

## **Foodservice and Hospitality magazine presents Bueschkens award to Prime Restaurants**

Toronto, Ont . Feb. 4, 2008.... *Foodservice and Hospitality* recently presented Prime Restaurants with its Hans Bueschkens award of merit. The award is presented annually to a company that has contributed in a significant way to the well being of the community it serves. It honours outstanding service, dedication and social advancement of the Canadian hospitality industry.

Since presenting its first Bueschkens' award almost two decades ago, *Foodservice and Hospitality* has honoured a wide spectrum of leading companies including McDonald's Restaurants, Fairmont Hotels & Resorts, Tim Hortons, SIR Corp, Golden Griddle, St. Hubert, Boston Pizza, Mandarin Restaurants and Firkin Pubs.

Hans Bueschkens was one of Canada's greatest chefs. Throughout his extensive culinary career he was instrumental in giving his time, his love, his passion and his heart and soul to promote the foodservice industry around the globe.

In presenting the award to Nick Perpick, president of Prime Restaurant Group Inc., at the Top Management Night, organized by the Canadian Association of Foodservice Professionals (CAFP), editor/publisher Rosanna Caira lauded Prime Restaurants for making the betterment of the foodservice community a top priority.

Over the past 13 years, Prime Restaurants has raised more than \$1 million for Camp Oochigeas, a camp that provides year round program for children affected by childhood cancer. The camp is located on a beautiful 400-acre property on a private lake in Muskoka. In 2005, more than 200 children aged 6 to 19 participated in eight weeks of summer camp, where they build new outdoor skills, made new friends and received excellent health care. The camp is the only one in Ontario to offer chemotherapy treatment and blood transfusions on site.

On a year-to-year basis, a total of \$115,000 is raised annually through the company's Golf Tournament. Additionally, with every new store opening, Prime recommends to franchisees that they choose a charity of their choice within their community that they can raise funds for throughout the year. This allows the restaurant to increase their exposure in the community. Ninety-nine per cent of its franchisees decide to follow the company's recommendation.