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Vicky's of Santa Fe Stays True to Tenets Set 25 Years Ago

Anniversary event will feature 1989 prices

BY MARIA ZANG



Vicky's of Santa Fe in Indian Wells was built in 1989 and originally was to be named Vanessa's of Santa Fe.

PHOTO BY MARIA ZANG

Guy and Vicky Laliberte originally planned to name their 9,000 square foot restaurant, bar and lounge, Vanessa's of Santa Fe.

However, the name was already taken.

They opted for their second choice, Vicky's of Santa Fe.

At the time, their vision for the restaurant was to offer a no-nonsense menu, top-shelf service and reasonable prices.

Twenty-five years later under owner Marc Laliberte, the tradition continues.

Laliberte says the secret to longevity involves continually evolving the menu, which now includes up to 20 entrees, and adding an entertainment program that creates a music destination.

VIDEO: Hear the secrets to 25 years in business from owner Marc Laliberte.



Another key element is something Laliberte's uncle Guy taught him, which is to understand, know, and engage with the customer base.

"Our customers are happy for us; they want to see us succeed," says Laliberte.

To celebrate its 25-year milestone May 21, Vicky's will serve the original five-item menu and five sides at 1989 prices.

In addition, they have craftily prepared a commemorative picture coffee table book chronicling the 25-year history of Vicky's of Santa Fe. They will be available to guests for \$20 each the night of the anniversary.



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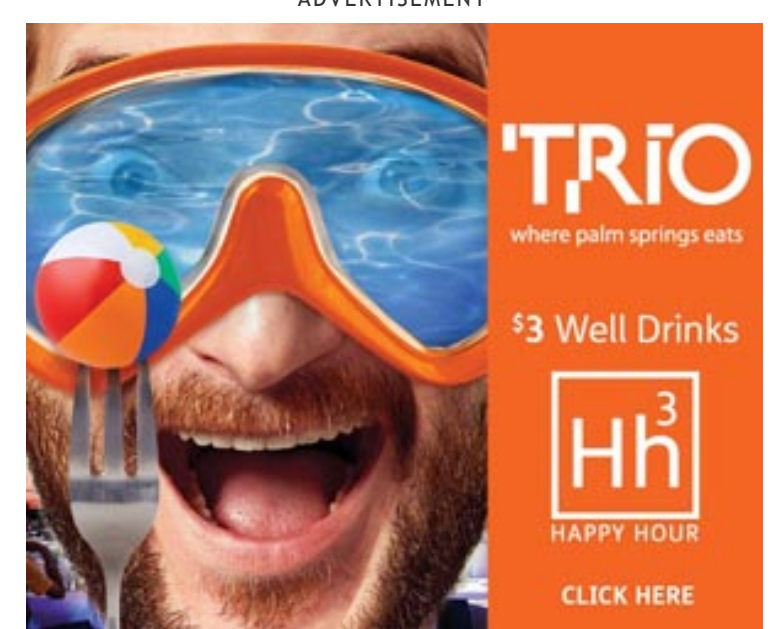
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