

# "Satisfying the Hungry Entrepreneur" SaskTel Web Hosting

## BACKGROUND

A Moment in Thyme Bistro & Catering, located in downtown Regina, is no run of the mill restaurant. Purchased by James and Tracy Rogoza in 2005 from James' erstwhile employer, A Moment in Thyme provides an intimate dining experience for any occasion. James, a certified Red Seal Chef, takes great pride in preparing a well-structured and ever-changing menu infused with international flavours. In addition to regular lunch and dinner service, A Moment in Thyme also offers catering services and has hosted several dinner events. The quiet, comfortable atmosphere and exceptional cuisine has made A Moment in Thyme one of the Queen City's most promising hidden gems.

## CHALLENGE

The culinary prowess of Chef James allows his sumptuous fare to speak for itself. And while the growing host of satisfied customers was happy to spread the word, A Moment in Thyme needed a convenient way to share their passion for food and constantly changing menu with guests. The internet provided the most obvious solution. "People, especially if they're out of town, usually look online before they check the Yellow Pages," explains Tracy Rogoza.

Keeping up with the competition in the fast-paced restaurant industry played an equally important role in the decision to establish a web presence, Tracy adds. "A couple of other restaurants in the city had web sites, so in order to be competitive, especially for the catering, we needed a web site."

Minimizing the costs associated with a web site provided an additional challenge. "We try not to spend too much on advertising," mentions Tracy. "We'd rather do it by word of mouth. People know the business because they like the food. It's more about convenience and helping to get news out."

## SOLUTION

Creating an effective and enticing web presence with minimal expenditure and maximum convenience led James and Tracy to SaskTel. "We do everything with SaskTel. All of our services at home and with the business are through SaskTel, so it was a natural option." The convenience of bundling their services with a provider they were familiar with provided a tangible benefit to the young restaurateurs.

The convenience of the web site, in particular the online menu, has been a boon to owners and patrons alike. "We've found having the menus online is very helpful. A lot of people call in and want us to fax them a menu. We tell them to go online and they can check it out themselves," says Tracy. "We often refer people who are looking for catering to our web site. That way they can check it out so they have an idea of where to start."

A Moment in Thyme has found having an effective web presence an excellent tool for improving customer convenience and keeping clientele informed. James and Tracy have been pleased both with the reliability and the value of the service and look forward to satisfying the eager palates of their increasing customer base.



**"Traffic to our web site is increasing all the time. It's an easy tool our customers can use and they definitely like it. We get feedback all the time."**

**Tracy Rogoza**

**Co-owner**

**A Moment in Thyme Bistro & Catering**

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