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SPECIAL SUPPLEMENT: BAR & BEVERAGE BUSINESS BUYER'S GUIDE 2007-2008

Profile

by James Farr

The son of British immigrants to Canada in the 1950s, Tom Goodchild has had to earn much of his success through dedication, hard work and much determination. Learning the foodservice business from the ground up as a teenager in his home of Edmonton, Alberta, Tom Goodchild now serves as president of Alberta's thriving Sawmill Prime Rib & Steak House Restaurant Group.

His work and life experiences early in his career provided him with a solid foundation in the food and beverage business and a thorough understanding of what it would take to succeed. From the King Edward Hotel, The Edmonton Inn and the renowned Edmonton Steak Loft Tom Goodchild would gain valuable insight into the working knowledge of the complex and occasionally



(Left to right) Bob Siffledeen, franchisee, Capilano location; John Cole, franchisee, BCM Restaurants; Len McCullough, director of operations, Sawmill Corp.; Kevin Brown, franchisee, BCM Restaurants; Tasker Goodchild, Sawmill Corp. district manager and Jeff Siffledeen; franchisee, Capilano location.

Sweet Success

fatal hospitality business.

Coupled with two partners in 1976, Tom Goodchild opened his first restaurant on Edmonton's Calgary Trail North. This location would eventually become known as "The Sawmill" and after numerous expansions, remains to this day one of the city's most popular dining destinations.

While attracting much business in the early years, cash flow was a monthly issue as Goodchild worked diligently to keep the restaurant afloat. The young restaurateur's parents personally financed him and in turn Tom Goodchild became the sole operating partner of his business thus transforming this location into a family empire. Today, Tom's eldest son Tasker serves as the company's district manager, keeping a new generation of Goodchild's firmly entrenched in the business.

As the company's Web site declares, "The main ingredients to the Goodchild success formula are the dedication to and insistence upon the delivery of top quality products with exemplary service. This philosophy has become the cornerstone of the Sawmill Prime Rib & Steak House tradition." Tasker Good-

Sawmill Prime Rib & Steak House Restaurant Group Profile

child would add that, "We serve the best quality product we can buy and have never deviated from that." With premium "AAA" Alberta Beef anchoring their menu, loyal customers of Sawmill Prime Rib & Steak House return again and again as they are guaranteed they will receive the best possible product available. And if the charbroiled steaks or the succulent roast prime rib of beef is not enough of an attraction, their world class shrimp, salad and oyster bar are sure to appeal.

Since its birth in 1976, the Sawmill Prime Rib & Steak House has grown to include four locations strong, as well as a growing banquet and catering business. In 2004, the company concluded to pursue a franchising strategy and share their award-winning style with qualified and like-minded business professionals. The Sawmill Prime Rib & Steak House Terra Losa and Oliver Square locations were in turn sold to a new partnership. The company

retained the Sawmill Prime Rib & Steak House on Gateway Blvd. North and the company's largest success story to date, Tom Goodchild's Moose Factory, an upscale steak dining room as well, located in Edmonton's southside. On Calgary Trail South, directly adjacent The Sawmill Prime Rib & Steak House, Tom Goodchild's Moose Factory is a tower of 20,000 square feet. A testament to Tom's entrepreneurial ability, this dining monument includes a multi-dimensional dining room, a lounge, three private dining rooms, a banquet room and a patio with a total combined facility seating capacity of over 700 guests.

Tasker Goodchild comments that while the Sawmill Prime Rib & Steak House will continue to maintain the corporate location on Gateway Blvd. North and Tom Goodchild's Moose Factory, the focus of the company in moving forward will be on the development of their franchise model.

The Goodchilds, along with Len

McCullough, the company's longtime director of operations, are looking to add more locations in the next 12 months. They have a new franchise scheduled to open on the outskirts of Sherwood Park, the Capilano district of Edmonton in the Fall of 2007 and are actively soliciting more growth opportunities within the province. With the current prosperity and positive long-term outlook for Alberta in general, Grande Prairie, Red Deer, Calgary and Lethbridge are natural sites of opportunity. Tasker Goodchild indicates the company is always willing

to entertain inquiries from any Canadian province as steak houses are and have always been a top of mind dining consideration of any consumer.

Additionally Tasker Goodchild also indicates that, "We are not in a real hurry to just sell franchises. We want to ensure we are doing it carefully and properly." He further comments that, "One of the key components to a successful franchise is ensuring you have chosen the right operator."

The partnership that purchased the first two locations has been flourishing,

he says. They have reinvested profits back into their establishments, which is something guests appreciate. The lounges, popular with the business crowd, have been renovated and now sport numerous high definition big screen televisions. This has been a successful strategy in attracting customers looking to enjoy some food and beverages while watching their favourite sports teams on the larger than life screens.

In addition, the aggressive happy hour specials coupled with a company loyalty program that features such great incentives

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As we celebrate our 40th anniversary in 2007, we also raise a glass to the Sawmill Restaurants who have proudly made Nottage Hill their preferred pour for the past 11 years. Thank you for being such a supportive partner, we look forward to many more years of continued success.

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(Left to right) An Alberta Beef Producer representative; along with Joe Ferreira, chef for the Oliver Square Sawmill; and Sawmill Corp. president Tom Goodchild.

as Grand Prix of Edmonton race tickets and a trip to Mexico, are also very popular. While a smaller menu version is available in the lounge, guests have access to the entire dining room menu and wine list while remaining in the comfort of the lounge.

Giving back to the community they belong to is another very important component of the business for Tom Goodchild and his company. They do this by hosting annual men's and women's golf tournaments to raise money for local charities. In 2007, the Alberta Heart Foundation will be the recipient of the proceeds from both tournaments. Additionally, the group's burgeoning banquet and catering business provides a hot lunch for two inner city schools three days per week.

With Tom Goodchild's winning formula already on display in Edmonton and the newest addition to the Sawmill Prime Rib & Steak House, the Capilano franchise, preparing to open its doors in several months, do not be surprised to see a rapid expansion of the respected brand in the short years to come. ♣