

Brettone Story

Woodbridge Catering opened in 1977 from the family home. They offered home cooked meals that reflected the owner's home in Calabria. The owner immigrated to Canada when she was 27 and first went to Toronto then Woodbridge. The owner had a lot of friends in the business and was helping them out for some extra income. Her friends owned banquet halls and she had requests to actually cook for weddings and she did so on her own. With the experience she started her own restaurant.

From the beginning she was always cooking for birthdays, or baptisms, and other big events because she worked a full-time job, and this was something she did on weekends. Around 35 years ago her son became a chef and in the 90s turned it into a restaurant that offered buffet and catering. They also host events on the weekends which the owner helped out with for about three to four years before retiring. A lot of the food offered still reflects the owners home style cooking reflecting of Calabria's culture.

When the son took over the establishment changed its name to Brettone, which is the family's last name. Their mission has always been to keep it authentically Italian. The dishes have remained quite similar throughout the years yet have had to modernize with the times and keep the establishment unique. An example of this will be the polenta that they make with portobello mushrooms, goat cheese, and pesto. Due to being family owned they have been able to contribute to the Italian food scene by offering personal touches and items for customers. They also keep on touch with customers after the event which is unique as not many big businesses take the time to do that.

One of the best-selling items is the lasagna. Many of their ingredients are from Italy such as their tomatoes and olive oil. Dry pastas are imported from Italy and fresh pastas are made in house. The establishment claims that spices are a very important to creating the perfect Calabrian dish.

When the business opened, they attracted customers through word of mouth and by providing good food that made people want to come back for more. At the time the business opened, banquet halls were rare thus many people had events in church basements and needed catering. When Brettone opened they had a grand opening and handed out flyers in order to advertise the business and attract customers. Recently, social media has been useful to the business, Instagram and Facebook being their most popular.

Their clientele consists of varying age groups. They have noticed the older generation getting tired of cooking and dining out more. The families that are bushy with children do take out often and younger people are also dining in. All generations are ordering catering and frozen meals. During the pandemic the business' catering has suffered, yet their frozen meals have boomed as many people are forced to stay home and use their ovens. For the future they hope to continue to become a one stop place for all Italian ingredients and food.