INSIDE THIS ISSUE:

- Your Voice at Work - Restaurant Industry News
- Get The Inside Scoop with Joy’s Journal
- Meet the BC Restaurant Hall of Fame 2013 Inductees

Shocked By Your Mobile Phone Bill Each Month?

Whether you’re tweeting today’s specials, checking emails or following up with your suppliers, you rely on your phone to run your business.

To help manage your costs, the BCRFA has partnered with Rogers Wireless to offer a custom plan with one great low monthly rate and unlimited benefits! See front inside cover for more details!
**TRENDS**

- On any given day, nearly half of Canadians (47 per cent) visit a restaurant - a rate that increases annually.
- Quick-service restaurants are where Canadians head 64 per cent of the time when they opt out of cooking.
- Meals at full-service restaurants rate at a distant 24 per cent, followed by prepared foods from grocery and retail outlets, at 12 per cent.

*Postmedia News, July 9, 2013 “Fast food is just fine with Canadian diners”*

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Food carts slowly spread throughout Metro Vancouver

As streetside food carts continue to grow in popularity throughout North America, B.C. communities outside of Vancouver are finally starting to experiment with the concept.

For the past two summers, Surrey has temporarily allowed one food cart to “pop up” near SkyTrain stations, and the city is considering expanding the program. Richmond has also been dabbling with sidewalk food and is finding that its one Japadog location is doing a booming business.

“(In Surrey) we generally close (the food cart program) at the end of August, but we’ve met with such enthusiastic reception we’re looking at the trend of doing it year-round,” said Surrey city councillor and chair of the parks committee Linda Hepner.

“The vendors are asking for it, so we know in a city with half a million people we won’t have any difficulty finding vendors.”

The issue of whether to expand the program and keep it throughout the year will be discussed by city council today.

Hepner said if council agrees, a committee that would include local businesses will be formed to look into how to expand the number of carts without encroaching on the existing restaurant trade.

In Vancouver, an ambitious streetside food cart program began in 2010, and there are now 114 food carts spread across the city.

But when the carts first appeared on Vancouver streets, there were vocal complaints from restaurant owners who did not welcome the competition. They argued that there were too many carts concentrated near restaurants serving similar food, said B.C. Restaurant and Food Services Association president Ian Tostenson.

“Food carts are great, but restaurants would say you have to make sure there is a balance from an economic and location point of view. Putting (food cart) pods in underserviced areas makes sense, but in Vancouver it was an issue of overcrowding in certain areas.”

He said his association would be willing to work with Surrey to ensure the same kind of problems that arose in Vancouver in the early days are not repeated.

Diners appear to not take advantage of bringing own wine to restaurants

A year after B.C.’s liquor laws were changed to allow people to bring their own wine into restaurants, it looks like the move has been a flop.

Ian Tostenson, the president of the B.C. Restaurant and Foodservices Association, says people just aren’t buying in. “I think it is negligible. I really have not met a lot of people owning restaurants that say – I mean you will hear the story every once in a while … but not very often.”

Tostenson says restaurants with their own wine list have no motivation to market the change.

He says we might also be just too polite. “Taking a bottle of wine into somebody else’s restaurant when most restaurants have a great wine lists to start with in B.C. is something that is a bit foreign to us so it is just not picking up and traction.”

Tostenson says corkage fees, ranging from $10 to $25 a bottle, are also not prohibitive.

Food association looks forward to BC liquor laws review

Extending patio hours in Vancouver is one thing, but the head of BC’s food industry group feels the province’s liquor laws should be revised first.

We told you this week about how Vancouver Mayor Gregor Robertson wants to have restaurant patios stay open past 11 p.m. But the BC Restaurant and Foodservices Association says real change must happen at the provincial level.

“Restaurants are the only reseller of alcohol that do not get a discount when they purchase the alcohol, so they purchase it at the same prices that you and I do, so that tends to keep the prices on a restaurant menu a little bit higher,” says President and CEO Ian Tostenson.

He would also like to see private liquor stores be allowed to sell to restaurants.

“We think that if we could find a way to allow them to sell, you’re going to see a lot more creativity and innovation on wine lists throughout the city because the private retailers do carry stuff in their system that isn’t carried by government.”

Last month, the provincial government announced one of the first tasks facing new Attorney General Suzanne Anton is a review of BC’s liquor laws.
Don’t Miss Out!
Monday, September 30th, 2013

The annual BC Restaurant Hall of Fame showcases the best of our province and celebrates BC’s culinary finest. Celebrate the accomplishments of individuals in BC’s dynamic hospitality industry.

