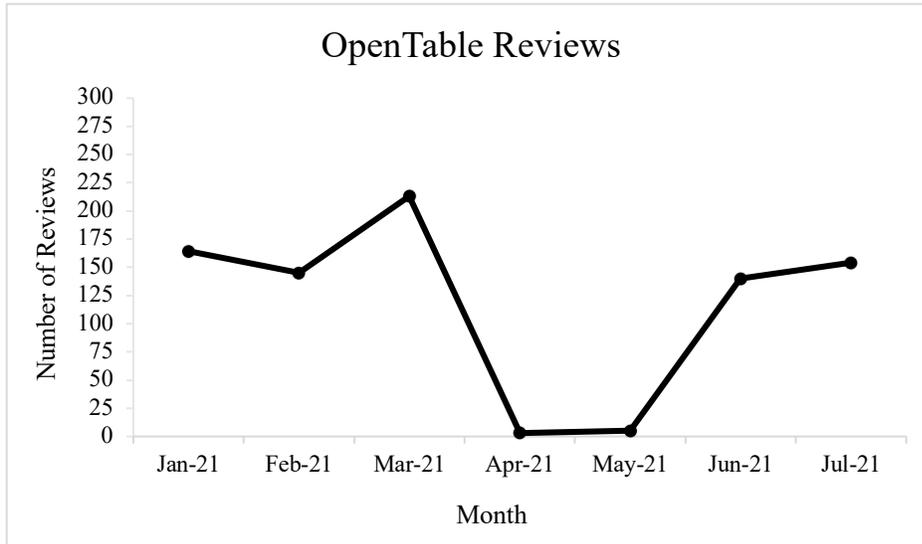


Happy August to you all!

Continuing on our upwards trajectory, our analytics have continued to climb. Positive reviews and lots of guest activity on our social media pages has increased our online presence. I am pleased to present the attached Boom + Batten Analytics Summary and the discussion of these analytics below!

We have had 154 OpenTable reviews come through during the month of July. Our overall rating is 4.6 out of 5 stars with 95% of guests saying they "Would Recommend" us. Our July specific categorical ratings for food, service, and



and ambience are as follows, 4.6, 4.6, and 4.7 out of 5 stars respectively. Our overall rating for the month of July is 4.7 out of 5 stars.

The 154 OpenTable reviews we have received throughout the month of July is on the increasing trend that we have been following since the reopening on indoor dining in the month of June. Since the start of 2021, our highest review count has been 213 which we received during the

month of March. A positive and a negative noteworthy review from this past month are as follows:



FOOD 5  
SERVICE 5  
AMBIENCE 4  
VALUE 5  
NOISE Energetic

**KateS** Reviewed 6/29/2021 · Visited 6/26/2021 · would recommend

AMAZING food! Excellent team! Best risotto I've ever had. They know how to work with texture as well as complimentary flavours.

We had a pizza, salad, charred squid appy (unusual to me and excellent!) and risotto (multiple types of mushrooms all cooked perfectly, just the right amount of truffle oil, SO RICH!)

My wife is allergic to milk and we are grateful there are a variety of milk / butter free options. This means we will come back more often, because there are choices for her. Likewise the gluten free options for when our celiac friend comes to visit.

We also had drinks (excellent selection including a variety of unique cocktails) and the choux for dessert - a delightful surprise of flavours and textures again!

This quality of food I would expect at a more formal dining establishment, with double the prices. I have seriously paid double for meals like this. I so appreciate the expertise that went into the specialty items and I'm sure we'll return to try more!

The open atmosphere, low key music so you can hear each other, the lovely harbour view - you get a wonderful dining experience.

There is a cafe too!

We are returning a week later for brunch!

Great job team!



FOOD 1  
SERVICE 1  
AMBIENCE 3  
VALUE 1  
NOISE Moderate

**Leeri** Reviewed 7/27/2021 · Visited 7/26/2021

Really nice patio, overlooking the harbour, but the food was mediocre at best, and the service was really lacking. I understand that there is an issue with staff shortages at establishments in Victoria right now, so I'm sure this is part of the problem, but I honestly wouldn't dine here again.

**Categories:** Outdoor Eating

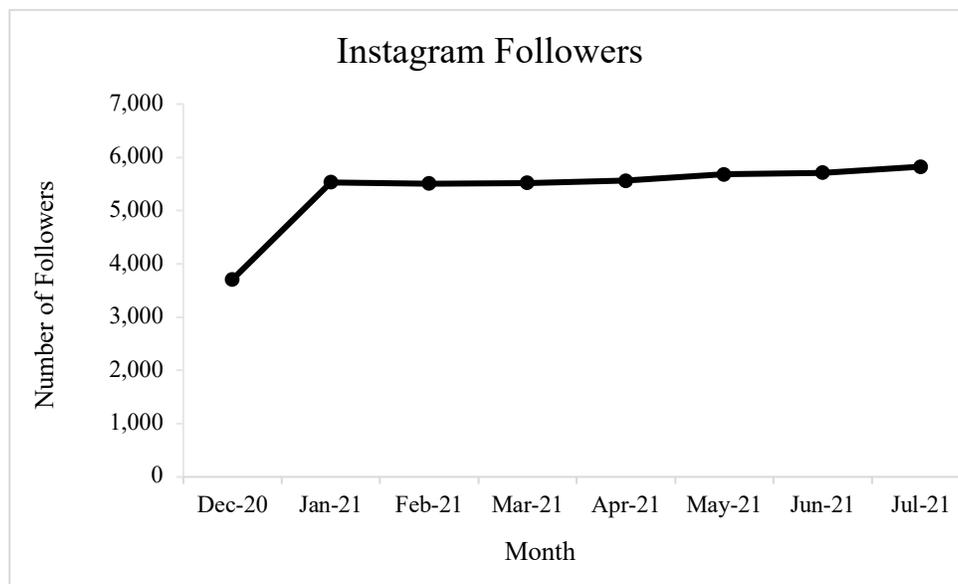


We have received 46 new Google reviews during the month of July and our average overall rating is 4.3 out of 5 stars. I have engaged with 8 guests over email regarding both positive experiences and constructive feedback. Our TripAdvisor rating is holding steady at 4 out of 5 stars coming from over 124 reviews: 6 new from the month of July.

Over the last month, Facebook has changed the way they show reviews, and has taken away the numerical rating system. They have switched to a "Recommends/Doesn't Recommend" system, and therefore Facebook analytics are now meaningless for our business.

Our Instagram following is continuing on the upwards trend; we are now at 5,825 total followers; this is up 114 followers from the month of June, and we are averaging 3.7 new followers per day.

Our followers are comprised of 81.1% female, and 18.9% male with 65.4% of our followers coming from the Victoria area. Interestingly enough, 0.3% of our followers are from Mexico and 0.2% of our followers are from the United Kingdom.



Please find the attached Analytics Summary for July 2021. I look forward to the continuation of these reports and the continuing increase of our ratings, reviews, and followers.

Best wishes,  
Chantaille



# REPORT

INSTAGRAM

5,825 total followers

FACEBOOK

1,833 total likes

2,069 total followers

OpenTable

**154**

*Rating 4.6 Stars | 95% Would Recommend*

FOOD 4.6

SERVICE 4.6

AMBIANCE 4.7

JULY RATING 4.7

Google

**46**

*Rating 4.3 Stars*

Emails

**8**

*Positive Experiences + Constructive Feedback*

TripAdvisor

**4**

*Out of 5 Stars*

124 REVIEWS

2021

Report by Chantaille Ash

For the month of July