

## New Italian motorcycle dealership roars into town

### TRADE TALK



**RETAILING** John Volk Duvet expects to sell 40 of the \$20,000-machines this year, reports Malcolm Parry

**JOHN VOLK** with a passion for his ride, introduced his Italian Benetton brand, which is made of lambswool, a thick, moisture-wicking wool that lets you sweat in the sun or keep warm in the winter. He found the "Young Out of Business" franchise opportunity on the West Coast and set up the \$20,000 Benetton store in the heart of the city. The store is open six days a week, 10 a.m. to 7 p.m., and is located at 1250 St. Johns St. in the heart of the city. The store is open six days a week, 10 a.m. to 7 p.m., and is located at 1250 St. Johns St. in the heart of the city. The store is open six days a week, 10 a.m. to 7 p.m., and is located at 1250 St. Johns St. in the heart of the city.



Jason Sugar and brother Damon have opened the chic sugarysugars lounge and private-party locale at Powell and Columbia in downtown Vancouver.

**DIANA BOULAN**, 48, of South Cowichan, B.C., is a former executive at the British Columbia government. She is now a real estate agent with the Royal LePage Real Estate Services Ltd. She is also a member of the British Columbia Chamber of Commerce and the Vancouver Board of Trade. She is also a member of the British Columbia Chamber of Commerce and the Vancouver Board of Trade.



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**Kathleen Murphy** is a former executive at the British Columbia government. She is now a real estate agent with the Royal LePage Real Estate Services Ltd. She is also a member of the British Columbia Chamber of Commerce and the Vancouver Board of Trade.

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BY MALCOLM PARRY

**JASON SUGAR, 35,** and younger brother **Damon** had a soft opening for their sugarysugars lounge and private-party locale at Powell and Columbia Street this week. That's the long-closed Anchor pub (later Club Elite), which the Toronto-raised siblings renovated to the tune of \$600,000.

The chic facility's checkered-tile floors, grand piano and white walls covered with paintings echo the old sugarysugars, which began as an after-hours joint at Pender off Homer and metamorphosed into a quasi-leg venue for private parties. City hall ended that in late 2001 by nixing the special-event liquor licences former computer programmer Jason and limousine operator Damon had requested by the dozen.

The Sugars took their lumps gracefully, and today their names appear on liquor-primary and food-primary licences. The latter is related to tapas dishes served from a kitchen operated by Susan Mendelsohn's Lazy Gourmet firm. There are also two bars and a deejay booth, but, as before, the Sugars are marching to a different drum machine.

They'll operate the 198-occupancy sugarysugars as a public facility Monday through Thursday, but charge \$1,800 to host fully staffed private parties Friday and Saturday. Those are the nights when some downtown club owners endure the fights, damage, harassment and other hardships of what they call a "bridge and tunnel" clientele.

"Clubs can be hot for six months, a year," Jason said. "But there is a huge market for special-event venues, because everybody has a good time and parties are where it's at."

No doubt they're encouraged by lightning having struck before.



Jason Sugar and brother Damon have opened the chic sugarysugars lounge and private-party locale in the old Anchor pub, which is located at Powell and Columbia in downtown Vancouver.

### NEW ASSOCIATION OF BANK PUBLISHERS OF B.C. APPROVED

**BANK PUBLISHERS OF B.C. (B.P.B.)** is a new association of bank publishers in B.C. It was approved by the B.C. Financial Institutions Association (B.C.F.I.A.) on April 10, 2003.

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