

Keeping Restaurant Goers Engaged



When you are a restaurant that's been around for 20 plus years, what do you do to keep your patrons engaged?

Sotto Sopra Restaurant's executive chef/owner Riccardo Bosio creates unique events and heavily promotes them through his Facebook page. In February alone, Bosio's special events were: Children's Valentine's Day, Flip a Coin, Unity Potluck, Opera Nights and recently his guest chef dinner with Wit & Wisdom's

chef de partie Jason Cohen.

Cohen, along with his chef friends, Joe Böehm (Elkridge Country Club) and Tayfun Abuska (Kimpton Hotel/Radiator Restaurant), presented Chef Cohen's Mediterranean/Middle Eastern-inspired five-course dinner.

The guest chef dinners are a platform for up-and-coming chefs to express their artistry on a plate, garnish new patrons and engage Sotto Sopra's clientele.



Joe Böehm, Jason Cohen, Riccardo Bosio and Tayfun Abuska

SOTTO SOPRA RESTAURANT

405 N. CHARLES STREET
BALTIMORE
410-625-0534
SOTTOSOPRAINC.COM
FACEBOOK/INSTAGRAM:
@SOTTOSOPRARESTAURANT
TWITTER: @SOTTOSOPRA

Next on the guest chef list at Sotto Sopra Restaurant will be Chef Abuska with his Asian-inspired, multi-course menu.

Solutions for the Food Industry offers public relations, social media training, administration, freelance writing, marketing and more. Contact Dara: 410-486-0339, info@dara-does-it.com or www.dara-does-it.com, Twitter and Instagram: @daracooks. Listen to her Dining Dish radio program on Baltimore Internet Radio.

DARA BUNJON: Dara Does It - Creative

RESTAURANT

CLASS SCHEDULE

ServSafe Manager - 2 Day (16 hours)

Mar. 13&14 - Columbia // Mar. 27&28 - Baltimore // Apr. 03&04 - Columbia

ServSafe Recertification - 1 Day (8 hours)

Mar. 09 - Baltimore // Mar. 21 - Columbia // Apr. 13 - Columbia

Maryland's BEST - Alcohol Awareness

Mar. 07 - Columbia // Mar. 11 - Columbia // Mar. 22 - Annapolis

ServSafe en Español

Apr. 17&18 - Columbia // Jun. 17&18 - Columbia

REGISTER NOW:

» marylandrestaurants.com » classes@marylandrestaurants.com
 » Use code "FSM2017" for 15% off! » (410) 290-6800

ASSOCIATION NEWS VRLTA *cont. from page 23*

budget still includes the increase at the time of publishing. Legislators continue to seek opportunities to increase revenues, but we feel these increases should never exploit a single industry and will continue to fight to have this increase removed.

And now, a look at some bills disrupting the Virginia restaurant industry:

House Bill 1743: Non-Profit Cinema ABC License

PASSED, awaiting Governor's signature

This bill creates a new "non-profit cinema house" ABC license allowing for the sale of wine and beer in non-profit movie theatres with no food service requirement. This is unfair competition against restaurants that must sell food and discriminates against for-profit movie theatres that must serve food to obtain an ABC license.

Senate Bill 970: Updated Food-to-Beverage Ratio Requirements

DEFEATED, failed to report

This bill, put forth by Senator Bill

DeSteph, would have updated the antiquated food-to-beverage ratio creating two distinct criteria for mixed beverage restaurant, caterer's, or limited caterer's licenses. The first, for licensees with monthly food sales of at least \$4,000 but less than \$10,000, the food-to-beverage would have reduced to 35 percent. The second, for licensees with monthly food sales of at least \$10,000, the food-to-beverage ratio would be eliminated.

Thank you to all of our restaurants that support us throughout the year on all these key issues. Your support is a critical piece to our efforts to fight for the rights of our restaurants and a level playing field.

Lastly, a big thank you to all our member restaurants who participated in our Third Annual Taste of VRLTA Legislative Reception on January 25 in Richmond. We continue to hear from legislators who look forward to our reception each year.

ERIC TERRY is president of the Virginia Restaurant, Lodging and Travel Association.