

**From:** info@acg101.org  
**Sent:** Wednesday, August 29, 2012 6:36 AM  
**To:** David Bonrouhi  
**Subject:** ACG 101 September 5th: The Restaurant Industry



Association for Corporate Growth

Wednesday, September 5, 2012 - 7:00 a.m. to 9:00 a.m.  
Westlake Village Inn, 31943 Agoura Road, Westlake Village  
Near the Lindero Canyon exit of the 101 Freeway

## The Restaurant Industry: A Healthy Appetite for Growth

**[Register](#)** (online registration closes at 5 p.m. PDT Tuesday, Sept. 4th.)

The **restaurant industry** certainly felt the impact of the economic slowdown, but with the rebound there is now a lot of **opportunity** and **vitality** in the sector, as our **September 5th** program will explore.

Nationally, restaurant **sales** are expected to reach a record high of **\$632 billion** this year, **up 3.5%** from 2011. The nation's second-largest private sector employer, the industry now accounts for **12.9 million jobs**, 10% of the U.S. workforce. In **California**, restaurant sales are projected to reach **\$63.8 billion** in 2012, with nearly **63,000** eating and drinking establishments **employing 1,445,000** people.

**M&A** and **private equity activity** in the restaurant sector has also increased significantly over the past two years, with a number of national brands changing hands.

The panelists will look at how restaurants **differentiate** themselves in this highly competitive environment, how they adapt to changes in **consumer spending** and new **technologies** like **social media**, mobile applications and online marketing, and how today's improving economic conditions have affected their **access to capital** and ability to find and **lease new locations**.

Our moderator will be **David Bonrouhi**, of **Calabasas Capital**, a boutique investment banking firm providing sellside and buy-side M&A advisory and private equity and debt capital raising services to lower-middle-market privately-held companies, with a significant focus on the food and restaurant industries.

The **panelists** will include:

**Gary Morrow**, President and CEO, **Marmalade Cafe**. With nine locations from Santa Barbara to Rolling Hills Estate, Marmalade Cafe serves families and business diners who enjoy the food and comfortable, upscale decor.

**Eric Anders**, CEO and Co-Founder, **Wood Ranch BBQ & Grill**, a chain of 14 premium-

casual dining locations in Southern California.

**Adam Goldberg**, CEO and Founder, **Fresh Brothers**. Offering fresh pizza and wings for take-out or dining, Fresh Brothers has six locations from Westlake Village to Redondo Beach.

**Mario Del Pero**, CEO and Founder, **Mendocino Farms** and **Blue Cow Kitchen & Bar**. Mendocino Farms serves soups, salads and sandwiches in four restaurants around Los Angeles, while Blue Cow's patrons enjoy locally sourced foods in the downtown restaurant.

**Kevin Goldfein**, President, **Rosti Tuscan Kitchen**. Along with traditional Italian fare, the three Rosti locations acknowledge their Southern California location by offering vegan, vegetarian and gluten-free menu items.

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