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Homer St. Café and Bar Grand Opening
It was just last week when petite Lilliana DeCotiis of the famous hotel and restaurant DeCotiis family, launched her new Homer Street Cafe and Bar which is located in the historic Homer Building at the corner of Smithe and Homer. Lodden Hotel's winning Executive Chef Marc-Andre Choquette is on loan from their Tableau Restaurant while Tret Jordan is Chef. There are 80 seats within the quaint building and about 25 on the scenic patio with rotisserie cuisine being the focus of the new dining venue. It’s quite a charming spot with several old world touches. And everyone had to sample Mioi's unique cocktails. There was the Spring Flower, An Apple a Day, the Ancient Mariner and the Prairie Jewel, all of which went very well with the tasty offerings of Beef Short Ribs, Citrus-baked Steelhead Trout, Grilled Pork Steak, pastas, salads and hors de oeuvres. Digging into the culinary array was the Wedgewood's G.M. Philip Meyer and Global TV's glamorous Robin Gill, travel scribe Lenora Hayman, retired LCB's Darryl Price, Shangri-La's top concierge, Stephanie Moutet, along with a large contingent of media...

Fishworks Grand Opening
One of those North Shore restaurants that generously supported the recent Dining Out For Life promotion to raise funds for AIDS and HIV research was the attractive Fishworks Restaurant on Lower Lonsdale. Owner and Chef Shallaw Kadir opened his Fishworks dining spot three years ago after he sold his other successful restaurant, The Edge, in Edgemont Village. He came to this country when he was 19 and he's worked ever since. He's been going with his best girl, Christine, for 10 years and they've been engaged for five years. She has to be a very patient lady!

Shallaw's new 70-seat dining spot is spacious, urban, edgy and upscale with dramatic swirls on cream walls, dark hardwood floors, spot lighting, with romantic corners for two yet casual enough for families.

His menu is contemporary West Coast offering such appetizers as B.C. Honey Mussels, Baked Oysters, Clam Chowder, Crispy Curry Squid, and my favourite, Crab Cakes with Wasabi-Lime Mayonnaise. Entrees include Fishworks Paella, Egmont White Sturgeon, Organic Chicken Breast, Fishworks Bouillabaisse and Canadian AAA Beef Tenderloin. I found Shallaw's Wild Sockeye Salmon Wellington, crusted with cranberry and almonds, wrapped in phyllo pastry and served with pistachio pesto sauce, new potatoes and fresh veggies, totally irresistible! No wonder the fellow who began the craze for Salmon Wellington, famed restaurateur, Bud Kanke, drops in to enjoy it whenever he's in town, now that his Cannery Restaurant is gone. The Pan-seared Haida Gwaii Halibut with truffle tapenade, served with mushroom risotto and green beans was a treat for the eyes as well as the palate. The attentive service, the ambience and the superior cuisine made for an exceptional evening...

Il Giardino Closes Its Doors
Speaking of successful restaurants, Umberto Menghi’s legendary Il Giardino on Hornby had been busier than ever after announcing an April closure of his landmark Italian dining spot. Movie stars, sports celebrities and regular customers, as well as people who have never been there before, flocked in to dine before it closed forever.
Il Giardino opened on New Year’s Eve way back in 1976. Spotted the trim, slim and very good-looking Bianca Fusco Zanatta in vibrant red, enjoying one of the last meals at the venerable restaurant along with such regulars as the media’s talented gourmet Jürgen Gothe who celebrated his birthday there, All West’s super couple Devinna and Paul Zalesky, money man Peter Brown and world traveler Moira Fitzpatrick. Bianca and pals were surrounded by busy waiters Crawford, Francois, Janusz, led by Maître d’ Bobby Copiak.

One of the most touching events during the long closing saga occurred when Umberto entertained some of his best friends. One was restaurateur Francesco Alongi who was famous for spontaneously breaking into song to entertain his dining guests with marvelous renditions of Italian operas and melodic melodies. Francesco has been ailing for quite some time but that night, he rose to the special occasion and sang for the assembled guests. It was a moment to remember and treasure...

Cactus Club Cafes’ Opens its 23rd Restaurant

Cactus Club Cafes’ restaurateur Richard Jaffray and his talented team launched their newest Cactus Club Cafe on the fringe of Coal Harbour. It’s his 23rd restaurant opening in 25 years with more to come.

