

Today's Restaurant

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Del Taco debuts fresh new logo & store prototype

New logo makes first appearance at Los Angeles, Irvine, California and Dallas, Texas locations

Lake Forest, CA - Del Taco announced the introduction of a new logo and the testing of a new restaurant prototype. After months of research, both are making their first appearance together at new locations in Los Angeles and Irvine, Calif., as well as Irving and McKinney, Texas. The company's new logo will be phased in through marketing and advertising efforts beginning in Q4 while the new store prototype will be evaluated and refined over the next few quarters.

"We have a legacy of well-established value - great food at a great price," said John Cappasola, Del Taco's Chief Brand Officer. "With our new look, we maintain our value heritage while adding emphasis to the quality, freshness and great care we put into our food preparation every day in all of our Del Taco restaurants."

Del Taco tapped the San Francisco-based brand strategy and retail design firm Tesser Inc., to help with the redesign of both the company logo and the prototype.



"Tesser was the perfect partner for both the identity and prototype initiatives," said Cappasola. "Tre Musco and his team immersed themselves in the Del Taco brand and were instrumental in bringing our positioning to life creatively and economically."

"Tesser was very excited to be selected as Del Taco's partner. The Del Taco team was 100% focused on the big picture and encouraged the project team to really push the brand forward. The end result really pays homage to the quality and freshness of the food

and to the bold attitude of the brand. The final deliverable is a truly unique and stand-out future vision which will set a new bar for the category," said Tre Musco, Tesser CEO.

Del Taco's fans also contributed significantly to the final logo and current new store prototype. Through focus groups and online surveys, Del Taco customers were given a chance to weigh in and assist in refining the new logo, new building design, and new colors.

"Our fans are at the heart of the brand, so it was critically important for us to engage this community and integrate them into the process for both the new logo and new prototype," said Cappasola.

A nod to the past, while setting the stage for the future

The new logo makes use of a contemporary color scheme and a unique brush style font while retaining its familiar look. The design elements of the logo are a nod to the company's heritage, with the classic Del Taco "buzz saw" sun and rolling hills built into the design.

"The new logo retains the positive equity we have built up over the years while capturing the energy and confidence of this great brand as we position Del Taco for the future," Cappasola said.

Del Taco's new logo will adorn a prototype design that also utilizes contemporary colors and expands on the freshness theme with a redesigned interior and exterior.

Many of the new prototype design elements were tested at the Denton, Texas location that opened last November.

"The logo and prototype were designed in concert with complementary elements that enliven one another and stand out from the street while inviting customers to explore the interior," Cappasola said. "Guests will see the new logo standing against a fresh color palette and new architectural elements designed to elevate Del Taco in a crowded fast-food landscape."

Del Taco's new interior features an updated, inviting dining room with new seating combinations that offer a flexible and comfortable setting for a variety of customer occasions. In addition, visuals tell the brand's food story and reinforce familiar messages with key phrases used throughout the pro-

See DEL TACO page 2

Smart furnishing tips for your new restaurant

Thinking of starting up a new Restaurant or refurbishing an existing operation? You should concentrate on the important things which include Great Food, Great Staff, Reasonable Prices, and a Great Theme, enhanced by Great Looking Furniture!

Remember, the "First Impression" when customers enter your establishment is the furniture. Furnishing the restaurant properly with new clean tables chairs & stools and booths will do wonders to the interior and make the place inviting. The furniture plays a very important role in running a successful operation.

Good quality commercial furniture will enhance the appeal of your restaurant and give it a good feeling for your guests, inviting them to return. Offer a pleasant ambiance and allow your guests to enjoy your creative menu items. Sitting on a comfortable chair, can make a difference if and when a customer returns.

Wood chairs and stools can help enhance the comfort for your guests, while providing a great appearance for your establishment. They come in many finishes, like Mahogany, Natural Wood, Cherry and Walnut. Metal chairs and stools are less complicated than wood. Check the welds. Solid welding instead of spot welding is the better of the two. Metal chairs can come in many frame colors. Black is the most popular and should be powder coated. Metal chairs and stools are usually



Sherman Postal

less money than wood. Metal chairs are a good option to reduce costs and still offer a great look.

Booths and Banquettes are very popular and can be made to enhance any decor. Booths are a big favorite with many diners and can be made with many colors of fabrics and vinyl's and can be used for any program.

Tables are a very important piece of restaurant furniture. Use tables to create a theme. Options include solid wood, laminated tables, wood edges, granite and others. Also, don't forget outdoor dining options. Outdoor dining is a very important experience for many people who enjoy nature and having a great meal at the same time.

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As we enter the Holiday Season we can expect to be bombarded by advertising of all types. Television, radio, magazine, newspapers, and of course the giant elephant in the room the internet and his growing cousin iPhones.

I am in the market for a new phone and I can't make up my mind, which type to get. Some friends tell me to get the Blackberry and others are iPhone fans. There is a lot of information to consider before you buy a new phone. Why is that?

I think there are too many choices to make to allow me to call my friends and relatives all over the country like I did on my original cell phone. Remember that phone that was about twelve inches tall and had an antenna that was another four inches tall. You couldn't put it in your pocket; it would rip your pocket open at the seams from it's weight. You needed two people to carry the darn thing. Today you can carry two phones in your pocket with one on your ear and another one in your car and still have room left over.

The phone as some of us knew it is a think of the past. I can't say I'm surprised. I predicted that all of our computer functions would be done from our phones over ten years ago. Anyone who watched Star Trek knew it would happen and it is happening now at a faster rate than ever imagined. Why is that?

