

CON
NEC
TED

2020/2021



**The right partners.
Every step of the way.**

RESTAURANTS + RETAIL + REAL ESTATE

**WHAT
NOW**

ATLANTA



FORWARD

Ask any seasoned, successful business owner the key to leading the market and you are sure to hear, "It takes a tribe of strategic partners to position your concept for success."

What Now Atlanta spends each and every day interviewing, meeting with, and working directly with the partners that make great concepts successful.

We see all the good and unfortunately all of the bad.

Our Preferred Partners represent what we feel to be the very best at what they do, representing expertise, integrity, honesty, high-quality services and products, and simply all-around good people.

We are confident that these partners will help you be the best you can be.

Sincerely,

Caleb J. Spivak

Founder, What Now Media Group, Inc.

**WHAT
NOW**

ATLANTA

MASTER OPENING CHECKLIST

Site Selection, Concept & Brand

- Location
- Branding, Architecture, Design
- Construction

Financing

- Accounting
- Banking

Insurance

Utilities

- Electric
- Gas
- Water
- Sewer

Suppliers

- Equipment
- Flooring
- Beverage & Liquor Distributor
- Food Distributor
- Menu & Operations

Technology

- Financial Technology (FinTec) & Payroll
- Telephone & Internet
- Security Services
- Reservation Services
- Software

Maintenance & Outside Services

- Hood Cleaning, Oil Recycling & Grease Trap
- Waste Removal
- Janitorial
- Pest Services
- Valet
- Linen Service
- Landscaping

Staffing

Training

Operations

Promotion

- Print Services & Signage
- Photography
- Marketing
- Public Relations

Menu

Finals



Financing

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|---------------|
| Accounting - Corporate Financial Solutions, pg. 38 | | | | |
| Register with All Gov't Agencies | | | | |
| Obtain Fed Tax ID Number | | | | |
| Bank Reconiliations | | | | |
| Payroll System | | | | |
| Banking | | | | |
| Selection of Bank | | | | |
| Construction Account | | | | |
| Operational Account | | | | |
| Payroll Account | | | | |
| Lines of Credit | | | | |
| Deposit Bags | | | | |

Site Selection, Concept & Brand

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Site Selection - KW Commercial, pg. 36 | | | | |
| Concept & Brand - Urban Eats pg. 38 | | | | |
| Architecture - BoggsVickers pg. 35 | | | | |
| Contract Design Documents | | | | |
| Specification Book | | | | |
| Digital Renderings | | | | |
| Procurement and facilitating FF&E and Millwork Installations | | | | |
| Consultations During Operations | | | | |

Utilities

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Sewer | | | | |
| Procedures | | | | |
| Drawings/Plans | | | | |
| Inspection | | | | |
| Permit Requirements | | | | |
| Installation | | | | |
| Gas – FireSide Nat. Gas, pg. 37 | | | | |
| Water | | | | |
| Electric | | | | |

Suppliers & Supplies

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|-----------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Vendor list for | | | | |
| Food | | | | |
| Coffee – Nespresso pg. 37 | | | | |
| Liquor | | | | |
| Supplies | | | | |
| Contact salespersons | | | | |
| Credit applications on file | | | | |
| List of references | | | | |
| Inventory | | | | |
| Initial/Pre-opening | | | | |
| Replacement | | | | |
| Par Stock & Ordering forms | | | | |

Insurance

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Insurance - Coopers Insurance, pg. 38 | | | | |
| Pre-Construction, During Construction, Ops | | | | |
| Liquor Bond | | | | |
| Liability | | | | |
| Workman's Comp | | | | |