This is a to-die-for-spot, has that wow-factor, spacious and airy with walls of gleaming glass, offering spectacular harbour views of the busy waterway, yachts and tugs and seaplanes, the snow-clad Lions, Grouse Mountain and the winding ski trails and the lights of the North Shore. There are 300 comfy seats inside and 200 on the wide patio.

Personable Richard introduced his top executives including Jim Stewart who has been on board since the beginning and is very involved in the opening in three new Cactus Clubs, this time in Langley, Edmonton and Toronto, and Service Director and Sommelier Sebastien Le Goff.

The evening’s taste treats included Tuna Sushi Cones filled with spicy albacore tuna, avocado, cucumber, pickled ginger, tempura, micro cilantro in a soy paper cone, Ceviche Tasters of Steelhead, prawns, red onions, Thai basil, mint, cilantro in a crunchy corn tortilla, rich butternut squash ravioli, mini Kobe-style meatballs in a roasted tomato sauce topped with freshly grated parmesan, marinated roasted Lamb Pops with curry sauce, double-braised pineapple Hoisin Short Ribs with Korean chili sauce, buttered mashed potatoes and micro cilantro and for dessert, a Caramel Chocolate Shot. Drink of the night was a Watermelon Margarita with squeezed watermelon, gold tequila and a splash of citrus, sparkling roses and red and white wines. What a wonderful way to start a busy week!...

Congratulations too to that dedicated young culinarian, Matthew Stowe, product development chef at Richard’s Cactus Club Cafes, who won the tough Top Chef Canada competition and was named as Parade Marshal for the Canada Parade on July 1st... His dedication reminds me of the dedication of his dad, Norman Stowe, head of the uber-successful Pace Group...

2nd Annual Vancouver International Tequila Expo Preview Launch

Great fun as Frenchy and his team officially opened the gorgeous roof garden at Joe Fortes last month in the bright sunshine. And what a perfect time to be sipping prime Tequila cocktails. This was the preview launch of the 2nd annual Vancouver International Tequila Expo which was a tremendous success at the Hyatt Regency where an added attraction was the numerous restaurants supplying delectable hors’ oeuvre including Las Margarita’s, Joe Fortes, The Edge in the Chateau Granville, Donnelly Group’s Clough Club and the Hyatt’s Mosaic Bar & Grill. The B.C. Hospitality Foundation benefitted from this fun event. Guests included BCHF’s Allan Sachs, media’s Judith Lane, Lenora Hyman, Joe Leary, Cassandra Anderton, and Jim Gordon, along with Authentic Wine &
“Everyone deserves to be paid for his or her work.”

A simple enough idea, but sometimes it’s not actually easy to collect when your job is creating music as a composer, lyricist, songwriter or publisher.

Despite popular public opinion, the vast majority of music creators in Canada operate independently of record labels, and get paid independently too.

So how do these music creators get paid? One penny at a time.

When a song is played in public, the creators of that song (not just the performer) are entitled to be paid for that performance. The Copyright Board of Canada sets the fees charged for that use. These fees generally work out to be mere fractions of a penny per song.

So that’s why when a song gets played in public, the people that created that music need to collect their licence fees: their livelihood depends on the collection of small amounts of money from many places over time.

What does SOCAN have to do with all of this?
SOCAN is a member-owned collective – membership is made up of more than 100,000 Canadian songwriters, composers, lyricists and music publishers; the people who make the music that fills our everyday lives.

On behalf of its members and the hundreds and thousands of music creators around the world, SOCAN licenses the people and organizations that use music as part of their business, according to the tariffs established by the Copyright Board. SOCAN also provides the infrastructure to collect the licence fees from its licensees and distribute that money as royalties to its music creator members.

Without the services that SOCAN provides, Canada would be a much quieter country. But without music, would it still be such a great place to live? 0 if

Where can I get more information?
Check out the SOCAN Web site at www.socan.ca or call a Business Development Agent at 1-866-944-6210 if you have further questions.
Go Green and Save!

Join other businesses across BC who are saving money and reducing energy use by participating in the Province of BC’s LiveSmart BC: Small Business Program, developed in partnership with BC utilities (FortisBC and BC Hydro), industry associations, the Small Business Roundtable and other BC-based small business operators.