Maybe because of the spirit of man. Maybe because of the vision of people like Steve Job one of the founders of Apple. I didn't know much

about him or for that matter too much about Apple but when he died on October 5th, one of the talking heads finally said something that was heart felt and I agreed with. She said I didn't know him but I feel like I did. He was the one who always introduced the new Apple products on the stage in front of the industry as we watched him shrink away as a result of the cancer he was fighting.

I have written this column for over 14 years and I want to throw my hat in the ring for the job now vacant on 60 Minutes.

I have written this column for over 14 years and I want to throw my hat in the ring for the job now vacant on 60 Minutes. Andy Rooney the staff curmudgeon has retired and I want the job. I have pet peeves. I can wear funny clothes, ask my son. I have opinions, my desk is overflowing with papers like Andy's and I am working on a catch phrase that will identify me. Any thoughts? Of course I will have to move to New York and restart smoking a pipe with real pipe tobacco. I could do it. I could have fun with it.

I digress; I still need a phone. Why is that?

Del Taco *from page 1*

prototype, including "Chicken Grilled Here," "Beans Slow Cooked Here," and "Cheddar Hand Grated Here."

"Tesser's strength is capturing the essence of a brand in design, and they did an excellent job working with our team to create a customized art package that integrates Del Taco's quality value story into the restaurant and customer experience. This attention to food preparation detail has been part of Del Taco's kitchens from the beginning," Cappasola said.

Select new prototype locations will also feature a salsa bar that offer customers fresh new flavors with two different types of salsa as well as Del Taco's signature sauces – Del Inferno, Del Scorcho and Mild sauce.

Many of the new prototype design elements were tested at the Denton, Texas location that opened last November. A location recently opened in Salt Lake City Utah, also features the new exterior colors and elements of the new interior redesign.

"The consumer response has been overwhelmingly positive and telling our food story through the new design further enhances our value position in the minds of our customers," Cappasola said. "In fact, more than a few cus-

tomers told us they hadn't realized the lengths we go to ensure our food is always freshly prepared."

The recently opened restaurants that feature the new logo and elements of the prototype are located at 4376 W. Sunset Blvd., Los Angeles, Calif.; 59 Technology, Irvine, Calif.; 3301 N. Belt Line Rd., Irving, Texas and 1614 W. University Dr., McKinney, Texas opened August 10th.

New Look for Menu of Venues

Over the past two years, Del Taco has developed a menu of venues that expand the chain's flexibility to build the right facility for the right investment in a challenged real estate environment. At the center of these venues are non-traditional units such as end-cap locations with a drive thru.

The new look is an integral extension of the chain's 2010 facility redesign, which lowered the cost to build a new Del Taco by about 30%.

"We're able to institute the new design while maintaining our facility costs which is key for our investors and franchisees as we grow the brand," said Jim Lyons, COO Franchise/CDO. Del Taco has more than 525 restaurants in 17 states.

Important new products, corporate news and industry events.

Furniture & Design News:

3D rendering is a good way of demonstrating your restaurant interior designs on your computer for pre visualization.

If you are looking for exceptional services to set up your restaurant interior then you are at right place. Architectural Modeling India is providing quality 3D rendering services and 3D Furniture Models for restaurant. You choose the proper furniture arrangement for your restaurant by using our 3D furniture models. Send requirements by email to info@architecturalmodelingindia.com.



The furniture manufacturer, **Richardson Seating Corporation** has expanded the wood section of bar stools by introducing new designs. The new bar stool designs are going to set a benchmark for the furniture industry with their trendy designs finishes. "Richardson Seating Corporation aims at offering the latest range of bar & restaurant furniture to its buyers. If you are looking for bar stools to complement the ambience of your restaurant, our expanded range of wood stools is for you. We have ensured that every bar stool design is unique in terms of manufacturing and quality of the wood used. Our designing team is confident that the new bar stool range will be liked by the buyers and it will have a great demand in the market," said, Earl Lichtenstein, CEO, Richardson Seating Corporation.

What can be more intriguing than a furniture item that seemingly has come straight out of the house of a fashion stylist? If you love the planet, you will want to explore the **new modern designs of the collection from Emco**, now available at Spacify. Such is the creation of Emco and its Icon Bar/Counter stool is known to be an avant garde design amongst all



the modern Bar Stools and contemporary Counter Stools. But this is not the only design that is intriguing. You may pick up any designer Bar Stool from Emco and

you will find that all the stools have been created keeping in mind their use as a utility as well as an item that looks good in any surroundings. For ordering info visit www.spacify.com or call 866.772.2040.

A new tool developed by **NAFEM and ASTM International** defines a standard method for foodservice equipment manufacturers to measure and report the environmental impact of products. The Sustainability Calculator is an Excel spreadsheet that provides a standard method for foodservice equipment manufacturers to measure and report the environmental impact of products. It identifies specific environmental factors, awards points to the corresponding factors and calculates a total score. This information helps clarify environmental impact factors, allows product comparisons and provides data that may be used to prepare LEED submittals. For all details visit www.nafem.org. NAFEM is a trade association of more than 530 foodservice equipment and supplies manufacturers providing

products for food preparation, cooking, storage and table service.

BioMass Packaging - www.biomass-packaging.com - the sustainable food-service packaging division of Excellent Packaging, is debuting new clear food bags for prepared foods. Made from bio-based plastics, these clear food-packaging bags are a cost-effective green solution for displaying hot or cold food while keeping it fresh. For hot foods and suitable for reheating in an oven or microwave, new NatureFlexT bags are now available. These heavy-duty bags are made from sustainably farmed and harvested trees. They are also FDA-approved for food contact, making them ideal for both hot and cold foods such as sandwiches, wraps, bakery goods, confectionery and dry snacks.



