

RESTAURANT/HOSPITALITY



Revolutionary War legend Capt. Jonathan Pasco built a home in East Windsor, CT in 1784. The original brick structure has been completely restored to serve as a fine dining restaurant and an interesting tribute to the Captain. Pictured here is the outdoor patio/deck which accommodates 12 dining and/or drink tables.

Brian Mozzer, owner of Jonathan Pasco's Restaurant, had a recurring problem. Once the warmer weather hit, his restaurant's outdoor patio deck would be plagued with mosquitoes.

The patio area is located on the second level and sits on the flat roof of the newer portion of the building. When rainwater would accumulate between the decking slats, it would create an ideal breeding ground for mosquito larvae. After the mosquitoes hatched, they'd nest in nearby trees and "go to dinner" on restaurant patrons!

The solution: create an effective mosquito barrier by placing BioSensory's Conceal® Candles as part of the tabletop package. "Not only did the candles provide a nice ambiance, they worked excellent in terms of keeping the mosquitoes away from my customers," states Brian. "There's nothing better for a dining experience than being able to sit outside and not have to worry about getting bitten."

Customer:

Jonathan Pasco's
Restaurant
East Windsor, CT

Product:

Conceal® Candles

Application:

Outdoor patio,
tabletop package

"Bottom line is, my revenue has been enhanced from the use of the Conceal Candles. I can seat patrons outside longer, and they order more drinks and food."

Brian Mozzer, Owner
Jonathan Pasco's Restaurant

The candles are uniquely suited for dining use because - unlike Citronella - they work and have a pleasant fragrance. Unlike pyrethrum or permethrin products, the Conceal® inhibitor molecule is found in food additives and is uniquely suited to the dining environment. "I've had a mosquito problem for the past 16 years, and for the first time we've been able to advertise a 'bug-free deck' here. It's all thanks to Conceal® Candles," Brian notes. "They seem to last forever and I was shocked at the longevity. I use them every night for five hours, or 35 hours each week. If the summer lasts 10 weeks, that's 350 candle burn hours per table. I used three 3" x 6" candles per table for the season. In comparison, regular votives only last 7 hours. The convenience and cost-savings of not having to keep



buying these candles is great, and they have a pleasing smell - not like Citronella."

Brian developed his own unique tabletop display using the candles, by putting them in a hurricane globe with marbles and water which reflects and displaces the candlelight nicely.

"Bottom line is, my revenue has been enhanced from the use of the Conceal® Candles. I can seat patrons outside longer, and they order more drinks and food," he explains. "Prior to using the candles, customers would sit for maybe ten minutes, tops. Now they stay for a 1.5-hour dining period and I can re-seat it. In the



evening, I can seat between the hours of 8:30 pm and 1:00 am, so it's approximately 4 hours of revenue-producing time. The candles have certainly increased my revenue and ROI because the deck's usability is 100%."



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Sample Restaurant Revenue Value/ROI of Conceal® Candles

Example based on 3-inch (75mm) candle:

Candle cost:	Maximum potential table revenue:
Candle purchase cost: \$6.49 each	At 70% utilization each evening with two seatings (based on average of 2 people per table each seating)
Length of time burned: 5 hours each evening	Average dinner (\$20 pp): \$56
Life of candle: 70 hours or 14 days (2 weeks)	Average mixed drink/wine (\$18 pp): \$50
Restaurant is open 7 days per week for 10 weeks in summer/peak mosquito season.	Total seating revenue each evening: \$106
Restaurant would need a total of 5 candles per table for entire season.	Weekly revenue per table: \$742
Total per-table cost of candles for 10-week season: \$32.45	Potential seasonal revenue per table: \$7,420

Seasonal ROI per table: \$7,420 revenue on \$32.45 initial candle investment