Suppliers

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Equipment, Software & Supplies – Edward Don & Company, pg. 36 | | | | |
| Collect all warranties for new equipment & send in cards | | | | |
| Place all equipment information & Service Agents in a notebook for reference | | | | |
| Food inventory | | | | |
| Bar inventory | | | | |
| Supplies inventory | | | | |
| Hood/HVAC Equipment | | | | |
| Kitchen Design & Equipment List | | | | |
| Contractor | | | | |
| Subcontractors | | | | |
| Out-side Contractors | | | | |
| Hand Wash Stations | | | | |
| Soap/Sanitizer | | | | |
| Towel dispensers | | | | |
| Hand wash signs | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|------------------|
| Equipment checkout (burn-in/calibration) | | | | |
| Ice Machines | | | | |
| Cooking Equipment | | | | |
| Refrigeration equipment | | | | |
| Kitchen Clock | | | | |
| Anti-fatigue Mats | | | | |
| Set up dish machine services | | | | |
| Clean, organize & label all shelving | | | | |
| Dry storage | | | | |
| Walk-in | | | | |
| Freezers | | | | |
| Supply area | | | | |
| Service area | | | | |
| Chemical storage | | | | |
| Bar storage | | | | |
| Kitchen Utensils | | | | |
| Produce list | | | | |
| Obtain bids | | | | |
| Place order | | | | |
| Recieve order | | | | |
| Small Wares Order | | | | |
| Product list | | | | |
| Obtain bids | | | | |
| Place order | | | | |
| Recieve order | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|------------------------------|------------------------|--------------------------------|-----------------------------|------------------|
| Tabletop selection | | | | |
| Plateware | | | | |
| Flatware | | | | |
| Glassware | | | | |
| Select wall covering | | | | |
| Obtain bids | | | | |
| Order | | | | |
| Arrange delivery | | | | |
| Accept per order | | | | |
| Select tables | | | | |
| Obtain bids | | | | |
| Order | | | | |
| Arrange delivery | | | | |
| Select chairs | | | | |
| Obtain bids | | | | |
| Order | | | | |
| Arrange delivery | | | | |
| Apply scotchguard protection | | | | |
| High chairs & boosters | | | | |
| Arrange delivery | | | | |
| Select Floor Covering | | | | |
| Obtain bids | | | | |
| Order | | | | |
| Arrange installation | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--------------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Beverage Station | | | | |
| Cups | | | | |
| Lids | | | | |
| Holdings | | | | |
| Sodas | | | | |
| Dairy | | | | |
| Canned juices | | | | |
| Bev naps | | | | |
| Straws | | | | |
| Soda System | | | | |
| Liquor Selection | | | | |
| Well liquor selection | | | | |
| Call liquor selection | | | | |
| Premium liquor selection | | | | |
| Beer Selection | | | | |
| Draft system | | | | |
| Wine Selection | | | | |
| Supplier wine training program | | | | |
| Wine list design | | | | |
| Wine list publication | | | | |
| Wine openers | | | | |
| Wine buckets and stands | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Beverage & Liquor distributor | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|------------------|
| Food distributor - Sysco, pg. 34 | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|------|------------------------|--------------------------------|-----------------------------|------------------|
|------|------------------------|--------------------------------|-----------------------------|------------------|

| | | | | |
|-----------------------|--|--|--|--|
| Paper Products | | | | |
| Guest checks | | | | |
| POS supplies | | | | |
| Take out | | | | |
| Bathroom | | | | |

| | | | | |
|-------------------------|--|--|--|--|
| Office Furniture | | | | |
| Desk | | | | |
| Chair | | | | |
| Filing cabinets | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|------|------------------------|--------------------------------|-----------------------------|------------------|
|------|------------------------|--------------------------------|-----------------------------|------------------|