Bakeries, cafés, grocers and restaurants are creating new artisan favorites, and **Baxter's bread slicers** provide a convenient way to slice

See **WHAT'S GOING ON** page 6

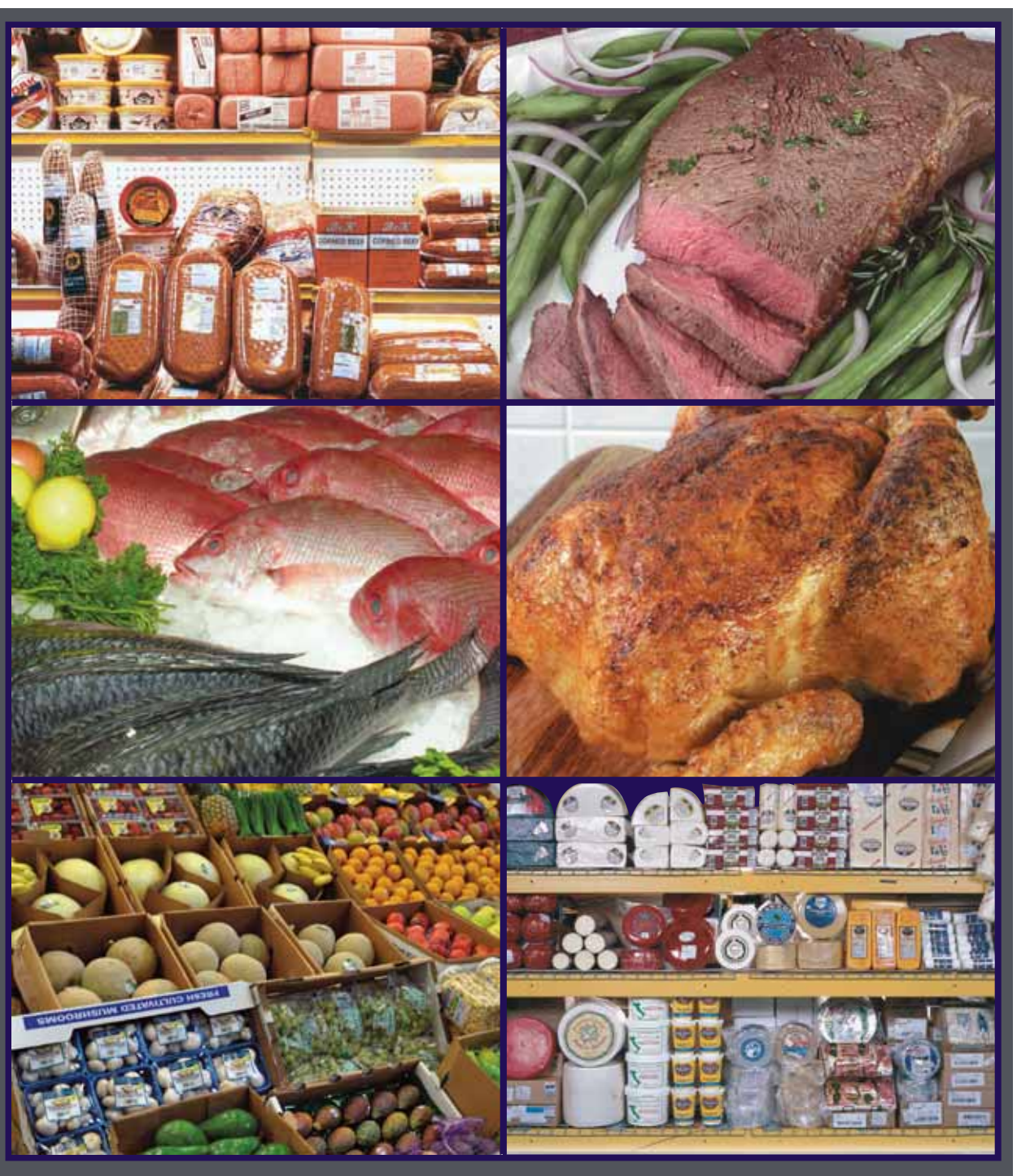
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- ◆ **MI KFECITO**, 8309 Research, Austin, 78753
- ◆ **YAYA CAFE & SHAVED ICE**, 3706 Guadalupe St, Austin, 78705
- ◆ **TUG'S BAR-B-QUE**, 1113 RR 620 S, Lakeway, 78734
- ◆ **KUNG FU BUFFET PFLUGERVILLE**, 15424 FM 1825, Pflugerville, 78660
- ◆ **WIMBERLEY VALLEY WINERY** (now open to the public) 2825 Lone Mountain Rd, Wimberley, 78619
- ◆ **REDBRICK PIZZA**, 10515 N Mopac, Austin, 78759
- ◆ **TAKARA SUSHI**, 1335 E. Whitestone Blvd Ste F-140, Cedar Park, 78613
- ◆ **SPUTNIK**, 1300 East 6th St, Austin, 78702
- ◆ **TCBY**, 1694 S Beckham Ave, Tyler, 75701
- ◆ **TWISTED ROOT BURGER CO**, 310 E. Abrams St Ste 100, Arlington, 76010
- ◆ **AJISHIN SUSHI & NOODLE**, 6301 W. Parmer Lane Way Ste 505, Austin, 78729

