



B. C. FERRIES



B. C. FERRIES

Welcome Aboard

Good Morning

Breakfast Suggestions

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FRUIT AND FRUIT JUICES

Orange Juice	Small .20, Large .30
Apple Juice	Small .20, Large .30
Tomato Juice	Small .20, Large .30
Chilled Half Grapefruit20

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CEREALS

Hot Cereal with Cream35
Dry Cereal with Cream25

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BREAKFAST SPECIALS

(Fresh Farm Eggs)

Grilled Ham or Bacon or Sausages with Two Eggs, Hash Brown Potatoes and Toast	\$1.25
Grilled Ham or Bacon or Sausages with One Egg, Hash Brown Potatoes and Toast	1.00
Ham or Cheese Omelette and Toast	1.25
Plain Omelette and Toast90
Two Eggs, Any Style50
One Egg, Any Style25
Hot Griddle Cakes (3), Syrup and Butter75
Side Order of Ham, Bacon, or Sausages50
Side Order of Hash Brown Potatoes25

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TOAST, ROLLS, ETC.

Choice of Pie, Fresh Daily30
Bran Muffin (1) with Butter and Honey15
Toast, Buttered, with Jam, Marmalade, or Honey20
Cinnamon Toast20
Doughnuts	Each .10, 2 for .15
Coffee15
Tea, Milk15
Hot Chocolate20

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Please Pay Cashier When Leaving Dining Room

about 1960

News I

Janet Frost
Librarian
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BRITISH COLUMBIA
FERRY CORPORATION

24/99

June 21, ~~JUN 23~~ 1999 gendarly Taste Since 1928

BC FERRIES WELCOMES WHITESPOT ONBOARD FOR SIX-MONTH TRIAL

VICTORIA – BC Ferries and White Spot will start serving White Spot Triple O burgers and french fries this summer for a six-month trial on the Spirit-class vessels, BC Ferries president and CEO Bob Lingwood and White Spots president Warren Erhart announced today.

“This agreement is an important opportunity for BC Ferries,” said Lingwood. “White Spot was chosen for this trial because it is a B.C. business with a strong regional identity and a long-standing commitment to excellence. I believe that bringing the services of two well-known B.C. companies together has tremendous potential.”

The trial program will start in early July and is intended to gauge customer interest and the effectiveness of bringing in a leading brand name in the food service industry.

“Partnering with well-known brand names has become a food industry trend, particularly for non-traditional food outlets like hospitals, universities, airports and shopping malls,” said Erhart. “These partnerships have been shown to increase sales, and White Spot feels confident that our product will be welcomed by BC Ferries’ customers.”

BC Ferries will provide the equipment, the venue, management and staffing, while White Spot provides menus, recipes, preparation standards and training. In addition, White Spot will provide signs and marketing support.

BC Ferries published a notice of intent to contract on May 1, in which qualified firms were invited to express their interest and White Spot was the winning bidder.

Founded in 1928, White Spot Restaurants is a B.C. company comprising of more than 50 restaurants throughout British Columbia. White Spot has recently entered into partnership arrangements with General Motors Place, Vancouver Airport and Science World.

Archive Instructions

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Attachment

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Warren Erhart
President, White Spot Restaurants
(604) 321-6631

Backgrounder

- BC Ferries' gross revenue from food services is \$40 million annually.
- Annual cafeteria sales on the two Spirit vessels total \$7.5 million and sales for BC Ferries' hamburger and french fry program on the two Spirit vessels totals \$1.5 million a year.
- Revenues from BC Ferries' onboard food services have been relatively unchanged for the past five years.
- Based on the experience of other food operators partnering in a similar manner, BC Ferries anticipates that bringing White Spot onboard will strengthen customer satisfaction, boost revenues, and help increase sales of other BC Ferries food products by attracting more customers to on-board cafeterias.
- Ongoing analysis of onboard revenue will be conducted to assess the overall impact of the program. At the end of the six-month trial, BC Ferries will be in a position to gauge the effectiveness of the initiative.
- Among the new menu items will be: Original Cheeseburger, Chicken Burger Supreme, West Coast Salmon Burger, Garden Burger, and the B.C. Burger (Bacon, Cheese).

 **BC FERRIES**
NEWS RELEASE

02-12

Friday, April 5, 2002

**WHITE SPOT PROGRAM EXPANDS TO DUKE
POINT/TSAWWASSEN VESSELS**

VICTORIA – BC Ferries officially welcomes Triple O's onboard the Queen of Alberni next week, making it the seventh vessel in the fleet to benefit from the partnership between BC Ferries and White Spot restaurants.

