

References

Lezlie Strasser, Executive Manager Chamber of Commerce - Commerce Court

"Your melodic yet unobtrusive musical offerings have provided a delightful ambiance to our events. Your sensitivity to the mood of our events and guests are always tailored accordingly."

"I am pleased to recommend you on behalf of the Chamber!"

Tyler Forkes, Director, Alumni & Development St. Lawrence College

"You have provided very tasteful, classy background guitar music to our events. In addition to being very talented, you are also reliable."

Sue Harrison, Marketing Director Best Western Inn Plattsburg, N.Y.

" Robert knows how to play to a crowd and reads the clientele very well. We recommend Robert, his talent and charm are certain to please your guests!"

Ola Spec Tulips and Maple

Everyone very much enjoyed your music and I think it enhanced the atmosphere immeasurably. I am a huge music fan and I can't imagine any event without music playing a prominent part especially if it's live!

Tulips and Maple is increasingly forming relationships with professionals in related industries. We are evolving into a "one stop shop" for event planning. As part of my sales cycle with a client, I introduce the concept of other services (music, floral, sommelier, etc etc). I think Tulips and Maple's ability to suggest and provide these options through the services of our industry colleagues whom we trust will further distinguish us as Ottawa's premier caterer.

When appropriate, I will definitely suggest to my clients that they enhance their events even further by considering live music by Robert Cote!

Anthony's Restaurant and Bistro Plattsburg, N.Y.

"Robert is a fine musician and relates well with our customers. I recommend him highly!"

Robert Côté

My name is Robert Côté, I've been involved in music from an early age, my musical background created an interest strong enough to pursue schooling. My influences were of course from the Beatles all the way from Georges Benson to Django Reinhardt and everything in between, but most important and without a doubt, being around professional musicians helped me develop my own identity.

Today, I am an accomplished guitarist, with more than thirty years knowledge. I have worked throughout Ontario, Quebec and Upper New York State. My style is a versatile, contemporary, easy listening instrumental, "live" music. I personally enjoy the soft romantic style, therefore I can honestly say that my music would most definitely create the elegant atmosphere or ambiance you need to enhance your evening or to make any of your Special Events a successful one.

Quiet Moments



"It is cruel, you know, that music should be so beautiful. It has the beauty of loneliness and of pain: of strength and freedom. The beauty of disappointment and never-satisfied love. The cruel beauty of nature, and everlasting beauty of monotony." - Benjamin Britten

"The history of a people is found in its songs."
George Jellinek

Robert Côté
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Live music enhances the dining experience

Eating takes place in a context of environmental stimuli known as ambiance. Various external factors such as social and physical surroundings, including the presence of other people and sound, temperature, smell, color, time, and distraction affect food intake and food choice. Food variables such as the temperature, smell, and color of the food also influence food intake and choice differently.

However, the influence of ambiance on nutritional health is not fully understood. This review summarizes the research on ambient influences on food intake and food choice. The literature suggests that there are major influences of ambiance on eating behavior and that the magnitude of the effect of ambiance may be underestimated. Changes in intake can be detected with different levels of the number of people present, food accessibility, eating locations, food color, ambient temperatures and lighting, and temperature of foods, smell of food,



time of consumption, and ambient sounds. It is suggested that the manipulation of these ambient factors as a whole or individually may be used therapeutically to alter food intake and that more

attention needs to be paid to ambiance in nutrition-related research.

Solutions

Managing a restaurant or entertaining requires a fine balance between customer service, the menu and the ambiance. Having a live musician playing enhances the ambiance and therefore increases customer satisfaction. In addition, a live musician also:



- Reduces the customer's perception of wait time between courses;
- Strongly influences the customer's mood and often results in increased selection of menu items and wine selections;
- Relaxes customers and calms their mood. This behavior modification can reduce the customer's anxiety level when mistakes happen during their dining experience;
- Having a live musician allows for interaction between the customers and the musician. The musician is able to modify the play list to accommodate the mood of the customers. The customers may also request special songs that bring them back to

a special event in their lives such as a wedding song or birthday song. Again, enhancing the dining experience;

- Having a live musician on a regular scheduled evening will also increase the attendance once the schedule is known by the customers;
- Finally, live music also affects the mood of the workers serving the customers and this results in servers with a calmer and more pleasant attitude. Remember, servers are the frontline of any restaurant and are responsible to sell, acquire the next reservation and execute the restaurant's strategy with respect to dealing with the customers.

Restaurants having a live musician on a regular scheduled evening report a thirty-five percent (35 %) increase of regular customers for the evening.

To discuss how Quiet Moments can enhance your business or to receive a demo-CD, please feel free to call Robert Côté or simply send him an e-mail.