Under Construction

- ◆ **PAPPADUAUX'S SEAFOOD RESTAURANT** Highway 114, Grapevine, 76092, Nov - Dec '11
- ◆ **IN-N-OUT BURGER**, 1075 W. I-20, Arlington, 76017, Oct - Nov '11
- ◆ **IN-N-OUT BURGER** Highway 114 and William D. Tate Avenue, Grapevine, 76092, Nov - Dec '11
- ◆ **TORCHY'S TACOS**, 2411 S. Shephard, Houston, 77019, Oct - Nov '11
- ◆ **THE CAPITOL AT ST. GERMAIN** 705 Main St Ste B, Houston, 77002, Nov - Dec '11
- ◆ **TARO**, 9222 Loretta Rd Ste 100, Spring, 77379, Oct - Nov '11
- ◆ **PHO BINH NOODLE HOUSE & GRILL** 5910 Westheimer Rd, Houston, 77075, Oct - Nov '11
- ◆ **BUSH'S CHICKEN**, 4857 Farm-To-Market Rd 3009, Schertz, 78154, Oct - Nov '11
- ◆ **DEL TACO**, 6100 W. Park, Plano, 75093, Oct - Nov '11
- ◆ **DEL TACO**, 1550 N. Cockrell Hill Rd., Dallas, 75211, Oct - Nov '11
- ◆ **DEL TACO**, 1700 Precinct Line Rd., Hurst, 76054, Oct - Nov '11
- ◆ **BURGITOS**, 5724 Jacksboro Hwy, Ft. Worth, 76114, Oct - Nov '11
- ◆ **MALIBU BURGER SHACK** 5720 Bandera Rd Ste 1, San Antonio, 78238, Oct - Nov '11
- ◆ **SHEPHERD PARK DRAFT HOUSE** 3402 N Shepherd Dr, Houston, 77018, Oct - Nov '11
- ◆ **BREWS BROTHERS**, 2404 Strand Ave, Galveston, 77550, Oct - Nov '11
- ◆ **TEXAS HOG WILD SALOON**, 6460 Renwood Road, Rendon, 76140, Oct - Nov '11
- ◆ **LOS MARIAICHI'S MEXICAN LINDO** 9386 Huebner Rd, San Antonio, 78240, Oct - Nov '11
- ◆ **PERRY'S STEAKHOUSE & GRILLE** 15900 La Cantera Pkwy Ste 22200, San Antonio, 78256, Oct - Nov '11
- ◆ **SALTGRASS STEAKHOUSE** 2885 Cinema Ridge Rd, San Antonio, 78238, Nov - Dec '11
- ◆ **HALFTIME RESTAURANT SPORTS & SPIRITS** Tezel Rd & Silent Sunrise, San Antonio, Oct - Nov '11
- ◆ **6 AM CAFE**, 6313 Woodlridge Rd, Corpus Christi, 78414, Oct - Nov '11
- ◆ **MOMS LOVE SANDWICH BAR** 13420 Galleria Circle Ste A-110, Bee Cave, 78738, Nov '11
- ◆ **MADAME MAMS** - Thai Cuisine, Galleria Cir, Bee Cave, 78738, Nov '11
- ◆ **ALL STAR BURGERS**, Galleria Cir, Bee Cave, 78738, Nov '11
- ◆ **CHISOS GRILL** - a casual Southwestern Kitchen 12921 Hill Country Blvd, Bee Cave, 78738, Nov '11
- ◆ **BELLINI'S TEXAS GRILL**, 12800 W Parmer Lane, Cedar Park, 78613, Oct - Nov '11
- ◆ **BAR LOUIE**, NW 6th and Colorado, Austin, 78701, Dec '11
- ◆ **GOOD 2 GO**, 6317 Bee Cave Rd, Austin, 78746, Oct - Nov '11
- ◆ **TAJIN**, 4123 Cedar Springs Rd, Dallas, 75219, Jan - Feb 2012
- ◆ **ORANGE LEAF FROZEN YOGURT** 26321 Northwest Freeway, Cypress, 77433, Oct - Nov '11
- ◆ **ORANGE LEAF FROZEN YOGURT** 6076 Azle Ave, Lake Worth, 76135, Oct - Nov '11
- ◆ **BULLRITOS**, 20053 I-45 North, Spring, 77388, Oct - Nov '11
- ◆ **BULLRITOS**, 2900 FM 528, Webster, 77598, Oct - Nov '11
- ◆ **BULLRITOS**, 4505 S. Medford Dr Ste 213, Lufkin, 75901, Oct - Nov '11
- ◆ **ZONGA'S MEDITERRANEAN EATERY** 7657 Boulevard 26, North Richland Hills, 76180, Dec '11
- ◆ **TIE RESTAURANT**, 911 Houston Street, Ft. Worth, 76102, Oct '11
- ◆ **GORDITAS DOÑA TOTA**, 704 W Jefferson, Dallas, 75208, Oct '11
- ◆ **AJ'S GRILLED BURGERS AND SNOWCONES** 12008 Beechnut St, Houston, 77072, Oct '11
- ◆ **QUESA-D-YA'S** (1st of 3 for this Franchisee) (Oct 15) 10 West Sandy Lake Road Ste 130, Coppell, 75019, Oct '11
- ◆ **JMUELLER BBQ**, 1502 S 1st St, Austin, 78704, Oct '11
- ◆ **BAMBOO LOUNGE**, 2910 Navigation, Houston, 77003, Oct - Nov '11
- ◆ **FLYING SAUCER DRAUGHT EMPORIUM** 15929 City Walk, Sugar Land, 77479, Oct - Nov '11
- ◆ **SUPER CHICKEN** 414 N Sam Houston Pkwy E Ste E, Houston, 77060, Oct - Nov '11
- ◆ **BRUNCH CAFE**, 1113 Katy Frwy, Houston, 77079, Oct - Nov '11
- ◆ **BLU WATER FISH MARKET**, 6127 Highway 6, Missouri City, 77459, Oct - Nov '11
- ◆ **BLACKSMITH COFFEE** 1018 Westheimer Rd, Houston, 77006, March - April 2012
- ◆ **THW KOLACHE HAVEN**, 301 I-35 East, Denton, 76205, Oct - Nov '11
- ◆ **8TH WONDER BREWERY**, 2202 Dallas, Houston, 77003, Oct - Nov '11
- ◆ **TWIST**, 3320 Kirby, Houston, 77098, Oct - Nov '11
