



## JUST A BIT OF JANUARY

### A BIG THANK YOU

We want to thank each and every one of our members that renewed their memberships with us. We look forward to being of service to you in the coming year.

We would also like to extend a very warm welcome to our NEW MEMBERS. We also look forward to being of service to you in the coming year as well.

We would especially like to take this opportunity to thank **SAB** and **CIRO** for their commitment to support RASA for another year.

AON is also still giving our members very preferential rates on insurance quotes.

SURESWIPE has also committed to supplying our members with preferential rates on Credit Card Commissions for the upcoming year

RASA is enjoying a relationship with SCASA and we support the training of Baristas.

RASA enjoys a wonderful relationship with the TBCSA who have agreed to support us in initiatives for small businesses.

### FACEBOOK

We have such wonderful technology at our disposal these days, it would be such a pity to waste any opportunity to interact with our clients and allow them to interact with each other. We invite you to join our face book page to interact with ourselves and other members on matters pertaining to our industry.

### CALENDAR ENTRY EVENTS

- **GOLF DAYS.** We have weekly golf days for our members that take place every Thursday between 08H00 and 13H00 where members and suppliers can interact in a relaxed atmosphere. **Book now.**
- **WAITER TRAINING** is now done every Wednesday between 08H00 and 13H00





- Kindly send your staff to our training academy for a service excellence upgrade and verification. **Book now.**
- **WEEKLY BREAKFAST MEETINGS** are on Tuesdays at 10H00 at the RASA offices. This is also an interaction event where we want to get feedback from yourselves as well as giving you feedback on happenings on our side. **Book now.**
- **WEDNESDAY SOCIALS.** Join us at MondoVino Restaurant at the Sun Square Hotel in Monte Casino for a few drinks on Wednesday evenings between 18H00 and 20H00. **Book now.**
- **CIRO COFFEE INOVATIONS CAROUSEL** 07 to 09 February 2012 – Discover the Future of Coffee and Experience the latest Technological Breakthrough's in Coffee Equipment and Mixology to be held at the Ciros Head Office in Paulshof, Johannesburg

## ADVERTISING

We are currently working on the following publications.

- Top 100 Publication @ R2000.00 p/page
- Jozi's best coffee shops @ R2000.00 p/page
- Momentum Cycle Challenge 2012 Booklet @ R2000.00 p/page

## SAMRO

Newsflash: Introducing SAMRO 24/7

Dear SAMRO Music Users,

We are delighted to announce the launch of SAMRO 24/7, our new service designed to make it easier for you to communicate with SAMRO.

This new facility means that licensees can contact SAMRO via phone, SMS, email or fax and be assured of having your queries resolved within 24 hours.

Thanks to SAMRO 24/7, you can now get in touch with SAMRO at any time of the day or night, with your licensing-related questions, comments and requests. We undertake to respond to your emails within an hour of receiving them, and to address your queries or provide feedback within 24 hours.





Take note of these important numbers, and please do not hesitate to contact us to let us know how we can be of service to you.

**Telephone: 0800 247 247** (toll-free from Telkom landlines and for 8ta subscribers)

**SMS: 45141 @ R1 per SMS**

**E-fax: 086 688 3616**

**Email: [24-7@samro.org.za](mailto:24-7@samro.org.za)**

**PLEASE CALL ME: 079 269 3417**

**SAMRO – at your service 24/7!**

## SAMPRA

We get a lot of queries regarding the payment of SAMRO and SAMPRA. We would like to bring it to your attention that both of these are compulsory and need to be paid to comply.

The South African Music Performance Rights Association (Section 21 limited by guarantee) (SAMPRA) was accredited by the Department of Trade and Industry's Companies and Intellectual Property Registration Office (CIPRO) in June 2007. SAMPRA is a national, non-governmental, organization that licenses to third parties specific copyrights that vest in record companies that are members of the Recording Industry of South Africa (RASA). The body of sound recordings licensed by SAMPRA is referred to as its repertoire.

