

october 2021

October was a fun month at Boom! The kitchen enjoyed a steady flow of guests for both dinner and lunch, with a great boost from Thanksgiving, as well as zero turn over.

As mentioned in previous updates, my main focus continues to be hiring for the forno oven section of our kitchen. It has proven a hard position to fill, as pizza making is a very niche position and hard to find in Victoria. We are starting to see the labour market bubble pop now, as business across the city slows and the market starts to become less dense and less competitive. I would like to get an experienced pizza cook into the forno as soon as possible to really lead the section, and maintain our high standards of quality and cleanliness in the area first seen by guests entering the restaurant. I've had many suitable applicants, who've all had their current employers offer them more money once they hear that they are wanting to leave to join another restaurant – this seems to be the trend these days as employers are seeking to retain skilled labour.

Thanksgiving dinner was very successful. We were able to serve the full classic spread of the holiday thanksgiving dinner for two days. Last year we ran out of turkey, not this year! We had lots left over to send home with the staff as a thank you for working over a holiday they would normally spend with family and friends. The feedback on the food was great. Our new pastry chef Moein put out a spectacular "pumpkin patch" dessert that was quite the hit.

We launched a new food happy hour menu as well, making some much needed changes to keep the happy hour menu fresh and interesting. We took off the hot chicken sandwich, patatas bravas, and leek + bacon flatbread. New items include a diner style cheeseburger, crispy rice cake, and chili chicken (the most popular so far). Feedback has been great – although people are already missing the hot chicken sandwich!

On the horizon for menu development is creation of a NYE four course menu, a holiday feature sheet for December, and the development of new lunch and dinner core menus. I hope to have lunch/brunch/dinner menus launched by the end of November. Moein will also have a new dessert menu finalized and launched by mid-November.

Hope to see everyone in soon for some new happy hour and new core menu items!

Regards,

Matt

B O O M + B A T T E N