- ◆ **SUNDANCE CINEMAS** - Kitchen/Bistro & Bar 534 Texas Street, Houston, 77002, Nov '11
- ◆ **CELTIC GARDENS** an authentic Irish Pub & Outdoor Lounge 2300 Louisiana, Houston, 77006, Oct '11
- ◆ **MIA BELLA TRATTORIA** 16535 Southwest Freeway, Sugar Land, 77479, Oct - Nov '11
- ◆ **GRINGO'S MEXICAN KITCHEN** 27030 Northwest Freeway, Cypress, 77443, Oct - Nov '11
- ◆ **ROOSTER'S ORANGE BAR** 6903 FM 646 Road South, Santa Fe, 77510, Oct - Nov '11
- ◆ **WICKED WHISK** a new concept from Spectrum Catering, 27433 Robinson Road/PO Box 7130 The Woodlands 77387, Conroe, 77385, Oct - Nov '11
- ◆ **JOHNNY'S PIZZA HOUSE** (1st in TX more coming from Louisiana) 3052 N. Eastman Road Ste 100, Longview, 75601, Nov - Dec '11
- ◆ **MEMORIAL WINE CELLAR** 7951 Katy Freeway Ste B, Houston, 77024, Oct - Nov '11
- ◆ **LENOIR**, 1807 S First St, Austin, 78704, Dec '11
- ◆ **TOWNHOUSE KITCHEN + BAR**, 13350 Dallas Parkway, Dallas, 75240, Oct '11
- ◆ **KATSUYA BY STARCK**, West Ave, Houston, 76107, Feb - March 2012
- ◆ **CINNABON**, 3811 South Cooper Street, Arlington, 76015, Oct '11
- ◆ **BIG APPLE BAGELS**, 300 E. Houston Street, San Antonio, 78205-1816, Oct '11
- ◆ **BIG APPLE BAGELS**, 19178 Blanco Road, San Antonio, 78258, Oct '11
- ◆ **THE EGG & I**, 2525 W Anderson Lane, Austin, 78757, Jan - Feb 2012
- ◆ **THE FLATS**, 2140 Hall-Johnson Rd Ste 118, Grapevine, 76051, Oct - Nov '11
- ◆ **THAI-RRIFIC CUISINE AND DELI** 4000 Cedar Springs Rd Ste E, Dallas, 75219, Oct '11
- ◆ **LIBERTY BURGER**, 5211 Forest Lane Ste 105, Dallas, 75244, Oct - Nov '11
- ◆ **MI COCINA**, 6332 La Vista Dr, Dallas, 75201, April - May 2012
- ◆ **FRANKIE'S SPORTS BAR**, 421 West Third Street, Ft. Worth, 76102, Oct - Nov '11
- ◆ **SAVOUR TAPAS BAR**, 970 Garden Park Drive, Allen, 75013, Oct '11
- ◆ **FROGG CAFE AND CREPERIE**: crepes and coffee 970 Garden Park Drive, Allen, 75013, Oct '11
- ◆ **JAKE'S OLD FASHIONED HAMBURGERS** Henderson St @ Belmont, Dallas, Oct '11
- ◆ **THE FAN SPORTS LOUNGE**, 2990 Olive St, Houston, 75219, Oct '11
- ◆ **PIQUEO**, 13215 Grant Rd, Cypress, 77429, Nov '11
- ◆ **LOS PORTALES** in a new project on 5 acres in Stone Oak, San Antonio, Aug - Sept 2012
- ◆ **THE WATERSHED** Rogers Road and Riverfront Drive, Ft. Worth, 76107, Oct - Nov '11
- ◆ **THE BOILER HOUSE GRILL AND WINE GARDEN** East Grayson Street, San Antonio, 78215, March - April 2012
- ◆ **EL GUAPPO'S BAR & GRILL**, to come when available, El Paso, Oct - Nov '11
- ◆ **GOAIT SPORTS GRILL**, 10677 E. NW Hwy Ste 400, Dallas, 75238, Oct - Nov '11
- ◆ **CRAIGO'S PIZZA & PASTARIA** to come when available, Round Rock, Oct - Nov '11
- ◆ **THE GIN AT NOLAN CREEK**, 219 S East St, Belton, 76513, Oct - Nov '11
- ◆ **ADRIANS BAR AND GRILL** to come when available, El Paso, 79938, Oct - Nov '11
- ◆ **FIVE GUYS BURGERS & FRIES**, 313 Houston St, Ft. Worth, 76102, Oct - Nov '11
- ◆ **POTBELLY SANDWICH SHOP**, Hulien Street, Ft. Worth, 76101, Oct - Nov '11
- ◆ **WHICH WICH**, 3001 Highway 121 Ste 226, Euless, 76039, Nov '11
- ◆ **WHICH WICH**, 101 Bagby, Waco, 76706, Nov '11
- ◆ **EASY TIGER** - a Bake House/Biergarten 709 E Sixth Street, Austin, 78701, Oct '11
- ◆ **COFFEE BEAN & TEA LEAF**, Steiner Ranch, Austin, 78732, Oct - Nov '11
- ◆ **COFFEE BEAN & TEA LEAF**, Mopar & Slaughter, Austin, Oct - Nov '11
- ◆ **BRAZILIAN STEAKHOUSE** Est.ncia Churrascaria 100000 Research Blvd, Austin, 78750, Oct - Nov '11
- ◆ **THE CROSSROADS BAR**, 1901 South Lamar Blvd, Austin, 78704, Oct - Nov '11
- ◆ **MENCHIE'S FROZEN YOGURT** 301 W Parkwood Ave, Friendswood, 77546, Oct - Nov '11
- ◆ **MENCHIE'S FROZEN YOGURT** 8303 Highway 6 North, Houston, 77095, Oct - Nov '11
- ◆ **MENCHIE'S FROZEN YOGURT** 1531 Eldridge Pkwy Ste 170, Houston, 77077, Oct - Nov '11
- ◆ **FRANK-NAC HOT DOGGERY** corner of North and Hayter, Nacogdoches, 75961, Oct - Nov '11
- ◆ **STRAW HAT PIZZA**, 5205 Mason Rd Ste 100, Katy, 77450, Oct - Nov '11