The Restaurant Association of South Africa also had agreements with the SAMPRA Board and they were prepared to offer a Discount to RASA Members subject to the following:

1. RASA members understand that it is a legal requirement to have a SAMPRA License if they communicate Sound Recordings within Copyright in their businesses.
2. SAMPRA would offer RASA Members a 20 % discount to all Restaurants that submit a completed SAMPRA Application Form to RASA by 31 January 2012.
3. RASA is currently assisting with compliance by issuing the SAMPRA Application forms together with the General Terms & Conditions of the SAMPRA License to its members.
4. Only SAMPRA Application forms with a RASA Logo will be considered for the 20 % Discount.
5. The 20 % Discount is only applicable to the 1st year's License fee. All subsequent Renewals of Licenses would be assessed without a discount.





The copyrights in sound recordings provided for in the Copyright Act, 1978, and which are administered by SAMPRA, are the rights of

Communicating sound recordings to the public  
the diffusing of sound recordings  
the broadcasting of sound recordings

These three rights are collectively referred to as the "performing rights" in sound recordings. SAMPRA's work mainly involves the following two functions:

the licensing of the performing rights in its repertoire to users, and the collection of license fees due under those licenses  
the distribution, amongst its members (and the members of the other organizations with which it is affiliated), of the collected royalties (less a deduction to cover administration costs)

Generally speaking the operations of collecting societies such as SAMPRA are carried out in accordance with standard practices worldwide, both in respect of the licensing and the distribution functions.

SAMPRA issues licenses to South African radio broadcasters who use sound recordings (records, tapes, CDs) in SAMPRA's repertoire in their transmissions. SAMPRA also license shops, restaurants, pubs and clubs and other music users who render sound recordings in SAMPRA's repertoire audible in public. The SAMPRA license enables music users to play literally millions of sound recordings on their business premises.

## LEGAL INFORMATION

Under section 9 of the Copyright Act 1978 ("the Act"), the copyright in relation to a sound recording is the exclusive right to do all or authorize any of the following acts, amongst others:

Broadcasting the sound recording  
Causing the sound recording to be transmitted in a diffusion service, unless the service transmits a lawful broadcast, including the sound recording, and is operated by the original broadcaster  
Communicating the sound recording to the public.





Generally, copyright in a sound recording is infringed if a person other than the copyright owner or a person authorized by the copyright owner does any of these acts. Warning notices regarding unauthorized public performance, broadcasting, transmission, renting and/or copying of sound recordings typically appear on a sound carriers like CDs and Cassettes. The copyright owners can grant permission for communicating to the public, broadcasts and other uses of the protected sound recordings they own or control. SAMPRO is authorized by the members of RASA to grant licenses to organizations and individuals to broadcast transmit in a diffusion service and communicate to the public their sound recordings, in return for payment of the license fee.

A license from SAMPRO must be obtained in advance of any broadcast or communication of protected sound recordings to the public in SAMPRO's repertoire. Failure to do so would render the user subject to legal action for copyright infringement

## NEWS

BARISTAS in the Fourways area had a problem with their landlords regarding their rent. This conflict was resolved with the help of our lawyers but unfortunately they will still be closing.

KITCHEN BAR Wendy will be undertaking training at Kitchen Bar in Fourways to help them improve the standard of their service.

STATISTICS There are statistics on food and beverage on our website showing most of the information you might be looking for. Please visit our website on [http://www.restaurant.org.za/stats\\_new.asp](http://www.restaurant.org.za/stats_new.asp) for this information.

STATS SA. We had a meeting with Stats SA this week to arrange their participation in helping us gather valuable information pertaining to the restaurant industry in South Africa. They are currently busy with a periodic survey to gather this information. We will be passing this information on to you to help us gather the required information as soon as we receive the forms from them.

PARMALAT We have assisted Parmalat with a survey and completed this successfully. We trust that the information gathered will assist them to improve their distribution and services.

