

2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Flavours of Ramadan

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RESTAURANTS CANADA



Restaurants are key to feeding Canada's recovery, but first they need to survive

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sable siture it use. The day before 10.					
Joh Sentionalland Puls		in 2020, and that's before tax," she			
"Soliderly everything min-				says. "We collectively lost about half	
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O'Belly "Vir une gaing ham mileated to reduced and had to				al right." Al the same time, combeal has	
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lay all about 200 people in one day. Not browing how our shift exold	Dridma devolutes are and with at 20th 10th Nethenderd Publish of maniferbands 20th 10th 10th mannes and transmiss an				
manager. This way year havenals."		na bends, on face, or certificand			
Even Ms. O'Belly, sha says she	cap manarinam da la fla annuales padenis kap for qual sight samar no bode, on Lane, or coefficient annumente				
	66				
	Federal support				
	programs need to	profit margin of 2 per cerd or less.	for, such as inscinences slipping open		
			H. Easily, "When the programs are		
		has helped to keep the lights on, but	has real-tables, they will be are be too	language down and memory up."	
mergine informed, and some meril	the government is	De propans are note pring to be	many hashesting reduced opera-	Despire the challenges, Mr.	
layord also also be our los-		much man individue," says 36 Ear-	here and in the sold."	O'Belly sincers hered a 'glass	
renary to copparing the real-acted and hospitality indexity in perenal.	businesses staving open	slay. To we make into what happe- safe the baseled time of year he	Becausey remains and of sight har many including Ms (Cifedly, Neur-	half-full limit of girl." And desired out with holiday deer	
Lie M. O'Belly Indi Banlas	and people staving	endpointing out on the property of	hundled and Lánalor hoursed	indian, all has bained and	
smalled and GD of Bellevierts		Full many sell meet that dening."	hash Sader than other examples in	a sheey and boost of discussions.	
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small and medium sized businesses	Todd Barriey Preident and CED. Research	neuro har allel un biled and	or over able to record full our	summitive," says Mr. O'Belly, "Dur	
				staff and our cohomers low terms	
sander.		a single-digit loss can present signifi-	bosiness to the mod shreads/ane,"	faile away."	

Each day throughout the holy month of Ramadan, fasting is concluded at sunset, unveiling a rich tapestry of dishes that characterize this sacred period for South Asian communities in Canada and worldwide. These flavors mirror regional diversity and family customs, fostering a feeling of togetherness, celebration, and community. Beyond mere nourishment, the cuisine of Ramadan feeds the soul, forging connections that transcend generations and cultures.

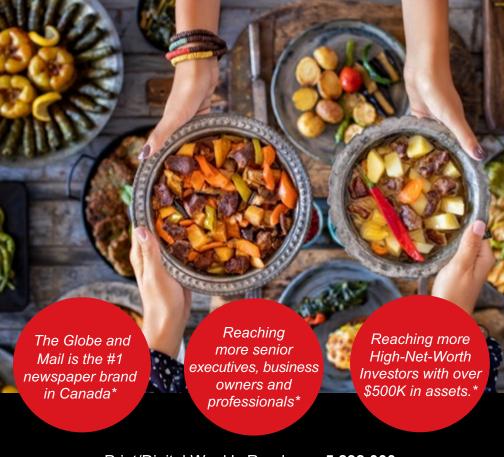
Proposed topic highlights:

TRADITIONS — Exploring the customs and significance of iftar and suboor during Ramadan.

CULINARY HERITAGE — Celebrating the culinary heritage and its role in preserving cultural traditions.

CULINARY INNOVATION — Showcasing innovative recipes and modern twists on traditional dishes in Ramadan's evolving culinary landscape.

COMMUNITY — Spotlighting the spirit of generosity and charity during Ramadan, often involving sharing meals with those in need.



Print/Digital Weekly Readers – **5,898,000** Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 22, 2024	March 4, 2024	March 11, 2024	January 22, 2024



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