



## Joey's Restaurants

Web site: [www.joeys.ca](http://www.joeys.ca)

E-mail: [marketing@joeys.ca](mailto:marketing@joeys.ca)

For Immediate Release  
Contact: Dave Holland  
Phone: 403.513.1320

### **Joey's Seafood launches more accessible responsive Joeys.ca website August 2**

Calgary, AB August 2, 2016 - Joey's Franchise Group, an award winning, full-service and fast casual franchising company, announced today that it has launched a brand new website for Joey's Seafood Restaurants (<http://www.joeys.ca>), Canada's largest Seafood Restaurant chain best known for its famous hand-battered Fish & Chips and Fish Taco.

"Joeys.ca is now an example of the newest evolution in website user experience, branding and visual appeal," said Dave Holland, VP of Marketing & Design for Joey's. "The aim of the redesign was to make the Joey's website as accessible and easy to navigate for the widest range of customers possible. This was achieved using responsive web standards that works on both mobile and desktop."

The homepage of the website has had its layout changed to highlight featured items and promotions and to tell customer's what is currently available at the restaurants. The layout and content of the location pages was redesigned to highlight location and menus, and then secondary information such as, review sites and photos of the restaurant.

"Over the past several months the Joey's Marketing Department has been working to develop new websites to replace the existing Customer and Franchise Partner portals that are currently available at joeys.ca. Through this process every page of the current website has been redesigned and rebuilt," said Andy Taylor, President of Joey's. "We expect the redesign to improve accessibility of the website for our customers and our franchise partners."

### **About Joey's**

Calgary-based Joey's is a pioneer and leader in the fast-casual seafood restaurant category in Canada. Its signature "Joey's Famous Fish & Chips" and "Fish Taco" has gained the company a North American reputation for preparing generous portions of high quality seafood at affordable prices. Each Joey's franchise embodies the vision of its founder, Joe Klassen — to serve great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's serves more than 6.5 million guests system wide through its 55 restaurants in Canada. In 2015, the company celebrated its 30th anniversary.

For more information, please contact:

Mr. Andy Taylor, President, Joey's Only Franchising Ltd., [andy@joeys.ca](mailto:andy@joeys.ca)

Mr. Dave Holland, Vice President of Marketing, Joey's Only Franchising Ltd.,  
403.513.1320, [dave.holland@joeys.ca](mailto:dave.holland@joeys.ca)

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