- ◆ **GIGI'S CUPCAKES OF SUGAR LAND** 15850 SW Fwy Ste 100, Sugar Land, 77478, Oct - Nov '11
- ◆ **DEIGO'S CANTINA**, 1531 Hwy 6 3rd Floor, Sugar Land, 77479, Oct - Nov '11
- ◆ **BRUNCH KAFE**, 1113 Katy Fwy, Houston, 77079, Oct - Nov '11
- ◆ **SCHAAP MEAT COMPANY** - an Old World meat market, Old Alvin downtown to be announced when available, Alvin, 77511, Oct - Nov '11
- ◆ **THE RED BRICK TAVERN**, 119 Simonton St, Conroe, 77301, Oct '11
- ◆ **SMASHBURGER**, 117 Richmond Ranch Rd., Texarkana, 75503, Oct - Nov '11
- ◆ **SMASHBURGER**, 6314 Camp Bowie Blvd., Ft. Worth, 76116, Oct - Nov '11
- ◆ **SMASHBURGER**, 7309 San Diego, Laredo, 78045, Oct - Nov '11
- ◆ **FRICANO'S DELI** (2nd location), 2405 Nueces Ste G, Austin, 78705, Oct - Nov '11
- ◆ **RAIA'S ITALIAN CAFE**, 4500 Washington, Houston, 77007, Oct - Nov '11
- ◆ **CAFE & AROMA** 1250 Wood Branch Park Dr Ste 150, Houston, 77079-1212, Oct - Nov '11
- ◆ **TOTOPAN BAKERY**, 9957 Long Point Road, Houston, 77055-4115, Oct - Nov '11
- ◆ **H2O - A FRESH SEAFOOD CONCEPT REST** 7576 Memorial Drive, Port Arthur, 77642, Oct '11
- ◆ **THE FOUR POINTS BY SHERATON & NEW RESTAURANT & BAR IN HOTEL** 1503 Texas Avenue South, College Station, 77840, Oct '11
- ◆ **NAME TO BE ANNOUNCED**, 5219 Caroline, Houston, 77004, Oct - Nov '11
- ◆ **TY'S BOILING POT**, 20798 Gulf Fwy, Webster, 77598, Oct - Nov '11
- ◆ **DOUBLE TROUBLE CAFFEINE & COCKTAILS** 3622 Main St Ste D, Houston, 77002, Oct - Nov '11
- ◆ **BLUE MONKEY REST & BAR**, 2407 9th St Ste 100, Lubbock, 79401, Oct '11
- ◆ **WINGARIAS**, 6991 Hwy 6 S, Houston, 77083, Oct - Nov '11
- ◆ **ELIZABETH STREET CAFE** - a Vietnamese Rest 1501 South First Street, Austin, 78704-3042, Oct - Nov '11
- ◆ **CAFÉ ZIÑO**, 800 W. Sixth, Austin, 78703, June - July 2012
- ◆ **BAR ZIÑO** - a Bar & Grill, 800 W. Sixth, Austin, 78703, June - July 2012
- ◆ **RESTAURANT JEZEBEL**, 800 W. Sixth, Austin, 78703, June - July 2012
- ◆ **KOME**, 4917 Airport Blvd, Austin, 78751, Oct - Nov '11
- ◆ **GREAT KHAN MONGOLIAN GRILL & SUSHI** 5672 Hwy 6, Missouri City, 77459, Oct - Nov '11
- ◆ **CRUSTCO ARTISAN BAKERY**, 13802 County Rd 185, Alvin, 77511, Oct '11
- ◆ **BEYOND BURGER**, 10510 Emmett F Lowry Expy, Texas City, 77591, Oct - Nov '11
- ◆ **DEL FRISCO'S GRILLE**, One McKinney Plaza, Dallas, 75204, Nov - Dec '11
- ◆ **THE LUXURY**, 103 E. Jones Avenue, San Antonio, 78215, Oct - Nov '11
- ◆ **LIBERTY KITCHEN AND OYSTER BAR** 1052 Studewood, Houston, 77008, Oct - Nov '11
- ◆ **WENG'S WOK**, 1140 FM 3083 Rd North Ste 1400, Conroe, 77304, Oct - Nov '11
- ◆ **PIZARO'S PIZZA NAPOLETANA** 14028 Memorial Dr, Houston, 77079, Oct - Nov '11
- ◆ **ANOTHER BROKEN EGG** 19075 Interstate 45 S. Ste 102, Shenandoah, 77385, Nov '11
- ◆ **ANOTHER BROKEN EGG** 4003 South Medford Drive Ste 500, Lufkin, 75901, Oct - Nov '11
- ◆ **HOPFIELDS** - a North Campus area Gastropub, 3110 Guadalupe St Ste 400, Austin, 78705, Oct - Nov '11
- ◆ **THE PORCH**, 6121 West Park Boulevard, Plano, 75093, April - May 2012
- ◆ **HOW DO YOU ROLL?**, 420 University Dr, San Marcos, 78666, Oct - Nov '11
- ◆ **OLDWEST CAFE**, to come when available, Bedford, 76021, Oct - Nov '11
- ◆ **BIG APPLE BAGELS**, 19178 Blanco Road, San Antonio, 78258, Oct - Nov '11
- ◆ **MOSES ROSE'S HIDEOUT**, 516 E. Houston St, San Antonio, 78205, Oct - Nov '11
- ◆ **YOGURT SENSATION** 9740 Barker Cypress Rd Ste 115, Cypress, 77433, Oct - Nov '11
- ◆ **THE BIRD & THE BEAR OUISIE'S AMERICAN BISTRO** 2810 Westheimer Rd, Houston, 77098, Oct - Nov '11
- ◆ **KRAFTSMAN CAFE**, South Congress Ave, Austin, Jan - Feb 2012
- ◆ **NOODLES & COMPANY**, 2525 W Anderson Lane, Austin, 78757, Oct - Nov '11
- ◆ **NOODLES & COMPANY**, 9761 Great Hills Trail, Austin, 78759, Dec '11
- ◆ **NOODLES & COMPANY**, 2408 Guadalupe Street, Austin, 78705, Oct - Nov '11
- ◆ **QUICK SERVE BEACH CASUAL REST WINE & ESPRESSO BAR** 9001 Seawall Blvd, Galveston,

