



# BCRFA in the Media

## *The association speaks out on the latest issues*

### *Restaurants Win Big on Grey Cup*

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By Stephanie Ip

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The Lions weren't the only winners over the weekend.

Downtown restaurants and pubs also drew large crowds, with some almost tripling their usual sales.

"It's been spectacular," said Ian Tostenson, B.C. Restaurant and Food Services Association president. "(Restaurants) have been full for three or four days of the celebrations."

According to Tostenson, the tens of thousands of visitors here for the 99th Grey Cup have been racking up a profit of about \$25-30 million since Wednesday.

"That's about \$7 or \$8 million a day that restaurants are picking up just from visitors," he said, noting some tourists spent an average of \$500 a day per person, half of which went to food and drink.

Forum Public House, which saw plenty of fans come in from across the prairies, reported a 50% increase in sales during the weekend.

"It's been fantastic," said general manager John Nicholson, adding he even had a group of 40 Hamilton Tiger-Cats fans come into the sports bar.

While the demographic of Grey Cup fans is different than that of the Stanley Cup, Tostenson said it was

only reflected in drinking habits, not sales numbers.

"With this older demographic, they drink a little more consistently over time," he said, noting there is less binge drinking with CFL fans. "They drink for sure but they don't necessarily drink spontaneously."

Many restaurants also hired extra staff to deal with the Grey Cup crush, something Tostenson said comes naturally for a city experienced with staging special events.

"Our restaurant industry is getting very savvy about these events," he said. "They know how to plan it well and they know how to make a great impression for our visitors."

"Restaurants give this city an international flavour."

### *Surviving the Economy*

© Vancouver Sun

By Jenny Lee

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Kathy and Erin Wyder make a living selling that most frivolous of comforts - British high tea.

Not only are customers paying \$26.95 per person for tea and dainties, they book ahead for one of three specified seatings - none of which are at the traditional 4 p.m. But still they come.

The little 45-seat Secret Garden Tea Company has