



NEWS RELEASE

Restaurant Tune Up offers insights on increasing restaurant customer counts

Seasoned restaurant operators offer one-time or ongoing review and recommendation on brand awareness, marketing and front and back of the house operations

Bretton Woods, NH, October 27, 2008 – Premiering at the New Hampshire Restaurant & Lodging Association Show today, www.restaurantTuneUp.com is receiving favorable reviews and comments from restaurant operators that finally realized that giving their operations a once or twice a year tune up isn't just enlightening, but it really does add considerably to the bottom line.

For a very minimal investment, a team of operators with 160 collective years of expertise running casual, fast casual, and fine dining restaurants, will review every aspect of front and back of the house operations, from inventory control, menu development, in-store promotions, staffing, logo updates, marketing and community involvement – all leading to a set of findings and tangible recommendations for improvement.

“As a former restaurant owner I know I was so close to everyday operations that I never really took a hard look on a regular basis on how we were doing from a new customer’s perspective,” commented Ben Williams, Senior Consultant at Concept Branding Group, who is leading the roll out of the program throughout the Northeast. Many times getting a leg up on an upcoming New Year provides operators with the tools they need to begin a new year stronger than ever.

“It makes total sense. You tune up your car several times a year. Your business needs at least the same amount of attention to keep traffic flowing into your restaurant,” Williams added.

www.restaurantTuneUp.com also offers a more extensive restaurant turn around package for restaurant operators facing larger challenges. With an ever increasing number of competitors, it’s often necessary to refine a restaurant unit or small chain brand to better reflect the authentic nature of the core brand.

In today’s challenging economy there is no better time to have an unvarnished and fresh look at your livelihood. Owner-operators can’t do it all. Before any challenge becomes too much to handle, let seasoned operators take a hard look at all you do.

“Many folks compare our approach to Gordon Ramsay’s *Kitchen Nightmares* show (<http://www.fox.com/kitchennightmares>), yet without all the screaming and yelling,” Williams joked. “While we don’t do our work on camera, the review is similarly as intense and revealing.”

For more information on how www.restaurantTuneUp.com can reinvigorate your restaurant’s sales and volumes, contact Ben Williams at: BenWilliams@conceptbrandinggroup.com. Also, contact your state restaurant association for possible member discounts.

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