| | | | | |
|--|--|--|--|--|
| Security Services - ADT, pg. 36 | | | | |
| Robbery prevention | | | | |
| Control of access during ops | | | | |
| Control of access during const | | | | |
| Double door safe | | | | |
| Night drop | | | | |
| Reservation Services | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Telephones | | | | |
| Office line | | | | |
| Fax line | | | | |
| Catering line | | | | |
| Kitchen line | | | | |
| Reservations line | | | | |
| Pay phone | | | | |
| Telephone Equipment | | | | |
| Obtain bids | | | | |
| Order | | | | |
| Arrange delivery | | | | |
| Accept per order | | | | |
| Telephone Service | | | | |
| Procedures | | | | |
| Drawing/Plans | | | | |
| Inspection | | | | |
| Permit Requirement | | | | |
| Installation | | | | |
| Cables & Wiring – Encompass Interactive, pg. 29 | | | | |
| Burglar/fire alarm | | | | |
| Music/public address | | | | |
| Telephone lines (internal) | | | | |
| POS & Computer lines | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|---------------|
| Payroll | | | | |
| Pre opening | | | | |
| Management | | | | |
| Hourly | | | | |
| POS System - American Processing Company, pg. 37 | | | | |
| Wiring | | | | |
| Installation | | | | |
| Training | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|---------------|
| Computer System | | | | |
| Monitor | | | | |
| Printer | | | | |
| Internet service | | | | |
| Software | | | | |
| Food ordering (from primary supplier) | | | | |
| Office suite software | | | | |
| Word processor | | | | |
| Spreadsheet | | | | |
| Presentation | | | | |
| Publisher software | | | | |
| Scheduling—use for employee time management, management schedules and catering events | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|------------------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Keys | | | | |
| Make list of keys needed in store | | | | |
| Collect all keys upon installation | | | | |
| Re-key just before opening | | | | |

Maintenance & Outside Services

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Outside Services – Premier Grease, pg. 30 | | | | |
| Maintenance | | | | |
| Janitorial | | | | |
| Valet Parking | | | | |
| Pest Control | | | | |
| Plant Service | | | | |
| Linen Service | | | | |
| Hood/Flue Cleaning | | | | |
| Carpet Cleaning | | | | |
| Window Washing | | | | |
| Primary Vendor Selection / Approved Vendor List | | | | |
| Local contact with name number | | | | |
| Establish credit, delivery schedule | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|-----------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Waste Removal | | | | |
| Solid waste | | | | |
| Dumpster | | | | |
| Compactor | | | | |
| Janitorial | | | | |
| Floor cleaner | | | | |
| Spot remover | | | | |
| Gum solvent | | | | |
| Liquid hand soap | | | | |
| Hand towel dispensers | | | | |
| Paper towels | | | | |
| Windex | | | | |
| Squeegees | | | | |
| Janitorial Equipment | | | | |
| Wet floor signs | | | | |
| Mops | | | | |
| Buckets | | | | |
| Vacuum | | | | |
| Trash cans | | | | |
| Dust pans | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Sewer Service | | | | |
| Procedures | | | | |
| Drawings/Plans | | | | |
| Inspection | | | | |
| Permit Requirements | | | | |
| Installation | | | | |
| Linen Service | | | | |
| Hood/Flue Cleaning | | | | |
| Carpet Cleaning | | | | |
| Window Washing | | | | |
| Parking Lot and Valet – Refined Parking, pg. 36 | | | | |
| Number of Spaces | | | | |
| Resurfacing | | | | |
| Entrance/Exits | | | | |
| Lighting for parking lot | | | | |
| Control for pre-construction | | | | |
| Control during construction | | | | |
| Valet stand/key control | | | | |
| Parking lot signage | | | | |
| Handicap | | | | |
| Reserved | | | | |
| Valet | | | | |
| Valet Services | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|-------------------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Linen Service | | | | |
| Table top laundry (rental) | | | | |
| Uniforms – Chef Duds, pg. 37 | | | | |
| Uniform laundry (rental) | | | | |
| Uniform order | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--------------------------------|------------------------|--------------------------------|-----------------------------|---------------|
| Landscaping | | | | |
| Pre-construction | | | | |
| During construction | | | | |
| Maintenance | | | | |
| Construction timetable | | | | |
| Estimated time for each phase | | | | |
| Estimated completion date | | | | |
| Critical path | | | | |
| Construction budget | | | | |
| Sign requirements/restrictions | | | | |

