



CORNER BOOTH

CANDID CONVERSATIONS WITH TODAY'S RESTAURANT ENTREPRENEURS

Corner Booth

Top Lessons

- ✦ **LOOKING** Back Over 100 Episodes
- ✦ **LEARNING** From One Another
- ✦ **HELPING** Operators Improve & Grow

Corner Booth Top Lessons

The Guest Experience!



Episode 31

Alex Brennan Martin...Brennan's & Commanders Palace

- ★ “There will always be the demand for full service dining”
- ★ We have a desire to be a social community”
- ★ “ We don’t simply serve...hospitality is the business of making memories”

Corner Booth Top Lessons

The Guest Experience!

Episode 5 & 69,

**Johnny Carrabba,
Carrabba's Italian Grill**



“Its Been 38 Years Of Restaurant Ownership And I Still Remind Myself Every Day That I May Be The Owner But The Guest Is The BOSS! The Closer I Stay To The Guest The Smarter I Stay And The Better The Guest Experience Is”

“Treat Guests And Staff Like Family And They Will Become Family...loyal And Supportive!”

Culture Points



**Shila Morris & Kay
Salermo...Squeeze In**

Episode 26,

“ We engage our TRIBE everyday....Happy Associates = Happy Guests”



**Alex Smith...Atlas
Restaurant Group**

Episode 61

“ With 30 restaurant and 1800 staff members I believe being big means thinking small”

“ We employ a people first culture by practicing the following 3 principals”

- ✦ Think people first
- ✦ Product Integrity
- ✦ Hospitality



Episode 95

Corner Booth Top Lessons

Culture Points!

Pebbles
— FAMILY BUFFET —

Cameron Gerber...Pebbles Family Buffet

“We Show Our Commitment To Excellence By Practicing Our Cultural Principals Daily”

- ★ Staff engagement in daily operations and pre-shift meetings
- ★ Menu planning
- ★ Community marketing

“Result? The #1 Place To Work And Typically A Wait List Of Applicants”

Corner Booth Top Lessons

Purpose & Vision!



**Russell Ybarra....Gringo's
Mexican Restaurants**

Episode 10

“ We build our business by developing our people first”

“ Never fear failure....its simply a learning step along the journey”



**Emily Hunt Turner...All
Square Cafe**

Episode 97

“ Primary purpose is to invest in others ”

“ We employ the recently released from prison and those with criminal records”

“ We envision a stronger community as a result of having our successful restaurant”

Marketing & Branding

Episode 11

CALIBBQ
SLOW FOOD FAST

Shawn Walchef...Cali BBQ Media

“ Be the show...not the commercial”

“ Concept creates your story...digital marketing tells your story...consistent operations turns your story into reality”

Episode 26



Shila Morris & Kay Salermo...Squeeze In

“ By creating our Egghead nation of loyal followers we are able to build our base of customers while increasing revenue” You Tube cook alongs and Make at home Mimosa Kits!”

Episode 95

Pebbles
FAMILY BUFFET

Cameron Gerber...Pebbles Family Buffet

“ Following a annual marketing plan allows us to focus and budget correctly”

“ Review, revise plan as appropriate....determine an ROI on each promotion”

Operations!



Episode 7

Doug Brooks...Brinker International

“What is the one main thing in becoming and remaining a success in the restaurant business? Well, there isn't just one...but if there was it would be Consistency!”

Episode 26

Shila Morris & Kay Salermo....Squeeze In

“You get into this business for a love of cooking and connecting, but you implement systems, policies and procedures to maintain consistency and become profitable”
“it's people, product plus procedures that equal profit!”

“A Successful Operation Is Like A Reverse Mullet...put The Fun In The Front And The Seriousness In The Back! Bryan Lockwood, Artistry Restaurants”

Growth- Expansion



Episode 2

Brooks Bassler...BB's Cafe Tex Orleans

“ Current over 16 units of this casual, full service, cajun cafe concept”

“ Expanding through out one metropolitan market area is preferred than spreading out to thin to operate correctly”

“ We prefer fewer high volume units than a higher number of locations”

“ Private ownership is the preferred expansion vehicle...individual partnerships”

Episode 99

Peter Yang...Pokeworks

“ Follow where the guest takes you. We initial planned a slow controlled expansion, however over 1 million views on Insider Food (social media food network) created an incredible amount of interest in growth”

“Franchising is the preferred expansion vehicle”



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QUESTIONS???

For more information

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