



Vernon's The Roster Sports Club and Bar to Reopen Canada Day

FOR IMMEDIATE RELEASE

MONDAY, JUNE 15: VERNON, B.C. – The Roster Sports Club Bar & Grill is thrilled to invite patrons and members to celebrate its reopening from pandemic shutdown on Canada Day. As a pub known for its Tuesday and Thursday wing nights and sports-themed menu, they'll be offering uniquely Canadian pub grub on this special day, including Maple Leaf Wings featuring a saucy maple twist, Stampeders Split Pea Soup, Les Canadiens Poutine, The Rookie Cookie Ice Cream Sandwich, and a beer draft special from Molson Canadian.

"We really wanted to welcome back our loyal customers in a meaningful way and thought Canada Day was the perfect time to welcome back our restaurant patrons and club members," said owner Hussein Hollands.

During the downtime and in preparation for the reopening, the club has updated the outdoor patio, landscaped, painted the interior and exterior, added new fencing, installed new floors in the sports bar, resurfaced the court floors, and added new LED lights in courts and new signage.

"We decided to use the closure to make improvements and are excited to share the space again with members and patrons. We also want to offer more services to generate new revenue streams to stay viable in difficult times," said Hollands. "We've been renovating an old office space in the hopes of bringing in a massage therapist to lease the space and also looking at further renovations to lease out a yoga space."

Also new to The Roster will be food delivery service through Ninja Now. During the closure, Hollands decided not to pursue this option after reviewing the fee structures and commissions associated with popular delivery apps.

"Ninja Now's fee structure is more affordable than other delivery apps," said Hollands. "Most of the online apps out there, although convenient, are very expensive for restaurants. Many restaurant's profit margins are already low, so it's not profitable if you have to pay up to 30 per cent to those third-party apps."

Before the pandemic, Hollands expanded the restaurant's capacity from 54 to 95 with an additional 29-seat licensed lounge at the rear of the building.

"With the extra lounge in the back for restaurant overflow, the additional patio space approved by the City as well as promoting more take-out, we are making the 50 per cent capacity physical distancing limitations work," Hollands said. "And we are going to encourage customers to call direct for pick-up orders from the Roster, and any local business for that matter, as it reduces costs during this all-important restart period."

-more-

The sports club is also reopening July 1 for racquet sports and will be following Squash Canada and provincial guidelines.

“Having to lay off employees and shut down our facility impacted our valued long-term employees, racquet sport members and patrons who frequent the restaurant as an important part of their social wellness,” Hollands said. “We are excited to get back to business – and even more excited to celebrate our reopening on Canada’s 153rd birthday.”

-30-

To arrange an interview, please contact Debra Beck, Marketing & Communications Consultant, at 250.863.5968 or debra_beck229@hotmail.com