

MINDING YOUR OWN BUSINESS

Changing the world, one menu at a time

DINING GUIDE: Web lists of restaurants, with section for special dietary needs

Name & title: Kevin Freeman, president; Geoff Peters, vice-president

Business: GK Media Inc. (www.foodvancouver.com)

Address: 229-5525 West Blvd., Vancouver (604-267-FOOD [3663])

Number of employees: 2, plus 5 contract employees

Product/service: Dining guide websites for various cities in North America with a section for people with special dietary needs

Years in service: 1

What's unique about your business?

Offering free and paid advertising to restaurants, thus helping people with special dietary needs have a much needed resource on the Internet.

What is your biggest success?

The first website, www.foodvancouver.com, has increased traffic from 200 people a day to more than 1,500 a day in

one year, attracting contracts from NHN Corp. of Korea to provide information for Vancouver, Seattle (www.food-seattle.com) and Toronto (www.toronto.foodontario.com).

What is your biggest challenge?

Convincing restaurants that the concept assists patrons to visit their restaurant, thus enhancing their business, not harming it. Also having the general public assist us by telling their favourite restaurants about our free sign-up page.

Plans/expansion?

We want to slowly increase the number of cities we cover until we feel that we have successfully changed the world, one menu at a time.

Hardest-learned lesson?

Not everyone wants to assist you in trying to change things.

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Fish House chefs Marcus Von Albrecht and Karen Barnaby with