

**RE-INVENTION
& RELEVANCE**

Case Studies
from

FOODPOWER™
Clients

BEFORE



AFTER



Current Owners doing a Complete New Concept in Exiting Location

Angell & Phelps Chocolate Factory

BEFORE



AFTER



Newly Renovated Exterior



Angell & Phelps' Chocolate Factory & Cafe Datona Beach, Florida

Before FoodPower:

The Smith family purchased the local Angell & Phelps' Chocolate Factory in 1983. In the late - 90's, Al expanded the business by opening an adjacent café. Angell & Phelps' were challenged by hurricanes, changing demographics in an historic downtown district, increasing competition, and decreasing sales.

Enter FoodPower:

FoodPower assessed the situation and identified the key challenge as the weak presence on the street and confusing brand. FoodPower used bright red and white peppermint-candy colors to attract the eye and strengthen the image. A long range strategy was laid out to carry the brand image from the exterior throughout the interior for implementation as budget allowed.

After FoodPower:

After 5 lean years, in the first month following the implementation of the exterior improvements, sales increased by 41%. By merchandising the services and products on the awnings and windows, sales rose in all categories.



Catered Charity Events helped get more exposure

BEFORE



Mirabeu



AFTER



Stella's Serious Italian
Monarch Beach, Ca

Before FoodPower: Formerly Mirabeu French Cuisine in Monarch Beach.

Enter FoodPower: Stella's owner Joe hired FoodPower to consult and assisted with all details including with the purchase, interior, branding, menus, kitchen staff, grand opening parties and press.

AFTER



Italian Style Tent for Private Parties & Events

Anaheim White House
Anaheim, Ca

Before FoodPower:

The Anaheim White House is a 1909 colonial house and as the current restaurant has been owned by Bruno Serato since 1987. It was doing well but could be more relevant and updated to attract more guests.

Enter FoodPower:

FoodPower brought in her team and together polished everything to make the guest experience a WOW from the moment the guest arrives until they leave. Together they worked on the food, plate presentations, service, decor and helped introduce the guest chef program.

Marshall also identified the opportunity for more private parties and events and an Italian style tent was set up on the property.

After FoodPower:

The tent has been so successful it earned \$750,000 the first year and it is now being built as a permanent addition. This also resulted in awards for the Executive and Pasty Chefs and an increase of 25% in outside catering.

AFTER



**Blackwood American Grill
Corona, CA**

Before FoodPower:

Blackwood is a brand new concept in Corona built from the ground up. There are no other fine dining restaurants in the area and the intention was to bring the first to the area.

Enter FoodPower:

FoodPower brought in her team to assist with the menu creation, hiring of the chef, overseeing of the brand, menu creation and consulted in multiple areas of the development.

After FoodPower:

Blackwood is a beautiful prime steak house serving innovative contemporary American cuisine in a sultry, warm and inviting atmosphere.



Zov's Bistro, Bakery & Café

Building More Success on Hard-Earned Success
Client: Zov Karamardian
Why would the owner of a successful restaurant seek advice and council from FoodPower?



Before FoodPower:

Zov Karamardian's restaurant and reputation have come to be known nationwide since she opened her Tustin, California restaurant in 1988. She wanted to continue to grow and build on her notoriety, but was unsure of the best way to go about it. They had gone through many remodels at their site – growing from just 10 tables in 1,200 square feet to 13,000 square feet today in that same location.

So, Karamardian called in FoodPower.

Enter FoodPower:

During our year-long consultancy, FoodPower advised Zov on many areas of this family-owned restaurant. Together we explored all of the avenues for growth and identified which were best for Zov's.

After FoodPower:

Zov's now serves an average of 1,100 people each day. Zov's growth is especially notable because their success has been achieved without multiple locations or franchising. Two distinct restaurants operate out of one main kitchen, serving guests in the bakery at breakfast, and expanding the service to include the bistro at lunchtime. In the evening, only the bistro is used for regular diners – leaving the private dining room and the bakery available for private functions.

Bistango

Before FoodPower:

Bistango is an established restaurant in the corporate business area surrounding the Orange County airport. Bistango had everything going for it – beauty, location, and experienced, professional ownership – everything except enough sales to be profitable.

Enter FoodPower:

We conducted our FULL PowerAssessment and developed a growth strategy to leverage their talent and concept.

We projected Bistango's sales to grow from \$1.3 million to \$5 million in five years from the implementation of our PowerAssessment.

After FoodPower:

Bistango's sales passed the \$5 million mark in only four years. Their sales are currently at \$9 million.