Unfortunately Salsa has closed down

We are very excited that TASHA'S is opening up in Hyde Park





Spur has acquired the John Dory's Brand

TIPPING Double Tipping is still taking place in the industry

## LEGISLATION

### CATRA.

At the end of last year we sent out information regarding CATRA application to Statutory Council asking for feedback. A lot of the members objected to the application and requested for an extension of the application. We are still awaiting more feedback on what the current situation is. We believe from CATRA that the horse has already been bolted.

Should this be approved none of us in the industry will have any say in labour issues anymore, what CATRA says will then be pushed through. We feel strongly that we still need to have a say in our own affairs, but once again we need you to help us.

### LIQUOR

LIQUOR MORATORIUM The liquor license application on occasional and catering services has been listed as of the 31<sup>st</sup> of January 2012.

### LABOUR

MINIMUM WAGE Please remember that the minimum hourly rate is set to rise by 8% on the 1<sup>st</sup> of June 2012 and will be valid until the 31<sup>st</sup> of May 2013

GAZETTED B-BBEE AMENDMENT BILL Wendy Alberts attended the Gazetted: B-BBEE Amendment Bill Meeting to represent our members on this forum and gave them feedback on the sustainability of BBBEE.

### SMOKING

SMOKING LAWS. Please visit our website to view the Amendment of section 1 of Act 83 of 1993, as amended by section 2 of Act 12 of 1999.





## MUNICIPAL

### Section 5(1) (g) of the Local Government: Municipal Systems Act

Although consumers may have the right in terms of section 5(1) (g) of the Local Government: Municipal Systems Act to access service delivery from municipalities, they are obliged in terms of section 5(2) (b) of the Act to make corresponding payment for those services provided. The obligation of consumers and municipalities is therefore reciprocal.

In the event of non-payment by a consumer, a municipality is entitled, in terms of section 97(1) (g) of the Act, read together with the credit control and debt collection by-laws promulgated in terms of the Act, to disconnect the supply of water and electricity to that consumer. To ensure administrative efficiency, this may be done without obtaining a court order to that effect.

Will a municipality be entitled to disconnect a supply if it has failed to render any or any accurate accounts to the consumer? It seems as if that question will be answered shortly in the High Court in Johannesburg.

For any questions regarding property transactions please contact Penny Chenery at 011 775 6334 or [PennyChenery@eversheds.co.za](mailto:PennyChenery@eversheds.co.za)

## Scams

There is currently a scam doing the rounds using Protea's Cricket, Cricket South Africa Limited – The Proteas

We were contacted by the "chairman" of Protea's Cricket making a restaurant reservation and pre-ordering. An "EFT" was sent through as confirmation as payment, an amount of R15 000-00 was overpaid by "cheque" deposit and they requested the overpaid amount to be paid back to them, which we obviously did not do. I have opened a case with the banks fraud unit but just wanted you to be aware of it as well.

Their emails they are using is the following: THE PROTEAS SOUTH AFRICA [[proteas@thecricket.co.za](mailto:proteas@thecricket.co.za)]

The bank account is with ABSA under the name C.S.A with the following details:

BANK NAME: ABSA

ACCOUNT NUMBER: 92-68-63-50-82





BRANCH CODE: 632005  
ACCOUNT HOLDER: C.S.A

The contact person that has made several calls to us is: Ryan Jones (not an appropriate name for an Indian Gentleman)

The Telephone number used is: 081 436 5074

## Interesting Reading

Please make use of our website for some interesting reading and to brush up on the information that you require to do your duties to the best of your abilities. The web page address is [www.restaurant.org.za](http://www.restaurant.org.za) and we would welcome any feedback on any information that you require that is not on this site.

