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TOURISM WEEK | MAY 26 – JUNE 2, 2019



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The Joseph Richard Group: Leaning into Innovation

Walking into Oceanside Public House, you can feel the coastal charm of White Rock, BC. This location has been a watering hole for many years for locals and tourists alike. The establishment adds to the current revitalization of the White Rock Beach strip and highlights its beachside presence in a waterfront retreat that is one-of-a-kind. Not to mention, it serves really, really good grub.

Ryan Moreno is the CEO, Co-Founder, and Principal of The Joseph Richard Group (JRG) in Langley, BC, who currently operate 25 establishments including Oceanside Public House, along with a number of other restaurants and liquor stores. They are dedicated to the guest experience; with an unwavering commitment to exceptional service, top quality offerings, and a team of like-minded, people-loving individuals.

Some of Moreno's first jobs were in the service sector and he says, it's what he was drawn to. For him, choosing tourism as a career path was more of a natural fit than a choice. Based on his early passion for service and hospitality, his career grew by pursuing his goals and constantly reaching higher.

Moreno's career developed from operations through to management, and he eventually took conceptualization, branding, and idea generation into his own hands. When asked about what advice he'd give to others considering a career in tourism, Moreno says that the industry is everchanging based on factors such as growth in technology and global events—both of which can have a large impact on tourism in any given city. He says that being adaptable to change and leaning into innovation is critical.

Impressively, the recent launch of JRG's Meal Ticket Brands is a good example of leaning into innovation and being adaptable to change. The company was able to successfully launch 100 restaurants in one day using a third-party delivery app and online ordering through Skip The Dishes. Using their own brick and mortar kitchens, they now run several ghost restaurants out of each of their establishments. The growth potential is high and the concept centres around advancements in technology and the everchanging landscape of the consumer.

Moreno believes that the tourism industry is worth investing in, and that it's about creating experiences, memories, and enjoyable moments. JRG offers a wide variety of options for social engagements and dining experiences like Public Houses, Steak and Italian Restaurants, and a winery. To him, it's about more than just offering a place to dine, it's about supporting experiences for residents to enjoy within their community. Moreno says that his team grew up in the same neighbourhoods in which they operate, and know there are a lot of people within close proximity that could use financial support through charitable organizations, which is why they work with a number of charities to ensure their impact is widespread.

“Tourism is important for our province’s employment health, economic sustainability, and the inherent pride it can offer residents when learning of the extraordinary number of visitors we see each year.”

When asked about what it takes to build a successful business, Moreno says that staying on top of recruitment is an ongoing initiative. In order to maintain a quality employee base, the company constantly evaluates and improves its working conditions, employee perks or benefits, and maintains competitive salaries.

The Joseph Richard Group has grown to include a catering company, boutique hotel, and winery. They now have 1,000 employees and were a finalist for EY Entrepreneur of the Year Award. The company has also been named one of BC’s Fastest Growing Companies for the past two consecutive years.



RYAN MORENO