happy no matter what," she says. "It's such a hard job, juggling personalities, and keeping up with everything."

And although she did a bit of serving at Castello's, Lydia went on to serve at the former East Side Mario's on University Avenue in Charlottetown. There, she learned a lot of the work ethic she carries with her today.

"If you can work at East Sides, you can work anywhere," she says. "It was one of the hardest places to work because it's super busy, and quickly teaches you to multitask really well because of the many steps of service involved."

It wasn't long after that Lydia was invited to work downtown at Merchantman Fresh Seafood & Oyster Bar on Queen Street. It's now been over five years since she started there and she's grateful for the opportunities that have come her way.

She credits her experience as a host in those early days for helping her to understand the various aspects of the restaurant.

"I'm so glad I hosted because otherwise, I would have had no idea how everything works. You have to help everyone, and with managing, I now know what everyone needs help with," she explains. "Like how clearing one plate can help get someone out of the weeds."

JUMPING INTO NEW OPPORTUNITIES

It's this sort of team mentality that has served Lydia so well and caught the attention of her managers at Merchantman. After four years on the floor, the opportunity to take on a management position came up and she jumped at the chance to do something new.

Kiel Vessey, Merchantman's General Manager, says the fact that Lydia genuinely enjoys what she does is a huge part of what makes her such a great manager.

"She doesn't let the small stuff get to her in those high stress situations and she just keeps that smile on," he explains. "She's a pro at what she does, she knows what to do without direction, and gets it done day in and day out."

He continues. “Lyd has an incredible personality and brings that with her every day. She’s the first person to offer a hand or jump in without hesitation when someone needs assistance.”

Lydia thrives in her new role and says she still loves going to work every day. For her, the biggest draw is the people: “We have so many regular guests that come in every day, or at least once a week, and it’s just so great. And I love everyone I work with. We have over 60 staff in the summertime and we all get along so well, it’s nuts.”

Looking ahead, Lydia says she loves working in the industry and appreciates how MHG provides so many opportunities for growth within your role and within the company as a whole.

“They’re so large and there’s so many different aspects. They’ll ask you what you’re interested in and then give you opportunities to be involved in that part,”

she explains. “For example, I did a leadership training course last year, which was an awesome opportunity because I got to learn things, like dealing with conflict and how to manage different personalities. It was really interesting.”

And for anyone looking to work their way up from a host, serving or bartending position, Lydia recommends staying busy, being enthusiastic, and trying to learn as much as you can.

“Ask a lot of questions and show that you’re interested in more responsibility,” she says. “Work ethic is a big one as well, and being able to have a lot of fun. It sounds funny, but it’s true.”

Lydia says that Merchantman staff actually get that compliment all the time from guests: “We’re fun and laid back, and I feel like that translates into service. When we’re having fun, they’re having fun, and that’s what it’s all about, really.”

11 WAYS TO PROVE YOURSELF & GROW IN THE INDUSTRY

BROUGHT TO YOU BY
MHG'S PEOPLE TEAM

1. Take part in new experiences
2. Provide genuine hospitality
3. Be goal-oriented
4. Ask questions
5. Bring your personality to work every day
6. Maintain a great attitude
7. Have a willingness to grow and learn different skills
8. Jump at an opportunity
9. Bring 110% every day
10. Be a good role model
11. Have FUN!



SOME WEATHER WE'RE HAVING!

OUR ULTIMATE GUIDE TO
WINTER FUN IN THE MARITIMES



Winter days in the Maritimes change with the tide. One day it will feel like a winter wonderland and the next day it will feel like we're in a shaken snow globe. Luckily Maritimers like to make the best of winter with a few key activities that keep them moving until the snow melts.

INDOORS

1. Have an evening out on the town by enjoying a delicious 3-course meal, a part of WinterDine in downtown Charlottetown (January 16 - February 9), Dine Around Freddy in Fredericton (January 16 - February 2), and Dine Around in Halifax (February 1-29).

2. Get moving and head to a Public Skate at the Bell Aliant Centre on Saturdays from 8:30pm – 9:30pm or check Charlottetown.ca for more public skates.

3. Have a Games Night at bar1911, the PEI Brewing Company Taproom or Dooly's on Kent in Charlottetown.

4. Weather too frightful to go out? Order MHG Delivered and pick from menu items from seven Murphy Hospitality Group locations on PEI. Or order online for pick up at our New Brunswick & Nova Scotia locations.

OUTDOORS

5. Grab a pair of snowshoes (complimentary) while staying at The Great George or the Hotel on Pownal and head out to Victoria Park, Charlottetown for some fresh air and exercise.

6. Enjoy the Jack Frost Winterfest in Charlottetown from February 14 - 17, 2020. PS: It's totally new this year with fun for ALL ages, and they have both indoor and outdoor activities!

