

Fisherman's Quarters II Announces Customer Driven Web site Launch

ASHEVILLE, N.C., June 17 (SEND2PRESS NEWSWIRE) – Fisherman's Quarters II is stepping up to the plate with their new Web site launch. Customers can now view menus online, check in for customer promotions and listen to their infamous *jingle* that promises to get people hooked. And, unlike many other area restaurants, this Web site is not just a way to draw customers to its location; it also provides education to those who visit it. Articles are posted monthly that discuss topics like the healthy benefits of seafood, cooking techniques and much more.



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"Most of our business has been built around word-of-mouth," George Baxevanis, owner of Fisherman's Quarters II, says. "But, to remain competitive, we decided it was time to take it online. In addition, many customers were requesting our Web address and we can now share it with them."

In the future, George Baxevanis and co-owner George Vlahos will also run special promotions and offer online customer coupons. There are also plans in the works to develop value-added products where customers can order homemade tartar and cocktail sauces online.

"Now that we have launched the Web site, we plan to use it as a platform to educate our customers and to thank them for their loyalty," George says. "Our

customers always come first.”

George explains that he and his co-owner take their cues from their customers. In fact, up until less than two weeks ago, the restaurant was not open for lunch. However, after several queries, they opened their doors to lunchtime diners and expanded the hours.

The menu at Fisherman’s Quarters II is diverse and in addition to seafood, landlubbers will find steaks, pasta dishes and delicious salads and sandwiches. A children’s menu for 12 and under is an option and customers can also create their own combination platters.

Finally, portions are designed to satisfy the hungriest of diners.

“My biggest complaint,” George says, “is that there is too much food, or there is no room for dessert; these complaints I can handle!”

George adds that they are excited about this new Web site launch and hopes that their current customers will help to spread the word about this new customer-driven Web site.

For their hours of operation, to view lunch and dinner menus and to read fun and interesting articles, visit: www.FishermansQuarters.info.

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