

**Ministry of Agriculture,
Food and Rural Affairs**

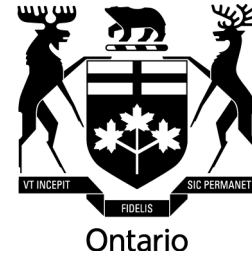
Office of the Minister

77 Grenville Street, 11th Floor
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www.ontario.ca/OMAFRA

**Ministère de l'Agriculture, de
l'Alimentation et des Affaires rurales**

Bureau du ministre

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**Ministry of Tourism, Culture
and Sport**

Office of the Minister

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**Ministère du Tourisme, de la Culture
et du Sport**

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Tuesday, August 22, 2023

Dear Restaurant Owner,

We are launching a new initiative to promote Ontario restaurants and the great things that are grown and produced in our province.

From October 1-8 we are partnering with Restaurants Canada on a new campaign called Dine Ontario (#DineOnt), and your restaurant is invited to participate. Dine Ontario will provide free promotional materials to restaurants that feature an Ontario food or seasonal dish special during this time period, and we encourage, where possible, including a feature beverage such as Ontario wine, beer, cider or spirits. This could include highlighting current Ontario menu items or a new creation for this week.

For those that don't already carry Ontario products, we will be providing resources to help locate suppliers that carry Ontario food and beverages. Our staff will also be available to support throughout the duration of this promotion.

This promotion coincides with the 25th annual Ontario Agriculture Week, which celebrates all of the amazing food and beverages that our province produces, as well as our hardworking farmers and food processors. Restaurants play an important role in our food supply chain and this promotion will help showcase the great things that are grown and produced in Ontario. Customers will be encouraged to dine-in and enjoy the very best that Ontario has to offer.

If you would like to participate in the Dine Ontario campaign, we encourage you to visit www.ontario.ca/page/dine-ontario. Here, you will find information about how to register along with other useful #DineOnt and Ontario Agriculture Week resources.

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Good things grow in Ontario
À bonne terre, bons produits

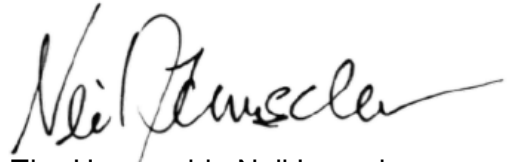
Ministry Headquarters: 1 Stone Road West, Guelph, Ontario N1G 4Y2
Bureau principal du ministère: 1 Stone Road West, Guelph (Ontario) N1G 4Y2

Thank you for everything you do to grow Ontario!

Sincerely,

A handwritten signature in blue ink that reads "Lisa Thompson". The signature is written in a cursive style with a large initial "L".

The Honourable Lisa M. Thompson
Minister of Agriculture, Food
and Rural Affairs

A handwritten signature in black ink that reads "Neil Lumsden". The signature is written in a cursive style with a large initial "N".

The Honourable Neil Lumsden
Minister of Tourism, Culture
and Sport