

IFS INSIGHTS

REFLECTIONS ON CATERING & CORPORATE FOOD SERVICE



BEHIND THE SCENES AT IFS

INSIGHT: Seasonal menu refreshes are often the fastest way to improve participation without increasing costs.

Thinking about a spring refresh for your catering or food service program?

Let's look at what small changes could make the biggest difference

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*Seasonality is Strategy,
Not Decoration.*

A LETTER FROM MUSETTE

April has always been one of my favourite months in food service. It's when the industry naturally takes a breath — winter menus feel tired, teams are ready for change, and there's a renewed openness to trying something new. Over the years, I've found that the most successful catering and corporate food service programs use April as a reset point. Not a full overhaul — but a thoughtful realignment. This month, I want to talk about why seasonality matters far beyond what's on the plate.



INDUSTRY INSIGHT OF THE MONTH:

SEASONALITY AS A STRATEGY, NOT A TREND

Seasonal shifts aren't just about ingredients — they affect energy, participation, and purchasing behaviour.

Spring is the ideal time to refresh menus, simplify systems, and realign service models before peak seasons hit. Programs that plan seasonally tend to see better engagement and smoother operations throughout the year.

PRACTICAL TAKEAWAYS

REFRESH, DON'T REINVENT: Swap 20–30% of menu items to create momentum without disruption.

SIMPLIFY FOR SPRING: Lighter menus often mean faster prep, better flow, and less waste.

ALIGN OPERATIONS WITH THE CALENDAR: Use seasonal transitions to revisit schedules, par levels, and service styles.

CLOSING THOUGHTS

Seasonality keeps food service honest. It forces us to pay attention — to ingredients, to people, and to how our programs actually perform in real time.