

Coast Story

Coast is the product of both Eduardo and Ide De Berardinis' experiences and travels. It is coastal dining which includes casual with tons of flavours and seafoods. The establishment opened three years ago in 2018. Eduardo has experience in the restaurant business as his father owned a restaurant business that had several locations across Toronto. Through this Eduardo, referred to as Eddie, became a top chef that hosted events for the Italian Chamber of Commerce and for the consulate. Food critic Joanne Cates nominated Eddie's cooking as one of the most influential of the 2000s.

The menu is not 100% Italian; however, the process, philosophy, passion, and ingredients are rooted in Italian cooking. Their menu changes by season as they use local ingredients to accomplish their dishes and, in some seasons, certain fish or produce may not be readily available. The restaurant does this to be more sustainable and allow fish and other products to reproduce during their reproduction periods. They believe this keeps their customers entertained and allowed them to have fun with cooking. They try to keep their ingredients simple and natural. Due to working with alive products like clams they buy them daily in batches to ensure they are always fresh. The menu is made so that plates are shareable so people can try a variety of foods for a reasonable price. They also offer Italian wines that are not available at the LCBO, they also want their wines to be affordable so people can try them.

Both Eddie and Ide are from the Abruzzi region, which has a beautiful balance of regional cultures within the province. They tried to bring out that balance of culture in Abruzzi with their food, thus the food at Coast does reflect the regional culture of Abruzzi. Despite this their most famous dish is Eddie's carbonara which reflects a neighbouring coastal region in Italy and their spaghetti vongole which is a spaghetti with clams in a white wine garlic sauce dish. Another famous dish would be the Coast Chowder because it has a Canadian influence to it and people love the creamy, thick, warm chowder.

Coast is located in the High Park neighbourhood and have a wonderful set of clientele. Many people that knew Eddie have followed him to Coast and they get customers from all over Toronto. They attracted customers when they first opened by doing a grand opening festivity, some PR, invitations, yet most was accomplished through word of mouth. Social media has also helped connect Eddie with customers he had at his earlier restaurant.

The pandemic allowed the business to branch out and be funkier and more casual. They created take-out which forced them to adapt their dishes and market them differently. The pandemic has also affected how much of certain seafoods are available which forced the establishment to make more classic, comfort food style dishes such as meatballs and Canadian dishes such as mashed potatoes. They also noticed a lot of families were taking out not just couples, so they introduced 4-5 person meal packages. Two things the owners may want to continue after the pandemic is the takeout and patio because the patio gives a European vibe to the establishment. In the future the owners would like to expand across Ontario and even

maybe Canada as a whole. There are also plans to open a fast food business that offers healthy quick meals.