



## A Healthy Perspective

Shaw Rabadi – Owner

BFS Restaurant and Catering

**Success Magazine:** Why did you make the change from being a healthcare consultant, to starting a catering company in 1989?

*Shaw Rabadi: Having worked in this industry for almost two decades, I enjoy customer service and the instant gratification that one receives in this business. I have always wanted to operate a small restaurant such as this one. Since I had a great deal of knowledge and experience, plus a strong desire to start such a business, I seized on an opportunity that had become readily available to me. This was at the same time when corporate America and previous employers were going through resizing and shifting resources in the mid- to late-80's. Having lived in this area for over a quarter century, and having established family roots and ties to the community, it was an easy decision for me not to leave this area which I had fallen in love with. By capitalizing on this opportunity, it allowed me not to have to uproot my family and relocate. This window of opportunity also created the chance for me to start my own business – something I'm familiar with, and which is always exciting.*

“...we take pride in making each customer's experience a special and unique one.”

**SM:** When did you open up the restaurant portion of your business?

**SR:** We relocated to the new space in 1995, after the completion of the renovation. Our new location was designed to accommodate the idea of a restaurant, take-out service and catering business as it exists today, but as we all know, you always need more space than you have. Normally that is one of the signs of being successful.

**SM:** How would one sign up to participate in one of your cooking classes that you offer? Is it a one time deal?

**SR:** Anyone may sign up for our classes by either calling, or stopping by the restaurant to fill out a registration form. Class size is limited because we want everyone to be able to have a hands-on experience, so it's best to reserve a space in our classes ahead of time. You can take one class, or sign up for three at once, and you can keep coming back for more, as often as you'd like.

**SM:** What is the most rewarding aspect of owning your own restaurant?

**SR:** One of the most gratifying and rewarding aspects of BFS Restaurant and Catering is the great recognition it has received by many of the leading cardiovascular experts in our region, especially Dr. Paul E. Lemanski, M.D., M.S. Director of the Center for Preventative Medicine and Cardiovascular Health Prime Care Physician, P.L.L.C. On a more personal

level, it is very gratifying to know that the menu provides heart healthy choices to our customers—choices that highlight and emphasize the Mediterranean diet as the centerpiece of our cuisine, and which give customers the taste and feel of being in a different world, while relaxing in the comfort of a local establishment. It is rewarding to know that each individual customer can have such a large, eclectic selection to choose from, while never having to worry about how much saturated fat, sodium, and cholesterol is in our food. Trust me, they're not going to miss those things.

**SM:** What are your goals for the future of BFS?

**SR:** I have had great and rewarding jobs in different industries, which have played a major part in my decision to put my knowledge and expertise to the test, and start my restaurant and catering business. The things that got me into this business have to be the things that will keep me in this business for the longest time. Of course, I will always remember the rewards and happy times the best. As for the future, our main focus and goal is to remain competitive, diligent, and in a position to meet future growth in both the restaurant, and the catering divisions of our company.

**SM:** Do you have a separate catering menu, and do you provide beverages as well?

**SR:** Yes. We have a formal catering menu that describes our menu selections and pricing

structures. We normally customize special menus for each event, so that our clients know they are getting personalized treatment. Our catering menu is available in hard copy for take-away at our restaurant, as well as online at [www.bfsrestaurant.com](http://www.bfsrestaurant.com). As far as beverages go, we cater to the client's needs, providing a variety of drinks that go well with the foods we serve, and fit the occasion and the people we are serving. We are able to provide all non-alcoholic beverages ranging from sodas, juices, and teas, as well as a wide assortment of domestic and international wines and beers.

**SM:** Why do you think you are so successful in this industry?

**SR:** I think BFS is a successful business because we take pride in making each customer's experience a special and unique one. Our success in serving our customers stems from our mission statement, which is: Satisfying our customers' needs through our commitment and dedication to excellence in total quality, service, and convenience of serving heart healthy cuisine. We also continue to learn new things so that our service is always fresh and imaginative, while still paying attention to the smaller details that make this place so special.

**SM:** If you had to describe yourself in one word, what would it be?

**SR:** Foody with Tam... Lebanese for "rich taste."