## NEW MEMBERS

The following have joined RASA as New Members

- Jimmy's Killer Fish and Chips
- Panarottis Kenilworth
- Rosie's Restaurant
- Camelot Restaurant
- Craw daddy's Tzaneen
- Lucios Pizzeria
- Piccolo Roma Italian Restaurant
- Puttanesca
- Set for Success
- Dylan's
- Green Valley Restaurant

## RESTAURANTS CLOSED

The following Restaurants have closed down

- Salsa





- Baristas – In the process of closing

## UPCOMING EVENTS

- TRAINING EVERY WEDNESDAY 9AM
- TASTE OF CAPE TOWN -18 TO 22 APRIL 2012
- LIMPOPO WINE SHOW -23 TO 25 APRIL 2012
- CHEESE FESTIVAL STELLENBOSCH 27 TO 30 APRIL 2012
- IMVELO AWARDS 12 MAY 2012
- HOSTEX CAPE TOWN 15 TO 17 MAY 2012
- GOOD FOOD WINE SHOW CAPE TOWN 24 TO 27 MAY 2012

## TIPS

### SUCCESSFUL RESTAURANT MENU IDEAS

From a consumer perspective, a restaurant menu is simply a list of soups, salads, entrees and desserts that are available to customers. However, business-savvy restaurateurs know that the menu is one of the most important components for establishing and maintaining a profitable flow of customers. Conducting the proper research and incorporating simple marketing strategies are essential in creating a successful restaurant menu.

### RESEARCH

In order to create a successful restaurant menu, you must first evaluate your target consumer, current industry trends and direct competition. Conduct your research through trade publications, surveys and industry resources to get an idea of what is working---websites, marketing techniques, price ranges or menu items---for your competitors. You should also consider the location of the establishment to determine local consumer needs. According to the Quantified Marketing Group website, about 80 percent of a restaurant's patronage is comprised of consumers residing within a 10-minute drive. Knowing what your potential customers want, and what your competitors are offering---and at what price---will help you create a favorably competitive menu.

### COMPOSITION

Describe your menu offerings in vivid detail to encourage customers to try them. Using descriptive adjectives and details about the ingredients and preparation of food items creates an enticing mental image for patrons that is





much more appealing than a brief title and price. For example, "Handmade angel hair pasta lightly tossed in imported olive oil, shaved garlic and Parmesan, then topped with a light pomodoro sauce and garden fresh basil" sounds much more appetizing than "Spaghetti - \$8.95."

## ARRANGEMENT

The arrangement of your menu items plays a distinct role in maximizing your sales potential. A good idea is to have your menu mimic the general dining experience; appetizer, soup, salad, entree, dessert, beverages. For instance, if the first things a patron sees on a menu are full meals including soup, salad and entree, by the time he reads down to an "Appetizers" section, he may be already convinced that his entree will be "enough" food. If your beverages are listed before your desserts, he may not even bother to read the dessert section. Listing the more expensive items first in each category might also increase your profit. Most people like a good deal and might stop reading once they feel they've found one.

## SPECIALITIES AND SAMPLERS

Highlighting your house specialties in an ideal way to spark consumer interest and an opportunity to showcase the very aspects of your restaurant that make you stand out among competitors. In addition, offering combination plates gives your customers a chance to try several items in one sitting, eliminating indecision when ordering and encouraging repeat business. For example, if you offer a small portions of chicken, ribs and pasta as a sampler, after enjoying the combination, a patron may be inclined to visit three more times to enjoy a full-sized order of each individual item.

## KID'S MENUS

Kid's menus are a must-have for restaurants that encourage family dining. Adult-sized portions and sophisticated recipes are often times too much food, too expensive or undesirable to small children. No parent wants to spend too much money on a meal their child won't finish---or even try---and you might lose a considerable amount of family patronage to competitors who offer this choice. Keeping a moderate selection of appropriately portioned kid-friendly items---like junior cheeseburgers, macaroni and cheese or chicken nuggets---can keep the families coming in time and again.

## IMAGERY

Displaying high-definition photographs of your prepared foods in your menu encourages customers to try them. A pizzeria may fare well by adding a picture of a freshly baked, steaming hot pizza strategically placed on a neatly set dining table. Surrounding the pizza with artistically presented salads and appetizers might encourage additional ordering that drives your guest checks. When applicable, add photos of the most appealing attributes





of the establishment---besides the food---such as patio seating, banquet halls, tidy kitchens or entertainment areas.