7. Head to the Mark Arendz Provincial Ski Park in PEI, Crabbe Mountain / Poley Mountain in New Brunswick or Wentworth in Nova Scotia to do some downhill / cross country skiing, tubing and snowshoeing.

8. Check out Bonshaw for a PEI winter tradition. Potts Sleigh Rides is a family-run horse and sleigh experience where you'll discover the wonder of nature with a ride through the woods. Plus, it's just 15 minutes west of Charlottetown!

9. Riverview, New Brunswick will be hosting their Riverview Winter Carnival in late January with snowshoe adventures, workshops, pancake breakfasts and more!

10. Lastly, don't forget to take it in and enjoy the beauty of winter. Trails like Winter River in Suffolk and Bubbling Springs in Dalvey are especially magical in the winter and offer a great chance to get outdoors and breathe in that fresh wintery air.



THE SPIRIT OF GIVING

*How supporting
meaningful causes builds
morale and adds purpose*

By Ellen Egan
Photography by Alex Douglas



Giving back is proven to increase both happiness and productivity. Plus, it's just a nice thing to do. Murphy Hospitality Group gets this and encourages their teams to identify causes to support and build an offering around it.



Back in 2017, The Gahan House Head Chef Brandon Bowers (a recovering addict), proposed that their team organize a dinner to promote addictions awareness and raise funds in support of the Provincial Addictions Treatment Facility in Mount Herbert.

And just like that, the first ever Addictions Awareness Dinner at Fishbones Oyster Bar & Grill was born.

“So we started with a partnership with the Provincial Addictions Treatment Facility. And I continue to do the event during Addictions Awareness Week in November,” he says. “It’s complete with oysters, delicious food, and entertainment, and just keeps growing each year. It’s really cool to see all hands on deck from staff across the company.”

Brandon is living proof that life after addiction isn’t just possible, it can be filled with fulfillment, purpose and joy. He says the personal aspect was especially important, particularly in an industry that can all too often harbour this kind of lifestyle.



It wasn't until he started seeking treatment at the Addictions Treatment Facility, however, that he started to turn a corner. Little by little, he regained his perspective on life and made it his personal mission to get better.

"Having worked in the industry for over 15 years, I've seen a lot of mental health issues and addiction in the industry itself," he says. "I'm a recovering addict, so I've started to push myself more and more to be in the limelight and share my story just to bring that awareness to a topic that doesn't always get a lot of exposure."

He admits there was a point in time when he didn't think he was going to be able to stay in the industry after getting sober, but he persevered.

"It turns out you can be ten times the cook than you were when you were using."



2019 Addictions Awareness Fundraising Dinner

He's also very grateful for the fact that MHG offers their teams these opportunities to give back and a platform to raise awareness on issues that matter to them.

"MHG literally facilitates the opportunity for me to do this. And we have so many local providers that give for the event with no questions asked," he says. "There's nothing we can't do and the sheer amount of hands that are involved is wild."

He adds that organizing this event is a labour of love and something that creates an opportunity where he can be a Useful Member of Society: "I am giving back on some level, whether it's my time, or organizing it or whatever. I wouldn't get this opportunity the way I do without the company."

Brandon credits the Provincial Addictions Treatment Facility for getting him to where he is today, and says he's happy to be able to contribute to a cause that benefits people right here on PEI.

"If those facilities weren't in existence, I would not be alive today. It's as simple as that. I want them to be there for the people," he explains. "The money that we give for it and the event itself, it goes to things that will make the patients more comfortable like, board games, TVs, all those things. I know exactly where the money is going."

He continues. "Because when you're in there, it's very difficult. You're going through a tremendously different and difficult thing, and to just do anything to make it a little more comfortable is amazing."

Part of Brandon's passion for this event is the awareness it brings to addiction issues. He shares the message of hope for coming through to the other side and living a normal, fulfilling life.

“As much as I love people coming in and getting their dinners and giving back to the community, it's more about sending the message that, ‘Hey, I did this, it works and I came out of this... you can, too, and this is how I did it.’ The response has been phenomenal and it's something I look forward to every year.”



7 TIPS FOR GIVING BACK

1

FIND A CAUSE THAT MATTERS TO YOU

Are you particularly passionate about a topic or injustice? Maybe you have a certain personal connection or have a family member that's gone through something. Whatever it is, do your research and reach out to the people involved to find out what you can do.

2

MAKE THE TIME

It's not always about monetary donations. There are plenty of ways to give back that don't involve giving money. Maybe donate some time to serve at your local Food Kitchen or volunteer to spend time with kids by becoming a Big Brother or Big Sister.

