

NEWS RELEASE

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Sunrise Basic Training Launches Industry's First Food Service Training Series

Haslett, MI, USA, January 2007 -- Sunrise Basic Training has launched a new, comprehensive DVD & CD ROM training system designed to easily and effectively train front line employees at restaurants and food service operations. The new ten-part training series will assist owners and managers in creating an environment that produces higher profits, better customer service and improved quality.

Created by restaurant owners, managers, trainers and other industry experts, the *Sunrise Food Service Series* covers hundreds of essential skills and concepts in ten easy-to-use training modules: New Employee Orientation; Quality Guest Service; Workplace Safety and Security; Food Safety and Sanitation; Food Prep and Kitchen Operations; Hosting and Cashiering; Professional Table Service; Beverage Service and Alcohol Awareness; Enhance Selling; and Bussing and Dishwashing.

Each 20-40 minute DVD is paired with a Trainers CD-ROM that features a complete Trainer's Guide with content overviews, discussion questions, suggested activities, a "Quick Quiz" assessment tool, and certificates of completion that can be personalized for the restaurant or food service operation and awarded to successful trainees. The Trainer CDs also include dozens of customizable worksheets, checklists, and other useful bonus materials.

"As a restaurant owner myself, I know that training is the key to consistency and guest satisfaction," said Steve Loftis, President of Creative Advantage. "Until now, it's been a video here, a

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seminar there, an occasional workbook or CD – resources that are often inconsistent and expensive. Sunrise is an easy-to-use training system that allows me to quickly and effectively train my entire team, and it's a cost-effective tool that will pay for itself again and again.”

“There is nothing else like the Sunrise Food Service Series on the market today,” says Sunrise Basic Training President, Cheryl Armstrong. “Having such a comprehensive training resource on-site and accessible for managers and employees to train on a regular basis, and on virtually any topic, truly fills a void.”

The entire 10 DVD & 10 CD Food Service Series can be purchased in a boxed set for \$549, with individual titles priced at \$99 each. The Sunrise Basic Training Food Service Series is available by contacting Sunrise Basic Training toll free at 866-309-1069 or online at www.sunrisebasictraining.com.

The Sunrise Food Service Series was produced by Michigan-based Innovision Media Concepts, Inc. – a dynamic media company with more than two decades of experience producing hospitality training programs. Innovision has produced all Sunrise brand training programs, including the Sunrise Lodging Series, which is lodging's number one front-line training series used by over 5,000 hotels representing more than 40 brands. The Sunrise Food Service Series was developed in association with food service distributor Gordon Food Service and hospitality consultant and restaurant owner, Steve Loftis.

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