Staffing

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Management Recruiting and Staffing - Martin Recruiting Partners, pg. 32 | | | | |
| Front and Back of House Staffing | | | | |
| Projected list of employees needed for each area of operation | | | | |
| Sources for recruiting | | | | |
| Develop pay scales for all crew work groups | | | | |
| Front desk | | | | |
| Servers | | | | |
| Wait assistants | | | | |
| Bartenders | | | | |
| Cooks | | | | |
| Prep cooks | | | | |
| Dishwashers | | | | |
| Supervisors | | | | |
| Managers | | | | |
| Place employment ads in newspapers & schedule recruiting missions | | | | |
| Review staffing manual for interviewing/hiring procedures. Establish target question list | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|---------------|
| Employee Applications & Employee New Hire Kits | | | | |
| English/Spanish | | | | |
| I-9 Tax forms | | | | |
| Health cards | | | | |
| Server/bartender/entertainment permits | | | | |
| Orientation | | | | |
| Pre-opening/training schedule | | | | |
| Operational schedule | | | | |
| ServSafe training | | | | |
| Uniform | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Establish Work Schedules | | | | |
| Reports | | | | |
| Food/beverage/covers/average check/sales mix | | | | |
| Comparisons to budget | | | | |
| Organizational charts by dept. | | | | |
| Dining room | | | | |
| Bar | | | | |
| Kitchen | | | | |
| Administration | | | | |
| Employee applications | | | | |

Training

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---|------------------------|--------------------------------|-----------------------------|------------------|
| Training | | | | |
| Identify dates of training allowing for "dry run" or "soft opening" time | | | | |
| Validate service sequences | | | | |
| Develop bar opening checklist | | | | |
| Develop kitchen-opening checklist & for all departments: open, close & managers | | | | |
| Document & train management/staff | | | | |
| Organize orientation materials | | | | |
| Develop sidework schedules for all FOH | | | | |
| Set up POS training for management & crew | | | | |
| Wine & beer seminars for sales knowledge & over-consumption policy | | | | |
| FOH menu descriptions for all items | | | | |
| Plating & garnish guide for all items | | | | |
| Set up training recipe manuals | | | | |
| Select training team | | | | |
| Set date for training team arrival | | | | |
| Prepare master training calendar | | | | |
| Set up training manuals & opening materials | | | | |
| Set up general meeting & training session | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Organize any necessary management training such as: | | | | |
| MSDS location | | | | |
| Interviewing & hiring (legal vs. illegal questions, ADA, etc.) | | | | |
| Restaurant standards & systems | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|----------------------------------|------------------------|--------------------------------|-----------------------------|------------------|
| Human Resources | | | | |
| Selection of manager | | | | |
| Selection of pre-opening staff | | | | |
| Organizational chart | | | | |
| Evaluation of available managers | | | | |
| Define manager job duties | | | | |
| Interview of managers | | | | |
| Interview of pre-opening staff | | | | |
| Create management reports | | | | |
| Evaluation of available chefs | | | | |
| Evaluation of kitchen manager | | | | |
| Employee performance evaluation | | | | |
| Training program for employees | | | | |
| Uniforms | | | | |
| Dress code | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Employee Bulletin Board | | | | |
| Required postings – OSHA, safety, minimum wage, etc. | | | | |
| Wage & hour | | | | |
| Workman’s comp | | | | |
| Emergency hospital & doctor | | | | |

