

TESTIMONIAL

Basilio Gallo speaks from experience...



"With the Yellow Pages and the Internet on my side I am confident that I am using the best resources while in attempt to reach as many customers as possible."

La Cabana/Hacienda Mexican Restaurant

Market: Anchorage, AK Adult Population: 220,025

Directories Published: 285,963

The Berry Company
3601 C Street, Suite 1200
Anchorage, Alaska

Dear Berry Company,

I currently own and operate two restaurants: La Cabana and the Hacienda Mexican Restaurant—both specialize in traditional Mexican cuisine. I have been in business for over ten years, all of which I have advertised exclusively in the Anchorage Yellow Pages. Then two years ago I decided to invest in my own Web page to keep up with the times and more importantly to attract more customers.

Ever since I launched my Web site I have noticed my business has certainly increased. The additional 15% of my advertising budget I have invested towards my Web site has proven to be a good venture. I believe this is due in large part to the ease and large amount of useful information provided on my Web page. When a potential customer goes to my site they are able to view my store hours, directions, as well as menu items, letting them know all we have to offer while enticing them to stop in.

I would certainly recommend advertising on the Internet considering the growing amount of people that have access to the Web. With the Yellow Pages and the Internet on my side I am confident that I am using the best resources in an attempt to reach as many customers as possible.

Sincerely,

Basilio Gallo/Owner
Hacienda Restaurant
6307 De Barr Rd.
Anchorage, AK

9 out of 10 adults use the Yellow Pages!

***Over 207 million people have Internet access either at home or work—
that's 70% of the population.***

