

Embers Grill and Smokehouse



With more than 20 years' experience in the restaurant industry each, Shayne and Brandi Bell dreamed of one day opening a restaurant of their own. In 2011, the Bell's approached the Community Development Corporation of Sault Ste. Marie & Area for business counselling, where it was then determined, the couple was eligible for the Self-Employment Benefit Program. During their time on this program, they applied for a loan to complete the business start-up and **Embers Grill and Smokehouse** was established. In September of 2011, Embers Grill and Smokehouse, the Sault's first authentic smokehouse opened its doors.

Embers strives to differentiate themselves from their competitors with exemplary customer service and innovative menu options. They continue to introduce new and exciting meal options including a variety of exotic meats to their menu in addition to the more traditional dishes they regularly offer.

“Here at Embers we pride ourselves on the quality of our food and service. To ensure that we are providing our guests with the freshest food, we purchase from local farmers at every possible opportunity. Our goal is to provide a high quality experience to all of our customers as soon as they enter our doors” says Shayne Bell, Owner of Embers Grill & Smokehouse.

The Bell's recently decided it was time to expand to a new location with more seating capacity. They purchased a building in the downtown core, and were able to increase their seating capacity to 90. This may have an added benefit of resulting in the hiring of additional staff to ensure that their customary high level of customer service and special ambience are maintained.

Shayne and Brandi are strong supporters of the local food markets and suppliers. To ensure that they are providing their guests with the freshest produce and meat possible, they purchase from local farms and farmers whenever possible. The Bells pride themselves on supporting local farmers and the local economy and are making a conscience effort to be socially responsible.

Since its inception, Embers has been rated by Trip Advisor as one of the top ranked restaurants in Sault Ste. Marie. They also received a 2015 Certificate of Excellence through Trip Advisor. Most recently, Embers Grill and Smokehouse won the “Members Choice Award” presented by the Ontario Association of Community Futures Development Corporations at their Conference in Orillia in September of 2015.

The CDC of SSM & Area wishes Embers Grill & Smokehouse continued success the best of luck with their expansion.

Be sure to “Like” Embers Grill & Smokehouse on Facebook visit their website <http://www.embersgrillsmokehouse.com/>

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