Operations

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Kitchen Operations/Service Operations | | | | |
| Set-up sheets with pars | | | | |
| Opening checklists | | | | |
| Closing checklists | | | | |
| Prep lists with pars | | | | |
| Standardizes recipe book | | | | |
| Freezer pull sheets | | | | |
| Inventory forms | | | | |
| Hours of Operation | | | | |
| Estimated hours of operation | | | | |
| Bar | | | | |
| Restaurant | | | | |
| Entertainment | | | | |
| Opening | | | | |
| Ongoing | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--------------------------------|------------------------|--------------------------------|-----------------------------|------------------|
| Operational Manuals | | | | |
| Safety manual | | | | |
| Financial manual | | | | |
| Catering manual | | | | |
| Kitchen manual | | | | |
| Exhibition cooking manual | | | | |
| Guest Music | | | | |
| ASCAP/BMI arrangements | | | | |
| Satellite music system | | | | |
| Code Book | | | | |
| Handicap regulations | | | | |
| Ansul fire system requirements | | | | |
| Exits | | | | |
| Emergency lighting | | | | |
| Security during operation | | | | |
| Panic hardware requirements | | | | |
| Fire inspector approval | | | | |
| Sprinkler system requirements | | | | |
| Smoke detectors/smoke eaters | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|---------------------------------------|------------------------|--------------------------------|-----------------------------|------------------|
| Signage - Signal Signs, pg. 36 | | | | |
| Order Storefront Signage | | | | |
| Sign Permitting & Installation | | | | |
| On-Site Survey Analysis | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|------------------|
| Graphic Design & Print Services – Creative Approach, pg. 28 | | | | |
| Logo | | | | |
| Type/Font Style | | | | |
| Colors | | | | |
| Other Branding Guidelines | | | | |
| Business Cards | | | | |
| Menu Design | | | | |
| Brochures & Folders | | | | |
| Printed gift certificates | | | | |
| Signs | | | | |
| Stationary | | | | |
| Letterhead | | | | |
| Promotional Materials | | | | |
| Banners | | | | |
| Sign/Banner Installation | | | | |
| Bulk Mailing | | | | |

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|------|------------------------|--------------------------------|-----------------------------|------------------|
|------|------------------------|--------------------------------|-----------------------------|------------------|

Photography
Digital & Promotional Marketing - Treebird Branding, Pg. 36

| | | | | |
|------------------------------------|--|--|--|--|
| Website | | | | |
| Social media accounts | | | | |
| Facebook | | | | |
| Twitter | | | | |
| Instagram | | | | |
| Optimize website for local SEO | | | | |
| Monitor review sites | | | | |
| Contest & promotions schedule | | | | |
| Business cards | | | | |
| Build restaurant customer database | | | | |
| Email marketing tool | | | | |

Public Relations – Kitsy Rose PR, pg. 31

| | | | | |
|-----------------------|--|--|--|--|
| Announcement Release | | | | |
| Media Sneak Peek | | | | |
| Ongoing PR Activities | | | | |

Menu

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Preliminary Menu Creation | | | | |
| Children's menus | | | | |
| Birthday favors | | | | |
| Lunch | | | | |
| Dinner | | | | |
| Catering | | | | |
| Brunch | | | | |
| Banquet | | | | |
| Pricing & Cost | | | | |
| Menu pricing range | | | | |
| Menu cost & portion guide | | | | |
| Standard recipe binder | | | | |
| Table Arrangement | | | | |
| Section maps for host station | | | | |
| Opening & closing sidework assignments | | | | |

Finals

| TASK | TARGET COMPLETION DATE | URGENCY 1 (NOW) 3 (SOON) | PERSON OR PARTY RESPONSIBLE | COMPLETED Y/N |
|--|------------------------|--------------------------------|-----------------------------|---------------|
| Place initial food order | | | | |
| | | | | |
| Place initial chemical supplies order | | | | |
| | | | | |
| Place initial paper goods order | | | | |
| | | | | |



Meghan Kelley

Project Manager

404.480.8222

meghan@mycreativeapproach.com

Atlanta, GA 30309

mycreativeapproach.com

ONE PLACE, ENDLESS POSSIBILITIES

The team at Creative Approach strives to offer fast, affordable and professional quality graphic design, printing, wide format solutions and social media marketing and management.

