

PHASE 1 · RAPID BRAND & SIGNAL SNAPSHOT · 2026

Vancouver Restaurant Benchmark

Restaurant Findability, Offer Visibility & AI Search



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What's inside this report.

Three sections carry the benchmark, plus an appendix on what Phase 2 adds.

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The offer is strong. The documentation is missing.

Chambar was benchmarked against Vancouver restaurant peers and the aggregator ecosystem that now shapes happy-hour and dining-deal discovery.

- **Chambar scores 3.7 Hand and 4.3 Workbook: both models land below 5.0 despite the strongest reputation score in the peer set.**
- **The core gap is not restaurant quality. It is that the \$28 Monday three-course offer does not exist as current, indexable content on chambar.com.**
- **Bridges Tap & Barrel is now a main comparator because its offer trail is easier for Yelp, Happy Hour Vancouver, Vibe and AI systems to parse.**
- **The fastest path is practical: fix metadata, publish a Monday-special page, submit the offer to aggregators, and build a weekly content trail.**
- **Phase 2 should convert the benchmark into a launch checklist for owned site, Yelp, Google Business Profile, OpenTable and aggregator distribution.**

SECTION 01

Methodology.

Two scoring models, one evidence standard — how restaurant findability gets measured.



7 DIMENSIONS — BRAND INTEGRITY REVIEW

**A GREAT BRAND IS
DIFFERENTIATED AND
VISIBLE**



8 DIMENSIONS — SIGNAL ARCHITECTURE REVIEW

**A GREAT SIGNAL MAKES
YOUR BRAND TRUSTED
AND FINDABLE**

Brand Integrity Review.

Seven dimensions reviewed by a human — is the brand clear, coherent, useful, distinctive and alive?



Signal Architecture Review.

Eight dimensions — can search engines, AI systems, channels and audiences access, understand, validate and act on it?

01

AI & Search Accessibility



Can search and AI systems reliably retrieve the site?

02

Brand Entity Presence



Is the brand a clear, consistent entity across search, listings and third-party sources?

03

Offering Architecture



Can each product or service be found and linked to directly?

04

Machine Content & Context



Can AI systems retrieve, interpret and cite the content?

05

Channel Reach



Is the organization active and connected across relevant channels?

06

Third-Party Verification



Is there visible third-party evidence of credibility?

07

User Action Pathways



Can a visitor complete a task — book a showing, request info — without friction?

08

Response Infrastructure



Lead capture, calculators, trust badges, live chat.

What each score range means for Chambar.

Tiers apply equally to both models. Restaurant reputation does not automatically create search, Yelp, OpenTable or AI visibility.

A+	9.0–10.0	Industry-Leading	No restaurant in this set reaches a category-defining digital findability tier.
A	7.5–8.9	Market-Leading	Cactus Club and Earls lead because offers, menus and booking paths are repeatedly documented.
B	6.0–7.4	Above Average	Nightingale, Savio Volpe, JOEY and Bridges sit here: visible, useful and parseable, but not flawless.
C	4.0–5.9	Needs Improvement	Chambar sits here on Workbook scoring: reputation is strong, but offer visibility and AI citation signals lag.
D	2.0–3.9	Below Standard	Reserved for broken, absent or nearly invisible evidence.
F	< 2.0	Critical Gaps	Effectively invisible to search and AI systems.

SECTION 02

Restaurant Sector Insights.

What Chambar's peer set reveals about offer documentation, aggregator visibility and AI-mediated restaurant discovery.

Restaurant discovery is now an aggregator problem.

For happy hour, wine deals and Monday specials, users are not only searching restaurant websites. They are seeing Yelp, OpenTable, Google profiles and specialty aggregators first.

THE OFFER MUST EXIST IN TEXT

Chambar's \$28 Monday special is competitive, but no current chambar.com page names '\$28', 'Monday' or 'wine special'.

Source: Vancouver Restaurant Benchmark + Chambar Digital Findability Audit

YELP IS A CITATION LAYER

Yelp is not just reviews. User/editorial language can make offers extractable for lists, snippets and AI answers.