3

REACH OUTSIDE OF YOUR COMFORT ZONE

Start asking people around you what they do or which causes they've heard about. They could have a brilliant idea, like helping out with a Watershed Group or visiting a Nursing Home, that you'd never even considered. Be willing to think outside of the box.

4

DO YOUR HOMEWORK

Ensure you agree with the practices of the cause you decide to support. If helping to buy medical equipment sounds great, go for it! If giving food to animals at an animal shelter is more up your alley, then please do feed those sweet pups.

5

IT CAN HAPPEN ALL YEAR ROUND

The emphasis on giving back tends to come up around the holidays especially, but remember that you can donate money or volunteer your time any day of the year. There will always be others that need your love and support, no matter the season.

6

THINK LOCAL, REGIONAL OR EVEN GLOBAL

You can choose to make an impact right in your neighbourhood, or you can think more globally and direct your efforts to a national or international organization. No gesture is too small to make a difference in the long run.

7

IT ALL ADDS UP

Even if you don't have a lot of time or money (or blood) to give, go ahead and do it anyway. Whether you give a lot or just a little, it doesn't matter. What matters is that you contribute to something that's greater than yourself.

SUPPLIER SPOTLIGHT

RYAN MACPHEE *of* MACPHEE'S MEATS



MacPhee's Meats is a family-owned and operated abattoir that's been serving Prince Edward Island beef and pork to commercial and residential customers since 1935. We chatted with Ryan from the MacPhee's Meats team about what makes their company such a special PEI local business.

Q: Why did you decide to go into the family business?

Ryan: I always had an interest in the family business. As a kid, I basically hung around the butcher shop as my dad and grandfather worked and butchering became second nature to me. If you ask the boys in the shop why we're all here, they will probably tell you it's because we're not smart enough to do anything else!

Q: What are the benefits of buying local meat?

Ryan: Island-raised product is second to none and when you buy local, you're putting money back into the Island economy. What makes us unique is that when you order at MacPhee's Meats, more times than not you are talking with the guy who butchered, packaged, and is going to deliver your order. It's not unusual for us to grind hamburger and deliver it on Sunday before church because a restaurant needs it for the day. That's definitely a benefit of choosing a local supplier.



Q: How long have you been part of the business?

Ryan: 30 years. I think I was about 6 when I began grinding hamburger and packaging meat. Now I'm 36, grinding hamburger and packaging meat, just with a whole lot more responsibility.

Q: And you work with your father and grandfather every day?

Ryan: At 61 my father still runs the business and does the majority of the butchering. We're still getting 40 hours a week out of my 86 year old grandfather. He does a lot of cutting as well as all of our delivering - you should see him go during Burger Love. There is 110 years' experience between the two of them!

Q: What's the best part of your job?

Ryan: I love the flexibility. I work a pile of hours, but if I want to go home and see my family on Friday afternoon, I can. It just means starting at 4am on Saturday.

WHERE TO FIND THEM

You can find us at the Charlottetown Farmers Market on Saturday morning. We always have a full side of beef on display. For commercial needs, you can order through the butcher shop in Clyde River. Like us on Facebook (MacPhee's Meats), jlmacpheemeats.com, or call us at 1-(902)-566-3033.

Perfect Pair



Glasgow Glen Gouda

Whitehaven Pinot Noir - light and perfumed with fresh red cherry, this young Pinot Noir would stand well against a young gouda. For an older, bolder gouda, try a wine with similar traits such as Concha Y Toro Terrunyo Cabernet Sauvignon.



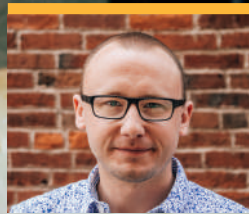
Gorgonzola or other Blue-veined Cheeses

Though some may suggest these cheeses are best enjoyed with Port, there are numerous other options when pairing blue cheese. We recommend an Amarone for a well-aged cheese, or a Chianti Classico for something more youthful. For the white lovers in the room, give a Riesling a whirl.

Pairings

Wine & Cheese
Pairings with

THE
BRICKHOUSE
KITCHEN & BAR



Dylan McIntyre
The Brickhouse Kitchen & Bar
General Manager &
Wine Enthusiast



Smoked or Sharp Cheddar

For a smoked cheese, you're going to want something fruity and spicy, with balance and body. Might we suggest our Genesis Meritage (a blend of Merlot, Cab Sauv, and Malbec). If you're feeling ambitious, the Mission Hill Quatrain (a blend of Merlot, Syrah, Cab Franc, and Cab Sauv) would be quite a treat with an aged cheddar.

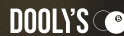


Chèvre

The easy answer here is Sauvignon Blanc. The graceful grapefruit of our Franck Millet Sancerre, or the bolder citrus and grassy notes of a New Zealand Sauv, will both be a delight with the fatty acids of goat cheese.

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