



PRESS RELEASE
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Colorado's Basic Food Group Fills Up on Comcast Business

Food Management Company Uses Internet and Voice Services for Famous Dave's BBQ Locations, Driving a 20 Percent Growth in Take Out Service

DENVER – September 6, 2017 – [Comcast Business](#) today announced Basic Food Group, a hospitality management company operating restaurants across Colorado, is using Comcast Business Internet and Business VoiceEdge™ in seven of its restaurants as well as its corporate office in the Denver region. Five [Famous Dave's](#) BBQ locations and two independent establishments, [Avenue Grill](#) and [Great Northern Tavern](#), now have customer-facing Wi-Fi, faster internet and digital phone services to handle catering requests and more.

Basic Food Group is a Denver area-based restaurant management company. Previously, the company used an array of service providers with T1 connections. Recognizing the competitive necessity to provide customers with a consistent, fast, guest-facing Wi-Fi experience, as well as the need for a reliable network to enable online ordering, delivery and service partnerships with Uber Eats and GrubHub, Basic Food Group sought a sole provider to support these operations, along with its main office operations and catering sales center.

“By having so many providers, it overcomplicated matters, particularly when having to deal with service issues that were hindering our business,” said Dallas Massey, director of marketing at Basic Food Group. “Now, with Comcast Business as our sole provider for seven of our properties and our main office, our speed improved, and we are maintaining consistent service that guests and employees can rely upon. We streamlined operational processes, including simplifying inventory management.”

Basic Food Group upgraded eight locations to a 100 Mbps [Business Internet](#) service, providing redundancy and guest Wi-Fi. The food management company is also using Comcast [Business VoiceEdge](#), a cloud-based voice and unified communications (UC) solution, to replace an analog phone system for its robust catering practice that processes 9,000 orders per year. Now, Basic Food Group can seamlessly direct calls from a restaurant to the corporate office and vice-versa. In 2018, a final Famous Dave's location will be upgraded with internet and voice services to ensure all of its restaurants provide guests with the same quality of experience.

“There are certain services customers expect when going out. Whether it's at a retailer, restaurant or other type of business, reliable Wi-Fi is one of them,” said Shawn Adamson, vice president, Mountain West Region, Comcast Business. “Now, Basic Food Group has the services it needs for today's ultra-competitive restaurant marketplace. It's great to see how our internet and voice services are making a direct impact in Basic Food Group's bottom line, and we look forward to serving along with the company to ensure customers' evolving tastes are met.”

About Comcast Business:

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 technical support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing provider of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social

media networks at <http://business.comcast.com/social>.

About Comcast:

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed internet, and phone providers to residential customers under the XFINITY brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the XFINITY brand. NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts.

Visit www.comcastcorporation.com for more information.

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