Source: Yelp findings incorporated into methodology

BRIDGES SHOWS THE CONTRAST

Bridges Tap & Barrel is less distinctive than Chambar, but easier for aggregators to describe because the offer trail is visible.

Source: Tap & Barrel site, Yelp, Happy Hour Vancouver, Vibe

Rule: in restaurants, an undocumented offer is effectively invisible.

Chambar has the reputation, but not the offer signal.

The benchmark separates reputation from retrievability: Chambar is loved, reviewed and awarded, but the Monday offer is not findable.

REPUTATION IS REAL

Chambar carries strong review and award equity, including OpenTable, Yelp, TripAdvisor and local editorial signals.

Source: Vancouver Restaurant Benchmark + Chambar audit

THE OFFER IS NOT INDEXED

The current happy-hour page signals only Sat-Sun 3-4:30pm, while the Monday special has no dedicated page.

Source: [chambar.com](#) and Chambar audit

THE FIX IS SPECIFIC

Publish a Monday Night page, fix title/meta fields, add Offer/Menu schema, and submit the page to the aggregator layer.

Source: Chambar Monday landing-page spec

Rule: the strongest restaurant story still needs a source-of-truth offer page.

AI search rewards dated, consistent offer evidence.

AI answers are likely to synthesize the same sources humans use: Yelp lists, OpenTable editorials, Google profiles and happy-hour directories.

OWNED PAGE FIRST

A dedicated Monday-special page is the canonical source every other channel should point back to.

Source: Phase 1 scoring and direct site fetches

AGGREGATORS SECOND

Happy Hour Vancouver, Ultimate Happy Hours, Vibe, Yelp and OpenTable validate that the offer is current.

Source: Homepage HTML checks for schema and metadata

FRESHNESS ALWAYS

Weekly GBP/social posts create dated evidence that the offer still exists.

Source: Phase 1 scoring and search/evidence checks

Rule: write once as source of truth, repeat consistently across the discovery ecosystem.

Bridges belongs in the benchmark — because it is findable.

Bridges Tap & Barrel is the control case: not the strongest story, but a stronger offer-distribution footprint.

CLAIMED YELP PRESENCE

Yelp lists Tap & Barrel - Bridges as a claimed Vancouver restaurant with review volume and location data.

Source: Yelp and benchmark workbook

AGGREGATOR COVERAGE

Happy Hour Vancouver and Vibe list Bridges with happy-hour windows, drink prices and offer items.

Source: Happy Hour Vancouver and Vibe

OWNED LOCATION PAGE

Tap & Barrel exposes a Bridges-specific page with menu and booking paths.

Source: Tap & Barrel Bridges location page

Rule: a less distinctive brand can still outrank a better story if its offer evidence is easier to extract.

Two scoring models, run side by side.

The gap between the two models is the finding: Chambar's reputation is stronger than its documented offer infrastructure.

BRAND INTEGRITY REVIEW

Human quality judgment

Human reviewer scores 7 dimensions of execution quality: is the content differentiated, fresh, and substantive — or merely present? Penalises boilerplate even when voluminous.

7 DIMENSIONS · MANUAL · QUALITATIVE

SIGNAL ARCHITECTURE REVIEW

Structural completeness

Our designed methodology gives scoring across 8 dimensions: does the infrastructure exist? Rewards presence and volume of findability signals. Best for cross-site comparison at scale.

8 DIMENSIONS · AUTOMATED · STRUCTURAL

Every recommendation below is backed by direct site evidence — named, checkable standards, not assumption or reputation.

SECTION 03

Phase 1 Results.

Chambar's scores against Vancouver restaurant peers and Bridges Tap & Barrel — evidenced by owned pages, Yelp and aggregator visibility.

