

## Innovative and tasty concept is behind Hole-E Burger

By Bill Rea

Like the name implies, the burgers at Hole-E Burger in Bolton have holes in them, and for good reason.

The restaurant on Highway 50 in south Bolton had a soft opening in July, according to owner Mark Sibilias, introducing a new and tasty concept to burgers.

For the most part, people really, really like it, he said.

The concept involves putting holes into the burgers, and then infusing them with fillings, like sauces, melted cheese, etc. It makes the burger cook so evenly, he said.

The Bolton outlet is the first of what Sibilias hopes will be many.

We chose Bolton because it's a small town, he said. Our concept is go into small towns and become part of the community.

That involvement has already started, as Sibilias spent much of the weekend at Bolton Fall Fair, as one of the Platinum Sponsors.

He added the restaurant will be aimed at families, as kids aged three to 10 will get their meal free on weekends, with the purchase of any burger or sandwich combo. Weekends also see all-day breakfast sandwiches available.

This is not a fast-food outlet.

We're fast-casual, Sibilias said, stressing that everything is fresh and made to order. We have fantastic toppings.

There are also some healthy items on the menu to choose from, including salads, as well as veggie, turkey and chicken burgers.

Sibilias, who owns a marketing company, said he has a good understanding of the challenges facing businesses like this.

This was my vision, he said. I did a lot of research in the food industry.

To us, it's all about the customer experience, he added. The customer experience is very key.



Hole-E Burger proprietor Mark Sibilias was joined by Justin Lebofsky, a business partner, and Mayor Marolyn Morrison for the official opening of the Bolton restaurant Monday. Also on hand were Caledon Councillors Gord McClure and Patti Foley, Dufferin-Caledon MP David Tilson and Councillors Richard Paterak and Allan Thompson.



Mayor Marolyn Morrison tried her hand at making a Hole-E Burger, assisted by Celia Saltarelli and Mark Sibilias. Photos by Bill Rea