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Calendar Events

Upcoming industry affairs

MON
1

Send your Calendar Event info to Today's Restaurant!

October

22 ♦ **The 21st Fredericksburg Food and Wine Fest**
Fredericksburg, TX ♦ www.fbgfoodandwinefest.com

November

5 ♦ **2011 Greater Houston Restaurant Association
Gourmet Gala**
Hilton Americas Downtown ♦ Sponsored by Sysco Houston, Inc ♦ 713.802.1200
events@GHRA.com

December

7-9 ♦ **USA Rice Outlook Conference 2011**
Austin, TX ♦ www.usarice.com

January 2012

18-21 ♦ **Manufacturers' Agents Association
for the Foodservice Industry**
2012 MAFSI Annual Conference ♦ Westin Mission Hills ♦ Palm Springs, CA
404-214-9474 ♦ www.mafsi.org

May

5-8 ♦ **NRA Show**
McCormick Place ♦ Chicago, IL ♦ 312.853.2525

June

15-17 ♦ **International Franchise Expo**
The Javits Center ♦ New York, NY ♦ 201.881.1666
24-25 ♦ **Southwest Foodservice Expo**
Dallas Convention Center ♦ Dallas, TX ♦ 800.395.2872 ♦ www.swfoodexpo.com

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What's Going On from page 8

them. Among the quietest in the industry, Baxter slicers are ideally suited for a theater-style baking environment. Baxter bread slicers are offered with either manual or automatic operation in a range of sizes. Manual slicers feature an easy-to-use slice lever, enabling users to control the slice pressure. "These slicers can accommodate a wide range of loaf sizes offering worry-free slicing regardless of bread type," says Tom Moore, director of sales and marketing for Baxter. "In addition, Baxter slicers can slice up to 2,000 loaves of bread each day, freeing up staff for more productive activities."

Baxter slicers come in free-standing and countertop sizes. Since 1958, Baxter has been a leader in designing and manufacturing quality foodservice and bakery equipment worldwide. Baxter products include rotating rack ovens, revolving tray ovens, deck ovens, mini rotating rack ovens, hybrid convection ovens, proofers, proofer/retarders, ingredient bins and other baking accessories. Baxter's offering is further enhanced by being part of Hobart. All Baxter equipment is supported by Hobart's national sales, service and dealer network. To learn more about Baxter, visit www.baxterbakery.com.



Enhance seasonal dessert menus and drive profits with the made-from-scratch flavor of **Eagle Brand Sweetened Condensed Milk**. Perfect for adding quality and consistency to festive treats, Eagle Brand allows the foodservice operator to create speed-scratch desserts on-premise. Give customers the home-made menu items



they desire during the holidays. For more information about Eagle Brand Sweetened Condensed Milk, contact Smucker Foodservice Sales at www.smuckerfoodservice.com.

Smucker Foodservice is the foodservice division of The J.M. Smucker Company that specializes in meeting the needs of foodservice professionals. For more than 107 years, the family-owned and -operated company has marketed some of America's most beloved food brands.

U.S.-grown rice is an economical choice for chefs and operators as commodity prices continue to increase. To help offset the rising cost of more expensive ingredients, the USA Rice Federation offers strategies that foodservice professionals can implement to increase profitability during these challenging times. Despite rising costs in today's food production nationwide, **at 10 cents a serving**, U.S.-grown rice is one of the most cost-effective ingredients in the food-



service pantry, making it an ideal choice to optimize menus and increase profit-per-plate.

Rob Ellefson, Liberty Food Service Director of Operations, announces the launch of a new company website: www.libertyfoodservice.com. Liberty Food Service was founded in 1987 by Connie and Ron Ellefson in Cherokee, IA. The corporate office is located in Storm Lake, IA. Liberty Food Service operates cafeterias at business and industry locations around the US with units in 9 states. The company specializes in cafeterias inside of meat processing facilities. Locally, Liberty Food Service operates the cafeteria and vending at Sara Lee Foods. "We currently serve approximately 30,000 meals every day to our customers around the country. The new website will enhance our company's ability to reach out to potential clients and receive communications from applicants and staff." Ellefson says.