TIPS FROM THE TEAM

PRINTING

“Make sure your print-ready documents include high resolution images, including logos.”

- Jennifer Salierno, Project Manager

GRAPHIC DESIGN

“Trust your designer; trust the process. It’s more than what just look good. Graphic design is visually communicating to those who you want to engage with your product or services.”

- Julia Royal, Graphic Designer

Encompass Interactive

Charles Schuster, *Founder*

678-576-5611

charles@ecompassinteract.com

3640 Kennesaw N. Industrial Pkwy, Suite D

Kennesaw, GA 30144

WHAT WE DO

We build first-class digital solutions leveraging sight, sound and touch technologies creating personal and emotional experiences for clients in today's fast-paced digital world.



PARTNER QUICK FIVE:

DEDICATED CIRCUIT

Use a dedicated circuit for your data rack to eliminate circuit overload. This solution will deter issues like a power outage during dinner service.

COOLING

Get adequate cooling to avoid "rack" shutdown in your restaurant office.

ORGANIZATION

Neatly organize and label cabling so problems can be identified quickly and efficiently.

REDUNDANT DATA OUTLET

Install a redundant data outlet in case one goes bad. This is particularly important in the kitchen.

REMOTE POWER BOOTING

Remote power booting is a must. This provides the ability to reset individual circuits remotely. If you lose wireless, Encompass can reboot in real-time from anywhere.

Premier Grease

Partner with Premier Grease today and let us handle all your grease needs so that you can focus on creating great food and serving your customers better!

Doug Brandenburg
Owner
Premier Grease

dougsmail6@gmail.com
404-423-4393
premiergrease.com



ONE STOP SHOP

Premier Grease can bundle your Hood Cleaning, Used Cooking Oil Recycling, Trap Pumping, and a Filter Exchange Service so your filters stay clean while avoiding potentially costly fines and reducing your environmental impact.

We understand how busy it can be running a restaurant and we can be your one point of contact.

For our bundle customers, we offer discounts and free oil container cleanings at every hood cleaning service. We have been around for 14 years, are locally owned, and service over 2000 businesses around the Metro Atlanta area. We pride ourselves on guaranteeing all of our work plus we have insurance coverage of up to \$5M and require no contracts to start working. We are only as good as our last service.

TOP 4 MUST-KNOWS

GREASE FIRES

A poorly cleaned exhaust hood can drastically increase the likelihood of a hood fire. Keeping up with your regular hood cleaning with a certified/trained hood cleaner will help reduce your risk of a fire and keep you in good standing with your insurance company.

OVERFLOW/ODOR/FINES

Not pumping grease traps regularly can lead to clogged or backed up grease lines, making for an unworkable kitchen situation. Not only are full grease traps stinky and smelly, but they can also be very dangerous, as a full grease trap could catch fire. And if grease from your kitchen enters the city water system, you could be facing steep fines and disciplinary action.

BEING GREEN

By letting Premier Grease both clean your filters off-site while outsourcing the nightly filter cleaning task, you will be removing the largest contribution of grease going through your drainage system. You do not have to waste money on expensive DE-GREASER or repairs to your pipes from grease clogging them up!

TIME IS MONEY

Dirty hood systems and full grease traps will drag your business down whether due to losing business from kitchen fires and odors, repairing damage from broken fans, or paying fines from failed inspections.



Kitsy Rose
The Ambassador of Buzz
Kitsy Rose PR

Kitsy@KitsyRosePR.com
404-607-9022
KitsyRosePR.com

TOP TWO TO-DO

1. Announcement Release
2. Media Sneak Peek

KITSY ROSE PR

PARTNER QUICK FIVE

WHO, WHAT, WHEN, WHERE, WHY?