Bayside

Before FoodPower:

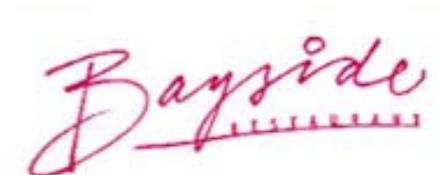
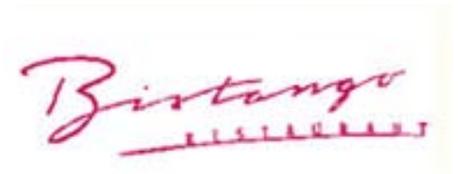
This lovely sister restaurant to Bistango was hitting its dinner numbers, but falling short at lunch.

Enter FoodPower:

Following our FULL PowerAssessment, FoodPower devised a plan to increase covers and raise lunch sales. Tactics included team-building to energize the staff, re-engineering the lunch menu, and 4-walls marketing.

After FoodPower:

Sales increased 15% in three months and are still growing.



FOODPOWER™

T E S T I M O N I A L S

“Phyllis Ann Marshall has a unique ability to capture the essence of a restaurant and offer improvements, a road map, to a smoother, more cohesive and more profitable operation. I have never met another person with the combination of her abilities to diagnose a restaurant's shortcomings and recommend remedies for your restaurant that add years to its life and dollars to the bottom line.”

Bent Hansen
Los Gringos Locos

“The value of using a professional restaurant consultant like Phyllis Ann Marshall cannot be over-estimated. Her vast restaurant expertise allows Phyllis Ann to accurately assess an existing restaurant's culinary controls, its operational efficiencies and customer service. She then develops a working plan that a struggling restaurant can immediately put to use to improve its operation.”

Nancy Feightner
Senior General Manager, Irvine Spectrum Center
The Irvine Company

“Phyllis Ann's keen eye for details, her passion for food, and her uncanny foresight regarding current food trends has led to a long and great relationship with Lawry's Restaurants. Phyllis Ann has a unique ability in assessing a restaurant's core competencies and has been able to come up with valuable solutions as it relates to the current needs in today's environment.”

Bryan Monfort
Vice President of Operations, Lawry's Restaurants

“Phyllis Ann goes beyond applying her vision and experience by getting up close and personal with key players in her projects. On a major menu overhaul, we were very successful in bringing the restaurant up to date with current trends without compromising the theme and charm that the restaurant has come to be known for.”

Dennis Brask
Executive Chef, Five Crowns Restaurant

“What impresses me most about Phyllis Ann, in addition to her contagious passion for culinary integrity, is her vision. She sees where the market is going to be and knows what an operator needs to be doing today to be competitive in the future. Restaurateurs who are wise enough to seek (and apply) her advice are always ahead of their competitors.”

Bill Marvin
The Restaurant Doctor

“If you hire Phyllis Ann Marshall, be prepared for a life-altering experience. She will change you, you will come out at the end of your experience with her as a different Restaurateur. You will no longer be satisfied being good; she’ll inspire you to be great. You will never stop evaluating your business, you’ll never settle again on anything short of the best.”

Dick Varano
Owner, Billy’s Chowder House, Varano’s Italian Restaurants, Wells Beach Steak House

“Phyllis Ann brought in her team and together we polished everything to make the guest experience a WOW from the moment the guest arrives until they leave. Then she helped me introduce the White House Guest Chef Program. I love it, the guests love it and best of all I get to bring a culinary school to my kitchen.”

Bruno Serato
Proprietor, Anaheim White House

“Phyllis Ann’s recommendations were based in reality. Her knowledge of how changes effect all the departments of a restaurant led to do-able changes that everyone was willing to accept. Almost immediately she was able to correctly assess our situation and develop a realistic plan to make the changes that brought an immediate return on our investment.”

Al Smith
Angell & Phelps Café

“When I first decided to make my dream a reality by opening an upscale restaurant and lounge, I knew my first step -- call Phyllis Ann Marshall. Phyllis is a warm, caring, intelligent person, who has so much to offer to anyone who is thinking about entering into this crazy business of serving food and cocktails.”

Joseph Morano
Stella’s Serious Italian Restaurant

Public Speaking

“Restaurant Owners love Phyllis Ann's passion in helping them update their concepts, food and her very up-to-date knowledge of leading trends in the industry. Many of my clients have hired her to consult with them on an individual basis and are very happy with the results. I highly recommend Phyllis Ann to anyone looking for an expert to speak or as a consultant on any of these topics to help their restaurant stay relevant in today's rapidly changing restaurant marketplace.”

Rory Fatt

President, Restaurant Marketing Systems

Legal Expert

“Ms. Marshall has an extraordinary resume in her area of expertise. In addition to her vast knowledge and experience in the area, she is a very effective witness. I have had the pleasure of watching her testify in a jury trial. She was most effective and her testimony was a significant part of my client prevailing in the lawsuit.”

Ernie Zachary Park

Bewley, Lasseben & Miller, LLP