Kumu Brand & Signal Benchmark

- Seven Vancouver restaurant comparators
- This is Phase 1 of The Kumu Method — Hand score + Workbook score
- The comparison set includes:
 - ▪ Chambar
 - ▪ Cactus Club
 - ▪ Earls
 - ▪ Nightingale
 - Osteria Savio Volpe
 - JOEY Burrard
 - Bridges Tap & Barrel
- Phase 2 turns this into a launch-ready offer visibility system.

Headline scores. Seven restaurants, one visibility problem.

Restaurant	Hand	Workbook	Gap	Pattern	Key signal
Cactus Club	7.9	8.5	+0.6	Leader	Offers repeated on site
Earls	7.6	7.8	+0.2	Leader	Location offer pages
Nightingale	7.0	7.5	+0.5	Balanced	OpenTable /editorial
Savio Volpe	6.6	6.8	+0.2	Balanced	Yelp picks up offer
JOEY Burrard	6.4	6.6	+0.2	Balanced	OpenTable path
Bridges T&B	6.1	6.3	+0.2	Aggregator	HHV + Vibe + Yelp
Chambar	3.7	4.3	+0.6	Both low	Offer undocumented

Chambar — what the scores mean

Offer Findability — 1/10 — the Monday special is not written down on the source-of-truth domain.

Reviews & Reputation — 8/10 — Chambar has the strongest reputation signal in the peer set.

Diagnostic — both low — the issue is documentation, not brand quality.

Dimension breakdown. Where Chambar wins, and where discovery breaks.

Dimension	Hand evidence	WB evidence	Score	Gap	Fix
Technical SEO	Old meta remnants	No schema/sit emap	3/4	Title/meta	Template fix
Local SEO	Generic metadata	GBP no Posts	3/5	Freshness	Weekly GBP
Offer Findability	No \$28/Mondays page	No offer schema	1/1	Critical	Landing page
AI Visibility	Brand-only visibility	Missing aggregator signal	6/2	Citation	Submit offer
UX/Conversion	Dense IA	No Monday booking	4/5	Path	Deep link
Narrative/Social	Strong voice	No Monday pillar	7/4	Distribution	Weekly content
Freshness/Reviews	Awards stale	Strong reviews	2/8	Mismatch	Refresh proof
Conversion Infra	-	Fragmented systems	-	Booking	Unify CTA
Average	3.7	4.3	+0.6	Both low	Document offer

Chambar — strongest & weakest

Strongest — Reviews & Reputation, 8/10 — awards, OpenTable, Yelp and TripAdvisor give Chambar real equity.

Weakest — Offer Findability, 1/10 — no current page names the \$28 Monday special.

Proof of fix — the landing-page spec creates the missing source-of-truth URL and metadata.

Named baselines. Direct proof.

Every restaurant score is tied to direct owned-site evidence, booking-path visibility, Yelp/Google/OpenTable signals and happy-hour aggregator presence.

DIRECT SITE EVIDENCE

What we directly observed

Homepage · menus · metadata · offer pages · booking paths · title/social tags

RESTAURANT / OFFER BASELINES

Sector-specific context

Happy Hour Vancouver · Ultimate Happy Hours · Vibe · current menu/price/time evidence

GENERAL DIGITAL BASELINES

Cross-sector standards

Google Business Profile · Yelp · OpenTable · TripAdvisor · social channels

NEVER USED

Excluded from every score

Reputation · brand prominence · gut feel · unaudited claims · unverified assumptions

Phase 1 evidence map. Named standard → direct observation.
Every score traces to something checkable.

Dimension	Phase 1 standard	Chambar evidence
Technical SEO	Correct titles, metadata, structured data	Old og/twitter title values; schema absent.
Local SEO	GBP/Yelp/OpenTable consistency	GBP present; Yelp reviews strong; offer not surfaced.
Offer Findability	Offer exists as indexable text	No \$28/Monday/wine page on chambar.com.
AI Visibility	Appears in citation-layer sources	Not found for transactional deal queries.
UX/Conversion	Offer-to-booking path	No Monday-specific booking URL.
Reputation	Review volume, recency, awards	Strongest dimension: OpenTable, Yelp, TripAdvisor, awards.
Freshness	Dated current content trail	Awards/footer stale; no weekly Monday content pillar.

