

## **Benjamin Nasberg Launches “Serve Forward” Pledge to Strengthen Local Food Systems and Support Restaurants Under Pressure**

Winnipeg-based CEO Benjamin Nasberg outlines a practical, community-first commitment to support restaurants, workers, and food access through measurable daily actions.



**Winnipeg, Manitoba Apr 23, 2026 ([IssueWire.com](https://www.IssueWire.com))** - Benjamin Nasberg, CEO of Carbone Restaurant Group, today announced the launch of his personal “Serve Forward” pledge, a structured commitment focused on supporting local restaurants, strengthening food access, and improving operational resilience across the hospitality sector.

The pledge is grounded in Nasberg’s experience building scalable restaurant systems and his work launching the Restaurant Emergency Support Fund (RESF), which has helped deliver tens of thousands of meals while supporting struggling operators.

“I focus on speed, simplicity, and repeatability because that’s what keeps restaurants alive under pressure,” said Nasberg. “This pledge is about applying that same thinking to how we support our communities.”

“If unit economics don’t work, nothing else matters,” he added. “The same applies to communities. If local businesses fail, the system breaks down.”

Nasberg emphasized that the pledge is not symbolic, but operational. “We track what matters—throughput, cost, and repeat behavior. This is about turning support into something measurable.”

He also noted the importance of consistency: “If customers come back, we’re doing something right. That applies to community trust as well.”

Finally, Nasberg reinforced the role of discipline: “Scalability comes from simplicity. If it’s not repeatable, it won’t grow. This pledge is built to be repeatable.”

## **The “Serve Forward” Pledge: 7 Personal Commitments**

Nasberg’s pledge includes seven specific, behavior-based commitments:

- **Weekly Local Spend**  
I will allocate a fixed portion of my weekly spending to independently owned restaurants.
- **Operational Support Sharing**  
I will share practical operational insights with at least one operator per week when requested.
- **Food Access Contribution**  
I will contribute time or resources monthly to initiatives that connect restaurants with food banks.
- **Supplier Awareness**  
I will prioritize businesses that source locally or support regional supply chains.
- **Waste Reduction Discipline**  
I will actively reduce food waste in my personal and professional environments.
- **Community Amplification**  
I will highlight at least one local business restaurant or initiative weekly through my platforms.
- **Consistent Measurement**  
I will track my actions monthly to ensure consistency and accountability.

## Why This Matters Now

- **Over 60% of independent restaurants operate on thin margins**, making them highly vulnerable to cost fluctuations.
- **Food insecurity has risen significantly in Canada**, with food bank usage reaching record levels in recent years.
- **Labor and food costs have increased sharply**, compressing profitability across the industry.
- **Local businesses are key economic drivers**, employing millions and supporting surrounding supply chains.

“These are not abstract problems,” said Nasberg. “They show up daily in operations. If we want resilient communities, we need consistent action.”

## “Do It Yourself” Toolkit: 10 Free Actions Anyone Can Take

- Choose one local restaurant to support each week.
- Leave a detailed, positive review online.
- Share a restaurant’s story on social media.
- Recommend local spots to friends instead of chains.
- Volunteer at a local food bank or meal program.
- Reduce food waste at home through meal planning.
- Buy gift cards from local businesses for future use.
- Tip fairly and consistently where applicable.
- Attend community food events or fundraisers.
- Start a group habit (family or friends) of supporting local dining weekly.

## 30-Day Progress Tracker

### Week 1:

- Supported local restaurant:
- Shared/posted about it:

### Week 2:

- Food bank or donation action:
- Reduced food waste goal met:

### Week 3:

- Introduced someone to a local business:
- Left 2+ reviews:

### Week 4:

- Repeated weekly support habit:
- Tracked total impact (spend, actions):

### End of 30 Days:

- Total local businesses supported: \_\_\_\_
- Total meals or contributions made: \_\_\_\_

## **Call to Action**

Benjamin Nasberg invites individuals, operators, and community members to take the “Serve Forward” pledge and implement the toolkit in their own lives.

“Start small, but stay consistent,” he said. “If it’s repeatable, it works.”

Participants are encouraged to share their progress and expand the impact within their communities.

## **About Benjamin Nasberg**

Benjamin Nasberg is a Canadian entrepreneur and CEO of Carbone Restaurant Group. Based in Winnipeg, Manitoba, he has built and scaled multiple hospitality concepts across North America, with a focus on operational efficiency and franchise growth. He is also the founder of the Restaurant Emergency Support Fund (RESF), which supports both restaurants and food banks through coordinated community initiatives.

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