



About JBH Advisory Restaurant Services Group

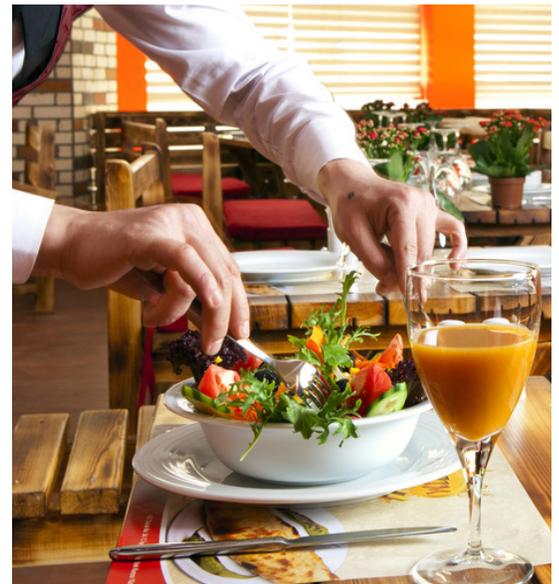
The JBH Advisory Restaurant Services Group is committed to providing a diverse portfolio of advisory services that assist restaurateurs in improving and expanding existing operations, developing new brands or concepts, and supporting operational teams to improve targeted areas based on their specific needs.

Our team of experienced restaurant professionals has in-depth financial, operational, culinary and consulting expertise. Our advisors have held senior management positions within industry leading organizations such as PricewaterhouseCoopers, Carlson Restaurants, Hillstone Restaurant Group, BR Guest Hospitality and Chop't to name a few. Additionally JBH is the major shareholder and operating partner of a restaurant company they created.

We support restaurateurs and brand owners with concept development, start-up, planning and processes and training. Additionally, our team can improve and support existing businesses through a focused operational review of current practices and development of a strategic business plan. Example plans may include a market and demographic analysis followed by the development of a sales and marketing plan or a culinary assessment with recipe review and development, menu engineering and a purchasing/inventory management plan.

While the specific needs and goals of each client are varied, the in-depth operational analysis our consultants perform allows us to understand your business at a tactical ground level – an invaluable view. A step by step action plan is developed and ongoing support is offered to ensure our clients achieve desired results.

Select client engagement examples are detailed below to highlight the wide scope of services offered by the JBH Advisory Restaurant Services Group.



Strategic Assessment & Concept Development

JBH was engaged by a leading casino company suffering from financial underperformance in its retail restaurants. JBH conducted an operational and market analysis and determined that the casino food & beverage offerings, which ranged from snack shops to fine dining restaurants, were dated and lacked distinction within the highly competitive environment. JBH developed a strategic plan that included operationally efficient and unique concepts and identified franchise candidates to deliver these solutions to the casino. We additionally assisted with the contractual relationship between the parties to mitigate the client's financial and operational risk.

Transactional Due Diligence

Prior to acquiring an 800 unit quick service restaurant chain, a private equity firm engaged JBH to perform an operational due diligence assessment. An in-depth operational analysis of current programs and systems was conducted both at the unit and corporate levels. JBH presented concise and targeted data, identified risks, anomalies and opportunities for growth which allowed the client to determine the appropriate course of action and purchase price. JBH remained as an advisor after the acquisition of the restaurant group to assist with the restructuring process and focus on reducing costs while improving the guest experience.

Cost Realignment

JBH worked with a private restaurant group that was failing to achieve its targeted financial results due to quality inconsistencies and inefficient operating procedures. Our team conducted an in-depth analysis of the operation and advised the group on a restructuring plan of the senior management team and addition of an Operations Director. JBH assumed responsibility for recruiting, screening and hiring the required position. Additionally, we re-engineered the menu and process mapped all culinary production procedures, effectively reducing waste and improving quality and consistency. Operations were profitable within five months of implementation.

Asset Analysis & Monitoring for Third Party Vendors

A contractual relationship between our client and a vendor resulted in inaccurate reporting, questions of transparency and excessive budget overruns. JBH worked as an objective third party to assess and inform the client of any anomalies and risks within the current contract structure that were adversely affecting the operations and assets. JBH assisted the client in managing the vendor relationship, including contract renegotiation, monitoring contract compliance, pricing, rebates and incentives. JBH has continued to facilitate client and vendor operational reviews to recommend best practice enhancements.

Litigation Services

JBH was engaged as an "Expert Witness" in a class action lawsuit of a national quick service restaurant chain that was allegedly utilizing improper practices in regards to its Franchisees. JBH gathered and organized evidence from hundreds of sources. We conducted an in-depth analysis of current practices which we compared and benchmarked to the standards in the industry. JBH's testimony resulted in a multi-million dollar compensation for the plaintiffs (our clients).

Merger & Acquisition Work

JBH provided integration advice to a restaurant and entertainment national brand (73 locations in the US), prior to its acquisition of a major competitor. JBH performed a cash flow analysis and current market value assessment. A future geographic structure was proposed to effectively manage the new units and we then assisted with the integration of the two merging entities, identifying opportunities to reduce cost and improve efficiency.