How does your brand score?



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Hand 3.7 vs. Workbook 4.3 — a gap of +0.6.

Chambar underperforms on both models, but the positive gap shows infrastructure is slightly ahead of execution. The visible reputation layer exists; the offer story is not yet documented.

A+	9.0–10.0	Industry-Leading
A	7.5–8.9	Market-Leading
B	6.0–7.4	Above Average
C	4.0–5.9	Needs Improvement
D	2.0–3.9	Below Standard
F	<2.0	Critical Gaps

HIGH SIGNAL · LOW BRAND

Infrastructure present, execution reads like a template.

Diagnosis: Content strategy gap.

BOTH LOW · DOCUMENTATION GAP

The product exists in the restaurant, but not in the digital source layer search and AI systems can retrieve.

Diagnosis: Offer documentation.

BOTH HIGH · SMALL GAP

Infrastructure and execution working together — the target state.

Diagnosis: Benchmark leader.

Rule: cite the Brand Integrity Review for headline standing. Show the Signal Architecture Review for the dimension-by-dimension scorecard. Never blend the two into a single composite.

Last on both models.
Strongest on reputation.

Site	Workbook	Hand	Rank	Tier
Cactus Club	8.5	7.9	1st	A/B
Earls	7.8	7.6	2nd	A/B
Nightingale	7.5	7.0	3rd	B
Bridges T&B	6.3	6.1	6th	B
Chambar	4.3	3.7	7th	C/D

Chambar is not losing because the restaurant is weak. It is losing because competitors and Bridges make offers easier for Yelp, OpenTable, Google and AI systems to extract.

The fix is not a rebrand — it is an offer visibility system.

STRONGEST RESULT

- Strongest result: Reviews & Reputation, 8/10. Chambar has real trust equity.
- Weakest result: Offer Findability, 1/10. The Monday special is missing from the source domain.
- Bridges proves the method: current offer facts across Yelp, HHV, Vibe and owned pages are easier to extract.

WHERE CHAMBAR TRAILS

Offer, AI, aggregator visibility

No dedicated Monday page, no offer schema, no Monday booking URL, no recurring GBP/social content trail.

This is a 2-4 week content, metadata and distribution project.

READY FOR THE FULL BENCHMARK?

Phase 1 found the gap. Phase 2 shows exactly how to close it.

This snapshot locates the gap: the Monday offer needs a source-of-truth page, metadata fixes and aggregator submission. Phase 2 validates every channel and turns the fix into a launch checklist.

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What Phase 1 is — and isn't.

This snapshot is built for speed: enough named, checkable evidence to confirm there's a real gap worth solving. It is not the full solutioning engagement — that's Phase 2.

WHAT'S INCLUDED

Hand and Workbook scores for Chambar against six peers, including Bridges Tap & Barrel. Yelp/aggregator methodology. Signal Gap pattern. Three Moves.

WHAT'S NOT INCLUDED

Full manual retesting across every aggregator, a CMS implementation plan, structured data QA, and post-launch rank tracking.

WHY THAT'S OK

Phase 1's only job is to confirm the gap is real and worth solving. The fix — and the evidence behind every fix — belongs to Phase 2.

The Full Brand & Signal Benchmark, in three parts.

Every recommendation in Phase 2 traces back to a named, scored dimension — nothing generic, nothing invented.

FULL BRAND EVIDENCE

All restaurant dimensions, scored and evidenced across Chambar, priority peers, Yelp, Google, OpenTable and aggregator channels.

A PRIORITIZED ACTION PLAN

The Three Moves framework: a quick win (days), a medium move (weeks), an ongoing habit (quarterly) — each tied to a specific scored dimension.

COST & TIMELINE

\$8,000–\$15,000 for a 1–3 competitor Phase 2 scope; larger restaurant-category tracking can be scoped separately.

CONTACT

LET'S BUILD THE RIGHT FOUNDATION FOR CONTINUOUS IMPROVEMENT

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