- Free services of a Business Energy Advisor (BEA)
- Opportunities for free lighting retrofits,
- Incentives for product upgrades, and

Find the best way to save your business money and energy by contacting one of the local BEAs in your area. To view a map of BEA coverage, please visit: http://www.livesmartbc.ca/incentives/small-business/BEA-map/index.html.

Restaurant Energy Saving Tips

Potential Savings per Year

1. Install a low flow pre-rinse spray valve in your dish pit $1,000

2. Change all incandescent & halogen lighting to LED bulbs $320

3. Upgrade fluorescent lighting $150

Find an advisor in your area and receive a free assessment today!

Learn more at: www.bcrfa.com/cpages/bc-energy-advisor
or call 1-877-669-2239

CASE STUDY

Business Energy Assessment

The Reef Restaurant

GreenStep conducted a walk-through energy assessment for The Reef in Victoria through the LiveSmart BC Small Business Program on behalf of the BC Restaurant and Food Services Association. The goal of this energy assessment was to identify ways to help The Reef use less energy and save money. A report was produced with results and recommendations for opportunities that resulted in reduced energy consumption as well as information about financial incentives from BC Hydro, FortisBC and LiveSmartBC that could help finance some of the recommendations for improvement. The owner was very enthusiastic about making some of the recommended changes and getting the LiveSmartBC recognition package.

TESTIMONIAL

“We have just received our new energy efficient light bulb order (over $100 in lights!) and they are all being installed today in the dining room and wait station.

We have done lots of behaviour changes too such as turn all lights off when not in use, turn heat off when not necessary, unplug all nonessential equipment at night (stereo, computers, monitors and visa machines).

We were very happy with our assessment and want to get it done for our two Vancouver locations.

Thanks!”

- Liz De Mata, Owner, The Reef Restaurant

http://thereefrestaurant.com

HIGHLIGHTS

- Replaced incandescent bulbs with LED screw in bulbs.
- Replaced halogen MR16’s with LED lamps.
- Policy to turn all lights off when not in use.
- Unplug all non-essential electronic devices at night.
- Set timers for heating/AC and turn heating off when it is not necessary.

REAL ROI

- $1,349 in annual savings
- $2,105 in possible incentives
- 1.1 year payback
- 8,216 kWh saved annually (15,475 kWh to potentially save)

PROJECT LEADER

Liz De Mata
Owner

The Reef Restaurant
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Gift card programs can become a strategic asset to restaurants by providing a smart, simple way to support business goals that include driving new sales, building repeat business, creating upfront cash flow and developing your brand.

A well-executed gift card program offers many benefits. According to a 2012 Study from Incentive Research Foundation*, gift cards are among the “most popular gift among consumers”. Offering gift cards allows restaurants to capture sales from consumers looking to purchase gifts for family and friends. A gift card program can also help drive new customers through your door when cards are given to recipients that are first time customers to your restaurant.

Furthermore, gift card programs provide upfront cash flow since there is often a time lag from when a card is purchased to when a card is used by its recipient. It is also likely that a portion of cards will never be redeemed. These two factors combined can represent a significant injection of cash for businesses. In planning your program, it is important to define your specific goals for the program and ensure that the process of redeeming cards is quick and easy. Cards should be redeemable using the same system used to process your debit and credit card payments. When considering a provider, look for around-the-clock customer support and detailed reporting for your business, as well as a program plan that can grow with your restaurant.

Once your program is in place, promoting the program will be pivotal to its success. Consider using in-restaurant signage, your company website and social media channels to promote its arrival. It is also imperative to train and incent your staff to sell gift cards, especially around special occasions and holidays.

Gift cards as an employee motivation tool
With the high employee turnover in the restaurant and food services industry – organizations need to find ways to engage their employees. Gift cards can be used to recognize and reward employees for service excellence and achieving certain corporate goals. Gift card rewards can transform your employees into ambassadors for your brand as they share their excitement and their reward with their friends and family.

Implementing Your Gift Card Program
Getting a gift card program up and running can be easy, particularly when you work with an established provider such as Chase Paymentech.

In planning your program, it is important to define your specific goals for the program and ensure that the process of redeeming cards is quick and easy. Cards should be redeemable using the same system used to process your debit and credit card payments. When considering a provider, look for around-the-clock customer support and detailed reporting for your business, as well as a program plan that can grow with your restaurant.

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Chase Paymentech is a leading provider of payment processing solutions helping Canadian businesses efficiently handle their credit, debit, and gift card payments. For more information, visit www.chasepaymentech.ca or call 1.877.801.1817.

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