## Introduction

Although immigration has become a hot topic over the past few years with more governments seeking more restrictions on immigrants and refugees, the general trend of immigration into Canada has been one of on the rise. With more people entering the country from different parts of the world comes more diversity of culture, values and shifts in social norms. Increased population also brings opportunity from a business perspective. A restaurant with a cuisine deemed foreign some decades ago may have been less popular since little was known about it and its origins. However, over time, with more diversity and knowledge sharing and understanding, what was once foreign is now less unfamiliar and as a result, such a restaurant in this day and age my not only be accepted but thrive.

The aim of this project is to be able to explore the possibilities of where a restaurant or food vendor with an emerging cuisine type could now be established in Toronto and hopefully thrive. A major benefit of pursuing this type of project is that if it is successful, it could help future restaurateurs to determine where next to focus their efforts in bringing a not-so-mainstream cuisine to the population of Toronto.

### Selection criteria

For the purposes of this project, the definition of an emerging cuisine, is one that has an appreciable commercial presence within a given community but is not:

1. Associated with a geographic location
2. Associated with a major fast food chain

Toronto, like many other global cities, has areas where specific cuisines are dominant (https://en.wikipedia.org/wiki/Cuisine\_in\_Toronto):

* Eglinton West - Caribbean food
* Roncesvalles - Polish cuisine
* Chinatown - Chinese and Vietnamese food
* Kensington Market - Latin American and others
* Little Italy and Corso Italia - Italian
* Gerrard India Bazaar and Rexdale - Indian, Punjabi, Pakistani
* Agincourt - Chinese, Korean, Japanese, Vietnamese, South Indian, Sri Lankan
* Koreatown - Korean
* Little Portugal/Rua Acores - Portuguese
* The Danforth - Greek
* The Annex – Hungarian

As such, since these cuisines are synonymous with location, they are assumed to be established cuisines and thus fail condition 1 of the selection criteria.

The following were identified as fast food chains in Canada (https://en.wikipedia.org/wiki/List\_of\_fast-food\_chains\_in\_Canada):

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| --- | --- | --- | --- |
| A&W | Dairy Queen | KFC | Robin's Donuts |
| Arby's | Dic Ann's Hamburgers | Krispy Kreme | Subway |
| Baker's Dozen Donuts | Dixie Lee Fried Chicken | Lafleur Restaurants | Swiss Chalet |
| La Belle Province | Domino's | Lick's Homeburgers | Taco Bell |
| Blimpie | Donut Diner | Manchu Wok | Taco del Mar |
| Booster Juice | Edo Japan | Mary Brown's | Taco Time |
| Burger Baron | Extreme Pita | McDonald's Canada | Thaï Express |
| Burger King | Fast Eddies | Mr. Sub | Tim Hortons |
| Captain Submarine | Five Guys | New York Fries | Valentine |
| Carl's Jr. | Fryer's | Orange Julius | Wendy's |
| Chez Ashton | Goji's | Papa John's | White Spot |
| Chicken Delight | Greco Pizza | Pita Pit | Williams Fresh Cafe |
| Cinnabon | Harvey's | Pizza Hut | Yogen Früz |
| Coffee Time | Hero Certified Burgers | Popeyes Louisiana Kitchen |  |
| Country Style | Jimmy the Greek | Quiznos |  |

As such, cuisines associated with these chains will also be excluded from the emerging cuisines category.

Lastly, for a cuisine to be emerging, it needs to be already present within the community as opposed to completely new which would make the cuisine a pioneering one. If no restaurant/ food vendor for a specific cuisine exists e.g. Nauru ethinc food, such a cuisine is disqualified.

Following all the selection criteria, the choice for this project was chosen to be cuisines of **Ethiopian** origin.