

# TASTE THE MAGIC

Create an Unforgettable Experience at your Restaurant



## MY MOST ASKED QUESTIONS FOR A RESTAURANT:

WHAT IS THE AMBIENCE LIKE?

HOW IS THE SERVICE?

WHATS ON THE MENU??



## THERE IS A SHIFT IN DINING HABITS

PEOPLE WANT A MORE AFFORDABLE AND SUSTAINABLE DINING EXPERIENCE

High restaurant prices in British Columbia especially Vancouver and Victoria have been a hot topic at the forefront of discussions in the last year. With the cities known for their high cost of living, dining out has become a luxury that not everyone can afford. The exorbitant prices of food and drinks in restaurants have been attributed to several factors such as the high cost of ingredients, rent, and wages, among others. We found that the average person going out for dinner is looking most and foremost for an experience and good value.

**PEOPLE ARE LOOKING FOR VALUE WHEN INVESTING IN YOUR RESTAURANT**



However, the high prices have not deterred locals and tourists from dining out. Many restaurants continue to thrive, thanks to the high demand for their products. But with the growing trend of healthy eating and conscious consumption, many people are rethinking the value they get from dining out. They are now looking for more affordable options that not only satisfy their taste buds but also their pockets.

To this end, many restaurants in BC have started to offer value-driven menus that cater to a wide range of budgets. These restaurants source their ingredients locally, reducing their transportation costs and ensuring freshness. They also invest in sustainable practices that reduce waste and help the environment, which appeals to the growing number of environmentally conscious diners.



BEHIND THE SCENES OF A CREATIVE AND WELL - RUN RESTAURANT:

## SETTING THE BAR HIGH



## We Discovered the 8 Essential Ingredients for Restaurant Success!

**Offer excellent customer service:** Exceptional customer service is essential for making your customers feel valued and appreciated. Train your staff to be attentive, and accommodate to all customers' needs and preferences. Most of all keep your restaurant shiny and clean at all times.

**Serve high-quality food:** The quality of the food is one of the most critical factors that can make or break a restaurant's success. Offer a diverse menu with fresh ingredients and creative dishes that appeal to different tastes and dietary needs.

**Provide a unique experience:** People are always looking for unique experiences that they can't find elsewhere. Offer something special, like a chef's table or a seasonal menu, that will make your restaurant stand out from the crowd. Create an unforgettable ambience with fresh flowers and candles on the tables. Remember people take note of everything.

**Offer promotions and special deals:** Everyone loves a good deal. Offer promotions and special deals that encourage people to come to your restaurant and try your food.

**Leverage social media:** Use social media to promote your restaurant and create a buzz around it. Post pictures of your dishes, share customer reviews, and engage with your followers to build a community around your restaurant.

**Ask and Listen to feedback:** Listen to customer feedback, both positive and negative, and use it to improve your restaurant's overall experience continually.

**Pricing:** Set prices that are reasonable and competitive to ensure that customers feel they are getting good value for their money.

**Give something for free:**

People love FREE. If you present people after they are seated with a morsel of something delicious that does not cost a lot - and is free - they will love you forever.

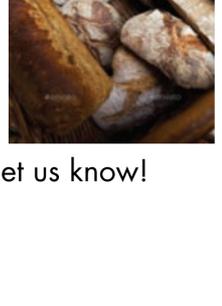
Offer a selection of bread, such as different types of rolls, breadsticks, or sliced bread to cater to different tastes and dietary needs.

Make sure the bread is fresh and warm. Consider baking your own bread in-house or sourcing it from a local bakery to ensure quality and freshness.

Offer a variety of dips and spreads such as butter, olive oil, hummus, or flavored butter to add some extra flavor and variety to the bread.

**Consider dietary restrictions:** Be mindful of customers with dietary restrictions such as gluten-free or vegan diets and offer alternative options.

In conclusion to fill your restaurant with happy customers, focus on creating a buzz get people talking about your exceptional dining experience that includes quality food, excellent service, an inviting atmosphere, cleanliness, reasonable pricing, and attention to details such as bringing the bread basket back.



Please tell us what's your restaurant experience, let us know!

email to: [uta@utanagel.ca](mailto:uta@utanagel.ca)



STAY TUNED FOR MORE ARTICLES ON THE SUBJECT OF RESTAURANT ENTREPRENEURSHIP coming next:

**6 GREAT BENEFITS OF OWNING A RESTAURANT**  
is owning a restaurant hard....yes it is. But there are rewards that go far beyond the difficulties