

From: info@acg101.org
Sent: Wednesday, November 06, 2013 7:19 AM
To: David Bonrouhi
Subject: ACG 101 Nov. 13th: Growth Is On The Menu For The Restaurant Industry



Association for Corporate Growth

Wednesday, November 13th, 2013

7:00 a.m. — 9:00 a.m.

The Westlake Village Inn, Lakeside Room
31943 Agoura Road, Westlake Village CA 91361

The Restaurant Industry: Growth Is Still On The Menu

[Register](#) (See message below about registration limits.)

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The restaurant industry is one of the fastest-growing segments of the American economy, adding 1,000 new jobs per day and on track for a **3.8% growth** rate this year. Its **\$660.5 billion** in revenues account for 47% of consumer spending on food, and **4% of GDP**. California's 62,500 restaurants will generate \$67.4 billion in sales this year while providing jobs for 1,475,000 workers, or 10% of the state's employment.

What is the **outlook** for this vitally important sector of the economy? Come hear a panel of restaurant industry professionals at the **November 13** breakfast meeting of ACG 101 at the Westlake Village Inn.

Topics they will discuss include how restaurants adapt to **changes in consumer spending**; how they use **new technologies** like social media, mobile applications and online marketing to build customer loyalty; which concepts have been most successful at **differentiating** themselves in this highly competitive environment; and how improving economic conditions are affecting their **access to capital** and new locations.

Our **panelists** are:

David Landsberg, CFO of **Panda Restaurant Group**, the parent company of the Panda Express chain of 1,600 company-owned locations in 42 states and the six upscale Panda Inn fine dining locations.

Erik Oberholtzer, Co-Founder of **Tender Greens**, which offers relaxed fine dining with an emphasis on fresh-picked produce and sustainability.

Adam Goldberg, CEO and Founder, **Fresh Brothers**. Offering fresh pizza and wings for take-out, dining or delivery, Fresh Brothers has 10 locations from Westlake Village to Redondo Beach. Adam did his undergraduate work at Ithaca College.

Mario Del Pero, CEO and Founder, **Mendocino Farms** and **Blue Cow Kitchen & Bar**. Mendocino Farms serves soups, salads and sandwiches in six restaurants around Los Angeles, using locally sourced ingredients. Blue Cow's patrons enjoy locally sourced foods, craft beers and seasonal cocktails in the upscale fast-casual restaurant located in downtown Los Angeles.

David Goldstein, Vice President and Chief Operating Officer of **Sharky's Woodfired Mexican Grill**, which serves

fresh, natural and organic ingredients in 21 company-owned and franchised Mexican-style restaurants in Southern California.

Our **moderator** will be **David Bonrouhi**, Managing Director 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.

Please note: We expect another **sell-out** for this event; registration will close at noon on Tuesday, November 12th, or when registrations have reached room capacity. We encourage you to **register early**.

Online registration \$35 for ACG Members, \$65 for others. Registration at the door (if available) \$10 additional.





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