



100 Mile Harvest
Charcoal Group of Restaurants
in partnership with
Turkey Farmers of Ontario (TFO)

FOR IMMEDIATE RELEASE

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Local food is a hot topic these days. Eating more Ontario products is good for everyone in our community - the farmers, food producers, restaurants and consumers.

The Charcoal Group of Restaurants in partnership with the Turkey Farmers of Ontario will be promoting Ontario turkey along with other Ontario sourced foods from local farms within a 100 mile radius of Waterloo Region. The 100 Mile Harvest menu will be available at all 4 restaurants from October 5 to October 30, 2009.

Heather Nahatchewitz, with TFO's Marketing and Communications says, 'Turkey Farmers of Ontario is excited about the 100 Mile Harvest and we expect it will increase the guest's awareness of how Ontario turkey can be consumed all year round, through experiencing delicious, fresh menu choices such as Roasted Ontario Turkey Spring Rolls.'

Jody Palubiski, Managing Partner of the Charcoal group, explains, "The 100 Mile Harvest Menu is supporting the opportunity for the consumption of Ontario food products including Ontario turkey at our restaurants." The Charcoal Group of restaurants - Wildcraft, Charcoal Steak House, Martini's and del Dente will provide their customers a chance to enjoy delicious menu items including Ontario Turkey and Corn Chowder, Smoked Ontario Turkey Penne, Slow Roasted Ontario Turkey and Grilled Southwestern Ontario Turkey.

Identifying local food products and supporting opportunities like the 100 Mile Harvest not only increases awareness but improves the local marketplace.

About the Charcoal Group:

Our history began over 50 years ago when Del and Ortha Wideman purchased a struggling 40 seat eatery and through much determination made it a success. Tremendous community support afforded them the opportunity to move twice into larger venues, including the 650 seat restaurant complex that we have today.

About the Charcoal Group continued:

In 1991, Tim and Tom Wideman bought the business from their parents and vowed to continue the pursuit of exceeding guest expectations. They opened Martini's in 1993, followed two years later by del Dente, all in the same building at a convenient location in Kitchener, Ontario. Then in 2007, led by our Managing Partner, Jody Palubiski, the region's most exciting restaurant concept - Wildcraft was opened and thanks to our guests, has been a resounding success. Whether your choice is the Charcoal Steak House, Martini's, del Dente, Wildcraft or our new venture, The Bauer Kitchen (opening November 2009), you can expect our unwavering commitment to your dining enjoyment. Visit www.charcoalgroup.ca

About Turkey Farmers of Ontario:

Turkey Farmers of Ontario, located in Kitchener, works with 192 turkey farmers who produce approximately 75 million kilograms of turkey annually. Ontario represents about 46% of the total Canadian market for turkey production. Over the past several years, Ontario turkey processors have developed many different turkey products in order to meet the demands of today's consumer. These products are widely available in both the retail and foodservice sectors. The Turkey Farmers of Ontario has been in operation since 1965 and take pride in the producer-run, producer-funded organization that has been achieving success in the turkey industry for over 40 years. Visit www.turkeyrecipes.ca or www.turkeyfarmers.on.ca

The Government of Ontario is committed to working with farmers, industry and local food networks to help Ontario families get local Ontario food onto their kitchen tables. Under the Ontario Market Investment Fund, the province is supporting the marketing of this event.
www.omafra.gov.on.ca/english/food/domestic/omif/omif.html

For more information regarding the 100 Mile Harvest, contact:

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