

# FOODSERVICE *news*

*The Industry's National Newspaper*

\$5.00 per issue / \$25.00 annual subscription

VOLUME 8, NUMBER 1

FEBRUARY 2005

## acrosscanada

### Ontario



### The latest super Hero

**Aurora**—John Letteiri, founder of the aptly named Letteiri Cafés, has created a new burger-based brand called Hero Certified Burger. The concept is to produce the highest-grade product, multiple burger sizes and a wide variety of toppings all in an energized and modern ambi-

ence. This is the fourth location in this growing enterprise and there are plans to continue expansion across Ontario.

The first Hero Certified Burger opened in November of 2003, with franchisees Peter McLennan and Anthony J. Cavanagh. It

quickly caught the attention of the local Hazelton Lanes crowd for its quality and service.

John Letteiri explains the aspects that set his concept apart from other chains: "First, we have three different sizes for our beef burgers so everyone can choose a size that fits their appetite. But it is really about the customization. We have toppings for every taste. We have the standards, but we also have the gourmet toppings that you can't get at traditional places." And as the experts have told us, the trends are towards premium and unusual toppings to make your ordinary fare into extraordinary fare.

The recipe is to start with a quality foundation; Hero uses 100% Angus Beef and both burgers and Big Frank 100% pure beef hot dogs are filler, MSG, additive, preservative and gluten free. Alternatives are the 100% vegan Soul Burgers and the Chicken Breast Sandwiches. All come charbroiled and served on a fresh bun.