

BONAFIDEBOX²⁰¹⁷





HAPPY HOLIDAYS

We made it! Our first full year as BONAFIDE Media & PR was blessed with opportunity, growth and more excitement than we could ever have anticipated. Nothing has made us more proud than to watch new partnerships flourish, dreams come to life and our clients succeed. Knowing we played a small part in that success inspires us to keep doing what we do everyday. In true BONAFIDE spirit, we're offering our closest friends and supporters this gift as a small token of our appreciation. Along with showcasing a year's worth of adventures with "the tribe", we've included some of our favourite things. Thank you for helping us tell great stories. Thank you for the gift of your time, and thank you for your continued friendship. We'd be nothing without it. We appreciate it more than words can say.

Jessie Bonafide Media & PR



CAFFÈ
UMBRIA™

CAFFÈ UMBRIA

Canada

We stumbled upon Caffè Umbria while vacationing in Seattle and literally followed the most amazing aroma right into their Pioneer Square location. After ordering a double espresso, then chatting up a very handsome Italian barista and learning about the family owned roastery, we were hooked. 20 years later, we're still one of their biggest fans, and Caffè Umbria Canada's Randy Kwong has become a dear friend. *Bizzari Blend* is our everyday go-to, and is now being served at Holt Renfrew Cafés and Cactus Club locations from coast to coast.

caffeumbria.ca

  @caffeumbriacanada

'ONO POKE CO.

Edmonton, AB

In May, we orchestrated a meeting between Chef Lawrence Hui and our friends in Maui including Top Chef finalist Sheldon Simeon to learn about Hawaii's culture, unique cuisine and "aloha spirit" to help design his menu for 'Ono Poke Co.'s opening. The team at Kaanapali Beach Resort Association hosted us to a week of island tours and cooking demos by some of Maui's most beloved chefs. During our adventure we were introduced to Hawaiian Chili Water - a condiment used on proteins to add a little zing. We discovered most every chef in Hawaii has their own recipe for this table staple, and we've included Chef Lawrence's version for you to try. We love it on rice, anything deep fried and of course, poke.

onopokeco.com

  @onopokecoveg



REAL TREAT™

the
ginger cookie
LIMITED EDITION



unapologetically
delicious™
impertinément
délicieux™

NO SUGAR FACTS
USING SUGAR SUBSTITUTE

160 g
5.3 oz



REAL TREAT

Cochrane, AB

We love it when people tell us about delicious things they've found, and a food writer bought these little bites to our attention. Handmade, certified organic, and local, Cochrane-based Real Treat is Jacqueline Day's dream come true. We immediately fell in love with her branding and unique packaging, but these delicate little morsels pack a serious flavour punch. We are obsessed with the Salted Caramel Shorties with Fennel, but this holiday season, Jacqueline has perfected the recipe for Spiced Pecan Shortbread (it's gluten-free!) and a classic Ginger cookie. Available in gourmet shops and cafés nationwide.

realtreat.ca

  @realtreatkitchen

THE BEVERLEY HOTEL

Toronto, ON

One of our favourite places to hang our hats when we're in Toronto is this hidden gem on Queen Street West. The fun boutique hotel has a rooftop patio, killer cocktail program, and menu designed by Top Chef Canada alum Chef Vittorio Colacitti. The hotel is partnering with The Good Bar, a small batch, all-natural soap maker to provide amenities in each of their 18 rooms. We got our hands on the first batch of Kaolin Clay Lavender soap from their collaboration to share with you.

thebeverleyhotel.ca

 @beverleyhotelto





happy birthday
beautiful

♥
P.S. NICE ASS

gettin'
shit done



MOUNTAIN VIEW PRINTING

Calgary, AB

We don't know where we'd be without Gary Park and the team at Mountain View Printing. Almost a decade ago, Gary was a sales rep we met on a cold call, and today he's one of the owners. When asked about how we could showcase his work, he got on the horn to one of his clients, Prairie Chick Prints based in Sherwood Park, AB, and asked if they'd collaborate on a gift to include in this box. We picked out some of our favourite cards from their collection, and a few days later found these on our doorstep. We think they're pretty cheeky!

mvprinters.com



@mvprinters

RUSSELL HENDRIX

Canada

It's not the first place most people think of when they need to pick up kitchen utensils and gadgets, but this is where you'll find professional chefs across the country buying pots, pans, glassware, plates... Everything they need can be found here. Our pal Troy King has been a longtime supporter and sales rep to our clients, and when we get together, inevitably, we chat about kitchen pet peeves. Our hot topic this year was dull knives (they're a heart-breaker!). Thanks to Troy, sharp knives for everyone this holiday season with this Mercer Culinary pocket sharpener. Carve that turkey like a pro!

russellhendrix.com

  @rhfoodequip





NATUR'EL TEA

Banff, AB

What a difference a year makes! We're in awe of Jolene Brewster and her studio in Banff, AB where she hand blends beautiful organic teas. Her products are now included in restaurant tea programs, cocktail programs and even to flavour pastries! This year, Jolene created a custom blend just for us. Read about the BONAFIDE BLEND on the tin and let us know what you think! It's perfect for a chilly day.

