Beat: Lifestyle

Tim Hortons To Hire 10,000 Local Workers.

Tims No Longer A True Canadian Icon

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USPA NEWS - 3G Capital, a Brazilian-American investment firm and the largest single shareholder of RBI, owns Tim Hortons. While Tim Hortons was once a beloved Canadian company, its sale has seemingly led to a shift away from its Canadian roots, particularly in terms of community involvement and hiring practices. Although the press release is well-crafted, the wording is carefully chosen.

Tim Hortons has initiated a nationwide recruitment campaign to hire 10,000 local workers, explicitly declaring that lobbying Ottawa for expanded access to the Temporary Foreign Worker Program (TFWP) is "no longer necessary" due to high national youth unemployment. However, the company's choice of terminology is noteworthy. The use of "local workers" instead of "Canadian workers" may imply that the assertion regarding the Temporary Foreign Workers Program is not entirely genuine. As it stands, approximately 4,000 of the company's 110,000 team members, or roughly 3.6%, are hired through the TFW program. An examination of our five locations raises doubts about the accuracy of the reported number.

Online communities display mixed sentiments; certain residents underscore the necessity of prioritizing Canadian hiring in a challenging economy, whereas many customers and advocates believe the system facilitates franchise owners' ability to circumvent hiring local residents.
They never used the term “local Canadians” for one reason, they didn’t want to strain their ties with non-Canadians in their area. Tim Hortons needs to the do right thing and remember who actually built their brand.

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