White Spot Triple O's will also be introduced on the Queen of New Westminster, which operates on the Duke Point/Tsawwassen route, in late April.

Under the White Spot partnership, burger sales have increased by 60 per cent, generating \$5 million a year in revenue. Overall vessel sales have also increased by 6.8 per cent.

White Spot Triple O's menu is now featured on the two Spirit class vessels and the Queens of Saanich and Vancouver, which operate on the Swartz Bay/Tsawwassen route, and the Queen of Cowichan and the Queen of Oak Bay on the Horseshoe Bay/Nanaimo route.

In June 2000, BC Ferries and White Spot entered into a five-year contract following a successful trial on board the Spirit vessels that operate between Swartz Bay and Tsawwassen.

Like BC Ferries, White Spot has a strong BC identity and long-standing commitment to customer service. Founded in 1928, White Spot Restaurants is a BC company with more than 50 restaurants throughout British Columbia.

BC Ferries generates \$44 million annually in food and beverage revenue, making it one of the largest restaurant operators in BC.

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Contact:
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BC FERRIES

CORPORATE COMMUNICATIONS

INFORMATION BULLETIN

For Immediate Release

03-006

February 5, 2003

Joint Award Presented to BC Ferries and White Spot

VICTORIA – BC Ferries and White Spot have won the Newsmaker of the Year award for their outstanding partnership in the Food Services and Hospitality Industry.

The Vancouver branch of Canadian Food Service Executives Association in conjunction with Pacific/Prairie Restaurant News presented the award at its annual awards dinner, February 4, 2003.

Approximately 130 food service professionals belong to the Canadian Food Service Executives Association – Vancouver branch.

Criteria for the Newsmaker of the Year Award include dedication to industry advancement, visionary approach, credibility, communication, and impact of contribution.

BC Ferries introduced customers to a branded-burger program in a joint-partnership with White Spot in 1999. On-board burger sales increased by approximately 60 per cent as a direct result of the branded-burger program, generating more than \$5 million a year in revenue. The program has since been expanded to eight major vessels connecting Vancouver Island and the Lower Mainland.

Following the success of this program, in January 2003, BC Ferries announced Requests for Proposals for a branded sandwich partner and a branded pizza partner.

The RFP's for those initiatives close February 17, and March 7, respectively.

On April 1, 2003, BC Ferries will be restructured into an independent company under the B.C. Company Act and will be renamed BC Ferry Services.

During this time of transition, BC Ferries is identifying opportunities to improve customer services and efficiencies.

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Contact: BC Ferries, Communications
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Note to newsrooms: BC Ferries' Corporate Communications Department can be reached at (250) 978-1267 between 8:30 a.m. and 5 p.m. Monday to Friday. For weekend or off-hours media inquiries, please call our pager at (250) 389-8826.



BC FERRIES

CORPORATE COMMUNICATIONS

INFORMATION BULLETIN

For Immediate Release

03-008

February 28, 2003

WHITE SPOT PROGRAM EXPANDS TO HORSESHOE BAY/LANGDALE ROUTE

VICTORIA – BC Ferries continues the implementation of its successful White Spot branded-burger program on the Queen of Surrey on the Horseshoe Bay – Langdale route, March 5, 2003.

The Queen of Surrey is BC Ferries' ninth vessel to offer its customers White Spot Triple O's since the program was first introduced in 1999.

Overall, on-board burger sales increased by approximately 60 per cent as a direct result of the branded- burger program, generating more than \$6 million a year in revenue.

BC Ferries generates \$45 million annually in food and beverage revenue, making it one of the largest restaurant operators in BC.

BC Ferries' outstanding partnership with White Spot is recognized by the food services and hospitality industry. In early February 2003, BC Ferries and White Spot received an award for dedication to industry advancement, visionary approach, credibility, communication and impact of contribution.

On April 1, 2003, BC Ferries will be restructured into an independent regulated company under the B.C. Company Act and will be renamed BC Ferry Services.

With transition into an independent, commercial company, BC Ferries is identifying opportunities to improve efficiencies and customer services.

This includes further enhancing food services to include new branded sandwich and branded pizza partners. Requests for Proposals for these two initiatives were issued in January 2003. The successful proponents will be announced in March.

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