natureltea.ca

 @natureltea

SWITZERLAND CHEESE

Canada

It was a big year for our Toronto/Montreal-based clients as we (along with our partners at Edmonton's Destroythebox Creative) helped to execute a brand refresh, launch a new website and roll out a retail marketing strategy for President Joe Dal Ferro and his national team. We just got back from coordinating a brand activation in Toronto at the Gourmet Food and Wine Expo and were delighted by the extraordinary reception. Boy, people love hot, melty cheese! Over 20,000 visitors stopped by the "Swiss Chalet" to sample Raclette, Kaltbach Le Gruyère and Tête de Moine. We hope these "stress cows" and recipe for Kimchi Reuben Pull-Apart Bread by Carmen Cheng (@foodkarmablog) remind you to pick up delicious cheeses from Switzerland this holiday season.

eatswitzerland.ca

  @eatswitzerland





VIN ROOM

Calgary, AB

Phoebe Fung and darling little Dom the Pomeranian Sommelier had the best year ever! Together, this duo launched Vin Room YYC at the Calgary International Airport, and Calgary's first dog-friendly patios at Vin Room's Mission and Aspen locations. Dom made lots of furry friends, and continues to be the host with the most. Wondering what keeps pooches coming back? Homemade dog biscuits! Every location of the Vin Room offers goodies for fur mommies and daddies to take home, and we've included some for your fur baby.

vinroom.com



@vinroomyyc

ITALIAN CENTRE SHOP

Calgary, AB

Easily one of Calgary's favourite spots to shop, Gino Marghella and his team have created a truly special space where food lovers of all ages can gather and discover culinary treasures from all over Europe. The shop carries two things in tiny packages that bring us joy - Nutella (which needs no explanation) and Maldon Salt (we never leave home without it). Salt Bae got it right - a pinch of salt makes everything tastier (Even gelato! Trust us.)

italiancentre.ca

  @italianctryyc



GIGI IMPORTING

Brampton, ON

Every day at Italian Centre Shop locations, you'll find products from Gigi Importing on the shelves like pasta, sauces, pesto, and antipasti - at Christmas they add Panettone, Torrone and chocolates. Flavio Vanacore and his sister Mena run the family business out of Brampton, ON, and send us delicious things from Italy throughout the year. Our top picks and new pantry staples are these all-natural, GMO-free tomato-based sauces (We love to braise chicken thighs in it, then finish with a handful of chopped fresh herbs) and Dolce Sfoglia Puff Pastry cookies (serve these with coffee or tea to surprise your guests!). Products from Gigi never let us down!

gigiimporting.com

  @gigi_importing

EMPIRE PROVISIONS

Calgary, AB

We were fans of Empire Provisions long before we met Dave Sturies and Karen Kho. Their delicious handmade sausages with unique flavour profiles were served at almost every BBQ we went to over the past couple of summers. When our paths finally crossed, it all made sense - they are so damn cool! Their love for meat and hospitality is palpable, and now they have their own storefront and retail shop to call home. We'd love to tell you there's a crispy-skinned, piping hot porchetta sandwich in this box, but we included the next best thing that would fit (and keep) - Singapore Beef Jerky.

empireprovisions.com

 @empireprovisions





THEOBROMA CHOCOLAT

Québec, QC

Organic, gluten-free, GMO-free, fair trade and vegan. These dark chocolate sticks made in Québec are the healthiest, and most socially-conscious thing in the cupboards at BONAFIDE headquarters! For those who enjoy chocolate that isn't too sweet - these are the perfect treat and pair well with a glass of red wine or an espresso. Himalayan Salt, Raspberry and 72% Dark are our grown-up favourites. The flavours are bold, and the texture is silky smooth.

theobromachocolat.com



@theobroma_chocolat

ZWILLING

Canada

Our appreciation for quality kitchen tools started long, long ago with the purchase of our first JA Henckels knife and Staub enameled cast-iron dutch oven at The Bay. Today, we are proud to partner with our friends at Zwilling Canada and feature their products for culinary demos, media appearances, and photo shoots. The Staub Olivewood tool collection is by far one of our favourites, as each one is hand-sculpted from a single piece of sustainable olive wood and is one-of-a-kind due to its natural variations. We're partial to the spatula in this collection (we use it to cook and to serve), and we hope it's the first cook's tool you reach for when you're whipping up meals for loved ones this year.

zwilling.ca

@staub_ca





VR WINE

Calgary, AB

Lastly, thanks to our friends at VR Wine (for those in Calgary, *they deliver!*), we can toast you with a glass of Canella Prosecco and wish you and your family the happiest holiday season as we ring in a happy and prosperous new year.



@vr_wine





*Thank you for your continued support of
BONAFIDE Media & PR and our clients.*

BONAFIDE MEDIA & PR

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*design by destroythebox creative
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