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FOR IMMEDIATE RELEASE

fsSTRATEGY CLIENT AWARDED VQA GOLD AWARD OF EXCELLENCE

13 Mountain Street brings modern casual elegance to Grimsby

Grimsby, Ontario – July 16, 2008 – fsSTRATEGY client “13 Mountain Street” restaurant in Grimsby, Ontario has recently been awarded the VQA Gold Award of Excellence for their Ontario wine list.

Peter and Cheryl Martinello, and Executive Chef, son Joshua Groom opened 13 Mountain Street in early 2008; transforming the Victorian era Gables restaurant into a tastefully modern and welcoming casual elegant eatery. 13 Mountain Street now provides Grimsby locals and knowledgeable travellers with internationally inspired flavours featuring local ingredients and wine.

fsSTRATEGY worked closely with Peter, Cheryl and Josh in 2007 to identify and further define the most appropriate concept for this historical location utilizing their proprietary concept identification tool: fsIN-SITE. fsSTRATEGY also assisted with profitability and resource planning for the restaurant.

"We greatly appreciated the time and effort that fsSTRATEGY spent with us in helping to turn our vision into an actual work plan. They provided us with the research information and tools we required both prior to opening as well as to use now that we are open. Their assistance has definitely contributed to our success." -- Cheryl Martinello

fsSTRATEGY is an alliance of senior consultants focusing on business strategy support-research, analysis, design and implementation-for the foodservice industry. Our team has extensive consulting experience in foodservice across Canada and internationally. Our team is unique in that we provide service to all foodservice sectors (restaurants, attractions, hotels and resorts, gaming establishments and institutions) and all levels of the foodservice supply chain (growers, processors, distributors and operators).

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For more information, or to schedule an interview, please contact Geoff Wilson or Bill Dover