Frontline International, a leading provider of Smart Oil Management systems for waste oil, oil filtration, and fresh oil, introduces the new **Box System for Standard Packaged Oil**—an automated, convenient, safer, and more cost-effective way to re-fill fryers with fresh cooking oil. When you use the Box System for Standard Packaged

Oil, you purchase your choice of fresh oil in boxes or jugs from any vendor. Frontline doesn't sell oil, so there are no contracts to sign. Simply place boxes or jugs upside-down in Frontline racks, connect with a Frontline fresh oil pump station, and fill your fryers using the convenient, no-mess dispensing wand. Upside-down storage dispenses every drop of oil, increasing yields by 4% to 7%. Visit www.frontlineii.com for all ordering details.

Moy Park Foodservice is helping outlets add a tasty bit of spice to their menus with the launch of new, easy-to-prepare products. The six arrivals will help caterers freshen up their offering by choosing from a diverse selection that can be used as starters, main meal accompaniments or as part of tapas, platters or buffet selections. Jayne Hall, Marketing Manager at Moy Park Foodservice, said: "These are great tasting and versatile products that merit a place on menus served throughout the day. They are easy to prepare and serve but will certainly spice up a menu and help an outlet establish a real culinary point-of-difference. For more info visit the company online at www.moyparkfoodservice.com."

Top 10 bang for your buck design ideas

By Pam Manhas

LEEP AP, Principal at Manhas Design

Remodeling a restaurant can be a daunting task without the right plan or the right team. Couple that with a shoe-string budget and a demand to "make it work" and anxiety goes through the roof. Let's face it, these are challenging economic times at best and every restaurateur is trying to get the most bang for their buck. Good restaurant design has and always can span the scope of its current economic climate. It just requires prioritizing the greatest return on your investments and focusing on the items that will have the greatest impact for your guests.

10. Be realistic: If you can't do it right, don't do it now. If you don't have the budget for decent dining chairs, don't buy imitation ones that you know will not last. Re-upholster old chairs with new faux leather (vinyl) and touch up/re-finish any scratches. Your guests will appreciate the fresh look and you can save up for next season's renovation work! Make a wish list of your priority items and phase them according to your budget allowances.

9. Energy efficiency: Going green doesn't necessarily mean having to spend more money. If your restaurant needs new toilet fixtures, consider replacing them with higher efficiency models. If your air conditioning units are due for replacement, choose models with a higher SEER rating for long-term savings. Being green is not an all-or-nothing deal. Take responsible steps to become more energy-efficient as items need replacement. Replacing incandescent bulbs with LED, installing energy curtains in freezer rooms, reducing waste and implementing a valid recycling plan are a good places to start.

8. Menu/logo: Is your menu and/or logo dated? Are both selling for you? In the restaurant business both menu and logo are equivalent to your identity. Hire a graphic designer, not a bus boy in college. Hiring the right person that knows proper menu placement for increased sales of high profit menu items and ways to increase sales of your branded items is invaluable. Get rid of dated fonts, clip art styled logos and cluttered menus.

7. Outside dining: Living in a mild climate has many benefits. One of them is the opportunity to dine outside comfortably during most months of the year. With more and more restaurant owners taking smaller square-footage spaces, outdoor dining areas have become even more important for guests. Creating a comfortable dining environment is imperative. Defining spaces with landscaping and planters and adding torches or fire pits for ambience are certainly great "bang for the buck" design elements. Good lighting, efficient ceiling fans and a simple sound system are also good investments.

6. Bathrooms: You may not be able to afford a complete remodel but updating a bathroom's look can be as easy as

getting new stylish mirrors, decorative lights and modern faucets. Don't forget full-length mirrors for the ladies!

5. Artwork and accessories: Focus on finishes that are at eye level. Get rid of dated artwork and update it with wall decor and accessories. Think wall sculptures and larger scaled dynamic artwork. Product displays of fresh fruit, vegetables, wine, etc...are also great ways to promote items while updating the décor.

4. Clean up your act: It is important to take the time to evaluate organization, display and cleanliness. It's easy for POS and service stations to develop a collection of messy condiments, menu covers, and supplies. Back bars are often another place for clutter. Organize bottle displays and glasses to sell more product. Consider wall mounted POS monitors when possible. Evaluate the flow of your service. If more service stations are required for more efficient guest service, consider purchasing ready-made furniture pieces such as small credenzas that are functional and decorative.

3. Hit me with some color!: Don't be afraid to go bold...it's a restaurant, not your living room! Go for some dramatic pieces and make a statement. Accent walls, re-upholstering existing furniture pieces or a fresh coat of paint with the right colors can completely transform a restaurant.

2. Lighting, lighting...and lighting: If there's one design element that can make a great impact on a restaurant, it is lighting. Introduce unique decorative lighting for a "wow factor". Think big. Most restaurants can handle decent size fixtures. Stay away from residential models and invest in a few large-scale chandeliers that will become focal points and conversation pieces. At the back bar, good lighting and illuminated liquor steps are a must. If you don't have a dimming system, spend time evaluating your lighting levels at various times of the day and mark your dimmers accordingly. Don't be 'one of those' restaurants that kills the vibe with too much light. Your guests will thank you with their wallets.

1. First impressions: We all know we don't get a second chance for a first impression so make their first sense of arrival a good one. Start in the parking lot and consider the path to the entrance and the point of arrival. Simple landscaping and exterior lighting can make a huge difference. Dramatic planters outside the entrance can also help define the point of arrival. Simplify cluttered hostess stands and add an accent piece for interest.

Manhas Design is an interior design firm specializing in restaurant and hospitality design. Identity by design - that is our goal. From conceptual development through design documentation, the project's uniqueness is developed and nurtured. This approach transcends stylistic trends and provides our clients with designs that are timeless yet innovative. Manhas Design is located at 2218 NE 15th Court, Ft. Lauderdale, FL 33304. Contacty them at 954.816.3745 or online at manhasdesign.com



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