Create a solid Fact Sheet that briefly tells the story of your business and answers the five "W's."

INVEST IN PHOTOGRAPHY

Have professional high resolution photos taken of your business, product(s) and yourself.

SPECIFIC OUTREACH

Know who your audience is and develop a media list with your target reader(s) in mind.

PITCH LEAD TIME

Plan ahead (no less than six weeks) as media work on a variety of deadlines two to three weeks minimum in advance.

YOUR NETWORK IS GOLD

Networking is key – get your brand out there and attend and support community events that complement your business.

Martin Recruiting Partners



HEATH CAMPBELL
Owner
678-507-5100
hcampbell@mrpnw.com

WHAT WE DO

We provide total client-oriented recruiting services and bring the message of your opportunity to focused, targeted candidates. Martin Recruiting Partners is your search partner and becomes an extension of your organization. Our philosophy is to know your business and culture so we can effectively provide productive, long-term leaders.

PARTNER QUICK 5

Start your search early—Finding the right leaders for your new business takes time and effort. Don't put it off.

Know what you want—Understand the values and characteristic traits you want out of a leader and develop a good job description.

Get the word out—Partner with industry experts such as other hospitality veterans, vendors, and recruiters to get the word out.

Thoroughly Interview—Fully interview and vet every candidate to make sure they are a match for your need.

Ignite a Fire—Let candidates know the benefit of coming to work for your business and get them excited about the possibility of going to work for your organization.



AMANDA GEERY

Regional Sales Manager - Southern Region

770-757-7173

amanda.geery@ecolab.com

WHAT WE DO

Ecolab goes beyond pest control, putting our expertise to work every day to solve the industry's most complex pest challenges. Through our proactive people and innovative spirit, we protect you today, while advancing new and better solutions to protect you tomorrow.

PARTNER QUICK 5

We offer PEST ELIMINATION not PEST CONTROL

Ecolab Pest Elimination applies a 4 step process of Residual, Dust, Flush, and Bait. That's how we ELIMINATE! We also offer World Class Fumigation on all levels!

GUARANTEED Program

Ecolab offers guaranteed programs for any COMMERCIAL business and specializes in all areas of business including but not limited to Hospitality, Full Service Restaurants, Quick Service Restaurants, Food, and Beverage Manufacturing and Processing, Offices, Hospitals, Retail, Import/Export, Milling, ETC.

Trusted Partner

Consistent, Reliable Expertise and Service. Staff Training on pest detection and prevention. World-class customer care and technical support. 140 patents in pest technologies with our innovation.

Superior Solutions

We take a PROACTIVE approach in our solutions with unwavering standards. Targeted commercial programs to meet your unique needs. A preferred and most trusted partnership.

Consistent Communication

Onsite consultations, pest dashboards, and insights at your fingertips, emergency response, service reporting.

Sysco



Vince Moralle
404-559-7524
moralle.vince@atl.sysco.com

Terry Fitzgerald
404-559-7512
fitzgerald.terry@atl.sysco.com

Patrick Topp
470-582-4578
topp.patrick@atl.sysco.com

PARTNER QUICK 5

- Know your restaurant's performance daily with Sysco Proactive P&L software
- Stay on top of new and upcoming trends by scheduling a Business Review with Sysco's Chef Marcus
- Follow Chef Marcus' Blog at www.foodsourceatlanta.com/chefmarcus
- Videos, Recipes, and Solutions at www.syscofoodie.com
- Shop the largest selection of restaurant supplies and equipment: www.suppliesonthefly.com ::: more info at www.foodsourceatlanta.com/soif



TRAVIS VICKERS

President

404-937-6550, ext. 2

tvickers@boggsvickers.com

WHAT WE DO

We design environments that generate efficiency and breed success so you can focus on your business.

PARTNER QUICK 5

Communication: From hearing your story to working through the design and construction process. Communication is paramount.

