

e11even comes out ahead to win best Canadian washroom

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Paul Irish

Call it the King of the Throne — Toronto's e11even restaurant on York Street has just won the second annual Canada's Best Washroom Award.

"We've worked hard for this," says Steven Salm, the establishment's general manager. "It feels even better knowing it was the public that made the final decision."

The contest is sponsored by Cintas — the company that provides uniforms as well as restroom cleaning and supplies — and this year attracted hundreds of nominations from across Canada, including hotels, convention centres and even a car dealership.

Cintas Canada's senior marketing manager, Leslie Molin, said the restaurant's washrooms are spotless and decorated with the finest of material and hardware.

"The dining experience extends to the entire restaurant," says Molin. "You want everything to be positive and if the washrooms just aren't right everything else is diminished."

The women's restroom is immaculate, well lit (for makeup) and includes magnifying mirrors and delicate colours. Guests are able to relax in a private space with finishes such as marble tiling from floor to ceiling, art, chairs and a faux flower arrangement.

The men's facility is just as clean and constructed in strong, dark shades of tile.

A highlight is a heated toilet set — in the women's washroom only — that includes a bidet that washes both the back and front. It also comes equipped with a pulsating stream.

"The women who have used the washroom think it's wonderful ... many say the setting is so nice they could eat their dinners there," says Salm with a laugh. "While it may not always be top of mind when dining, we feel that the restroom is an integral part of the overall design."

Molin says that the restaurant business has become so competitive that everything has to be top drawer.

"If you have dirty washrooms — believe me — the word speeds and the business suffers," Molin says. "Competitions like this really help the customer."



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