



BCRFA Launches Innovative Resource Line to Support Members

Vancouver, British Columbia- Feb 1, 2009- BCRFA adds another valuable benefit for their members

In response to the ever-increasing need to provide support to their members during these difficult financial times, the British Columbia Restaurant and Foodservices Association is pleased to announce the launch of the brand new Restaurant Resource Line. This 24/7, toll free number is being introduced to provide solutions for BCRFA members on any number of issues that may arise while running their business. These inquiries could range from municipal by- laws and liquor licensing issues, to locating a number to call when they need their oven fixed at two am.

"Operators are looking to ensure that their restaurants are running efficiently and making a profit. In order to accomplish this it requires them to be in their place of business, not spending hours on the phone or computer trying to find suppliers, and researching the latest updates to a municipal by-law. This is where the Resource line benefits members. Businesses contact us and find a solution with just one quick phone call. We believe this is the first service of its kind in North America" says Ian Tostenson President/CEO

1-877 94BCRFA (942 2732) will be in service as of February 1, 2009

About BC Restaurant & Foodservices Association

With over 25 years of leadership, the BCRFA is the foremost advocate and resource for the restaurant and foodservices industry, ensuring long-term dynamic growth within BC. The Association is a representative body of restaurateurs, foodservice retailers, suppliers and educators. It works to enhance the image and integrity of the industry through positive communications, education and promotion of operating standards that encourage excellence.

For further details please contact:

[Sharron Tulk](#)
Director of Member Relations
604-669-2239

or

[Ian Tostenson](#)
President/CEO
604-986-1429