

**Title:** **Uncorked & Personal** *with The Ascari Group*

## **Who We Are**

The Ascari Group is proud to Uncork and pour ourselves into our work and our new relationship with Devil's Glen Country Club for the 2022 & 2023 season.

We are a restaurant and events company based in Toronto named after 1950's Formula One racing legend Alberto Ascari (who was equally famous for his appetite as he was for his talented racing!).

The Ascari Group began in 2005 with its first restaurant, Izakaya. In 2008, it opened Table 17 then Hi-Lo Bar and Ascari Enoteca in Toronto's east end. 2017 saw the arrival of the French Brasserie, Gare de l'Est and in 2019, Osteria Ascari King West was born. Next came Mercatino E Vini & Bar Ciccio our retail operation serving fine wines, pantry items, sundries, and prepared meals and in 2020 a full-service event + catering company was added to the portfolio.

With an ethos entrenched in food, wine and genuine hospitality, we look forward to showing Devil's Glen that our core strengths are characterized by:

- Providing more than expected
- The honest and professional reputation we have built
- Measuring ourselves by our service, quality, and results
- Remaining competitive but committed to the highest level of conduct
- Serving in a fair, balanced, and equitable way
- Acting as an agent of change and an asset to all of our communities

We use local, fresh, and sustainably sourced products prepared with care and attention to detail. Every step is thoughtfully considered, from our ingredients list to our level of service and we are proud to extend this to the Devil's Glen family.



# ASCARI

HOSPITALITY GROUP

---

## Why Are We a Good Fit.

You are a family, and so are we and we are committed to the idea that experience creates memory, memory invites tradition and the formation of relationships for years to come. Here's how we align.

### At Devil's Glen Country Club

No one leaves the same as when they arrived

It's more of an experience than a ski club

New friendships abound

The journey is worth it

Helps guests feel they have left the world behind

### The Ascari Group

Brings joy and fun to the world through the lens of food, wine and hospitality

Creates uniquely engaging activations

Has an unparalleled commitment to quality and strong corporate and social culture

Has a commitment to an unparalleled attention to detail

Acts as an agent of change and an asset to all our communities



## What Excites Us About This Opportunity?

With the changes and challenges that emerged in the last few years what excites us most about this opportunity is the chance to:

- Work with all members and staff at Devil's Glen to reshape the way we think, act and serve
- Collaborate on offerings that are recognizable, plentiful and priced fairly
- Find the right message and encourage feedback on ways to improve the experience
- Establish synergies with partners who will support The Glen
- Promote initiatives highlighting all that makes Devil's Glen a unique destination
- Put you, our guests first
- Stay on the lookout for new trends

## Our New Team.

Along with a talented team of professionals, many of whom have worked at The Glen in years past, The Ascari Group is proud to introduce our onsite team leaders.

Husband and wife team Eimear De La Rosa-Brazil, Venue Manager and Rafael De La Rosa, Kitchen and Catering Manager, have worked with the Ascari Group for almost a decade. When presented this opportunity to relocate to Devil's Glen, they immediately recognized that this was a warm and inviting locale to work in and raise their family. They are both passionate and enthusiastic members of our team committed to providing you with best possible hospitality offerings.

In addition to the staff led by Eimear and Rafael onsite, there is a larger dedicated team of professionals, located in Toronto, to support the Devil's Glen.

**Partnership Lead:** Erik Joyal, Principal

**Program Lead:** Don Sagarese, Vice President

**Culinary Lead:** John Sinopoli, Executive Chef, Partner

**Events Lead:** Juli Williams, Director of Events

**Human Resources**

**& Technology** Rahil Hoque, COO, The Ascari Group



We want to meet you, to know you, and to ensure you have your say in all we offer. Please make sure you take some time to introduce yourself to all of our team.

## **What We Most Excited to Bring to Devil's Glen.**

The Ascari Group is excited to bring many new and exciting products and services to Devil's Glen. As the season unfolds, we will be launching many new experiences, but are most excited to provide:

- More diversification in all our offerings
- More healthy options in "grab and go" formats
- More prepared meals to take home, heat and serve
- More interactive experiences
- More attention to safe and healthy live events
- More focus on fine foods and fine wines
- A commitment to service and attention to all those we interact with, ensuring members will feel welcome and valued.

In addition, we are proud to bring you ASCARI events + catering, a full-service events company.

We use local, fresh, and sustainably sourced products prepared with care and attention to detail. Each step is thoughtfully considered, from the ingredients to the level of service. In addition to bespoke menus, one would find at any of AHG's restaurants, the scope of service encompasses curated wines and spirits, full event design & décor, and quality staffing.

With the support of this division, we will be pleased and proud to serve all Devil's Glen members and others in the surrounding communities exciting corporate and social event experiences both on and off season.

While we continue to grow, The Ascari Group is committed to maintaining and building upon relationships that that taken time and energy, to cultivate. We are your new food and beverage partners but it's about more than the meals. We recognize that at The Glen, meals are often eaten anywhere, in and around the lodge, with families setting up grills. New friends become the people you sit with at lunch, the ones you look out for as you leave the lodge and the ones you might share timeless moments with late into the night. Great friendships last a lifetime. Great moments last a lifetime.

We are proud to join you all at this very moment.

---



# ASCARI

HOSPITALITY GROUP

---

## How to Find Us.

**For all of your onsite needs and expectations please feel free to contact:**

Eimear De La Rosa-Brazil, Venue Manager

[Eimear@ascarievents.ca](mailto:Eimear@ascarievents.ca)

Rafael De La Rosa, Kitchen and Catering Manager

[rafael@ascarievents.ca](mailto:rafael@ascarievents.ca)

**For all of your corporate onsite events and off-season programming please feel free to contact:**

Don Sagarese, Vice President, Sales & Marketing

[don@ascarihospitalitygroup.com](mailto:don@ascarihospitalitygroup.com)

Juli Williams, Director of Events

[juli@ascarihospitalitygroup.com](mailto:juli@ascarihospitalitygroup.com)

**Here:** Insert AG Logo and [www.ascarihg.com](http://www.ascarihg.com) (as per bottom of our newsletters which Olyvia will provide)

**End.**