Patience: The design and construction process can be challenging at times with some phases out of our control like permitting. Creating a realistic schedule will help navigate the process.

Contingency: Establish a budget early and build in a conservative contingency for unforeseen conditions or on-site modifications.

Expertise: Assemble a team with the right experience and knowledge to execute your project to the highest standard.

Success: Create parameters that define what will truly make the project a success.

Uptown Services



STEFAN VAN SANT
770.394.6729
stefan@uptownservicesinc.com

RHETT BUTLER
rhett@uptownservicesinc.com

PARTNER QUICK 5

Entryway

Clients first experience with your business is the entryway. Make sure entry thresholds, baseboards, windows, window treatments are detailed and kept clean and dust-free.

Restrooms

Restrooms must be kept spotless and odor-free daily. We've spoken with many people in the hospitality industry that have lost clients over restroom cleanliness.

Odor Control

Make sure you maintain the drains and are using chemicals properly to help not hinder the problem.

Dusting

Any low lying flat surfaces such as ledges, window sills, and baseboards need to be wiped weekly, as well as the high vents, ledges, and lights should be done on a monthly basis.

Chemicals

Proper use of chemicals including correct dilution and right product for the specific surface can help prevent injury and keep you from damaging your space.

DAVID DUNKERLEY
VP of Construction
678.352.1714 x115
daviddunkerley@morrisonshearer.com



PARTNER QUICK 5

Hire an Experienced and Competent Team

Make sure your design and construction professionals (i.e. architect, engineer, and GC) are a well-versed group with a long-lasting record of excellent service that can cater to your needs. Do homework on reputation, experience, references, etc.

Quality over Quantity

Don't sacrifice long-term success by making short-sighted decisions. Longevity is a key factor in being successful.

Study

Spend time reading and understanding your construction drawings to maximize involvement on your project and minimize surprises and sudden changes during construction.

Budget for the Unexpected

Have realistic expectations on construction timing, delays, and budget – consult with and involve professionals early in the process

Communication

Effective communication is key to any successful collaborative project. Communicate frequently to ensure all expectations are being met and to avoid any unexpected surprises. Good communication helps build trust, solve issues, and drives & delivers results.

Signal Signs

Marcia Jones
marcia.jones@signalsignscorp.com
770-941-9900

Edward Don & Company

Jess Logan
loganj@don.com
770-239-5436

Refined Parking

Dilshan Singh
dilshansingh@refinedparking.com
706-386-7664

Treebird Branding

Jaci Lund
jaci@treebirdbranding.com
404-433-6858

NuCO2

Nate Milam
nathanmilam@yahoo.com
678-480-3686

KW Commercial

Bill Davis
BillDavis@KWCommercial.com
404-822-0516

ADT

Brandis Gossett
bgossett@adt.com
678-471-9781

Zifty

Jenn Pete
jenn@zifty.com
678-662-5057

TNT Amusements and ATMS

883-286-4363
tntamusements@etcmail.com

Nespresso

Shea Bryant
shea.bryant@nespresso.com
656-647-6411

The Joint Chiropractic

Dr. Patrick Greco
dr.greco@thejoint.com
404-797-6088

American Processing Co.

Time Bilz
tim@americanprocessing.com
770-880-6166

FireSide Natural Gas

Melissa Jones
melissajones@firesidenaturalgas.com
678-872-0274

Chef Duds

Amber Goldberg
amber@chefduds.com
678-546-6621

Coopers Insurance

Scott Cooper
scottc@coopersinsurance.com
818-706-2292

Corporate Financial Solutions

John Quattrocchi
johnq@johnqcpa.com
770-652-7000

Urban Eats Consulting Group

Todd Semrau
todd@urbaneats.net
404-835-7180

Taste of Atlanta

Dale Gordon DeSena
dale@tasteofatlanta.com
404-423-0094

Notes & To-Do List

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**WHAT
NOW**

MEDIA GROUP



