

february 2022

Hello Everyone,

Hope you are all looking forward to the fast-approaching spring season! February at Boom exceeded projections in sales and in covers. Both were up from the previous year and previous month. We served 11,318 guests excluding our café patrons. Covers were up nearly 39% from last year and 17% from last month. Sales were up 29% from last February and up 12% from last month (encouraging as it is a shorter month). We expect to continue trending upwards in March as the weather continues to improve.

Happily, the Public Health Order was relaxed, and we have been able to remove the plexiglass barriers and restrictions on group size. Our house policy for the spring will be a maximum of 8 guests in our dining room and 10 in the private dining room. Managers will be able to make some exceptions, but we feel this is in the best interest of the business overall. It ensures that our guests who may be feeling uneasy about restrictions relaxing still feel safe and comfortable. We have also learned that smaller parties are better for execution, check average, reducing no shows and filling the room in a manner that is not disruptive to other guests. Our maximum group size on the patio this year will remain 6 per table in effort to limit disruptions for our neighbours.

The Valentine's menu moved well but not as well as Chef had hoped. Vincent's Valentines cocktail was super popular. The long weekend, as expected, was incredibly busy. QSA's were higher than normal in February. We had a few errors that were more costly than we would have liked. We are pinpointing areas we can improve, Chef and I are working closely together on the training and development of our teams and identifying problems before they occur.

We also launched new drink menus and are now keeping them on the tables. This has been great for the host team who has been struggling with handing out multiple menus during the pandemic. It also streamlines the experience for the guest, and as all our spirits are listed, will have a positive impact check average.

Reviews across all platforms continued to trend up and we have been receiving a lot of great feedback. We were voted one of the best restaurants around by our OpenTable diners and won a Diner's Choice Award! As mentioned previously, we look closely at our OpenTable reviews as we know they reflect the experiences of real diners. The team is super happy to see that all the dedication to providing great food and experiences is translating to our guests and their reviews of us.

We are continuing to thoughtfully prepare for the opening of the promenade. Patio beautifications, repairs and improvements are in the works. We are hiring and training in all areas of the business. New spring menus will also launch in March. We are looking forward to a busy and successful spring!

Warmly,

Jade

B O O M + B A T T E N

