



PRESS RELEASE

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Ontario Restaurant Hotel Motel Association and Culinary Tourism Alliance Announce Exciting Partnership

TORONTO, ON | NOVEMBER 1, 2024 – The Ontario Restaurant Hotel Motel Association (ORHMA) and the Culinary Tourism Alliance (CTA) are thrilled to announce a new partnership that will benefit the hospitality industry across Ontario. Effective December 31st, 2024, all restaurants and hotels registered and certified with Feast On® will receive a complimentary one-year membership with ORHMA.

Feast On®, a certification initiative by the Culinary Tourism Alliance, recognizes and promotes businesses that are committed to sourcing and serving Ontario-grown food and drink. This new collaboration with ORHMA, the leading voice of the hospitality industry in Ontario, aims to further support and enhance the sector by providing valuable resources and advocacy through a free ORHMA membership.

Rebecca Mackenzie, President & CEO of the Culinary Tourism Alliance, expressed her enthusiasm about the partnership: "We are excited to join forces with ORHMA to extend our support to the Feast On® certified businesses. This initiative not only reinforces our commitment to promoting local cuisine but also provides tangible benefits to our certified members. By partnering with ORHMA, we're offering these businesses access to critical industry resources and advocacy that will help them thrive in a competitive market."

Tony Elenis, President of ORHMA, also shared his perspective on the collaboration: “This partnership with the Culinary Tourism Alliance is a fantastic opportunity for us to support the vibrant and diverse culinary scene in Ontario. By offering a complimentary ORHMA membership to current Feast On® certified establishments, we’re not only enhancing the benefits available to these businesses but also playing a crucial role in expanding the reach and impact of the Feast On® program. ORHMA is committed to leveraging its extensive network to raise awareness about the Feast On® program among our current members, encouraging more businesses to get certified and embrace local sourcing practices. Our goal is to drive greater engagement with the program, thereby contributing to the growth of Ontario’s food and beverage tourism sector.”

This initiative underscores the commitment of both organizations to strengthening the hospitality industry and supporting local businesses. Feast On® certified establishments can now enjoy the benefits of ORHMA’s comprehensive membership, which includes access to industry insights, advocacy, and a network of professionals dedicated to the advancement of the hospitality sector.

ABOUT THE CULINARY TOURISM ALLIANCE

The Culinary Tourism Alliance is dedicated to supporting and promoting Ontario’s food and beverage tourism experiences. Their Feast On® certification highlights businesses committed to local, sustainable practices, enhancing the culinary landscape of the province.

ABOUT THE ONTARIO RESTAURANT HOTEL MOTEL ASSOCIATION

The Ontario Restaurant Hotel Motel Association is a leading industry association representing the interests of the hospitality sector. ORHMA provides advocacy, resources, and support to help members navigate the challenges of the industry and achieve success.

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