

Restaurant & Bar Experts

We are the home to the restaurant industries best:

- Start-up Experts
- Concept Design Experts
- Turnaround & Profit Improvement Experts
- And Expert Witness & Mediation Services

We also offer the restaurant industries most highly recognized:

- Books
- Boot Camps
- Speeches
- Articles
- Comic Strips
- And... FREE Restaurant Advice at HowardCannon.com

Our firm is led by the nation's most highly-recognized and respected restaurant and bar consultants. We have experts that cover every conceivable area of expertise pertaining to every type and size of restaurant business. Since 1987, we have served the restaurant and bar industries exclusively – so our clients, readers and interested parties can rely upon this simple statement: "Our team knows restaurants and knows what is happening in the restaurant industry."

We do business in every state of the United States and dozens of countries around the globe; including, but not limited to, Canada, Mexico, England, France, India, Australia, and the Philippines.

Welcome to Restaurant Consultants of America™

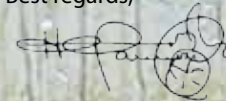
Our Creed is simple –

- We only take on clients that we are confident that we can be successful with.
- We always provide a FREE, no obligation initial consultation.
- We use a short, easy to understand, Services Agreement.
- We spell out the services and the cost to the client.
- We guarantee absolute confidentiality and anonymity to every client.
- We always do our best to do what is right.
- We set high standards and demand results.
- We offer up-to-date expertise that can be trusted.
- We stay on top of industry trends and averages.
- We demand integrity, honesty, candid discussion, and professionalism.
- We guarantee client satisfaction.

Our world-famous books are found in more than 76 countries around the globe. Our articles are read by tens of thousands. Our Boot Camps, speeches, interviews, and seminars are attended by thousands more. We don't tell you this to impress you, we tell you this to impress upon you... that we take the responsibility of being good stewards of this industry very seriously, so that our clients, and other interested parties, that look to us for industry insight, opinions, consultation and advice can trust that we "know our stuff", that we are people of our word, that we deliver results, and that we will be around impacting the industry for many years to come.

Feel free to contact us anytime – we love talking about restaurants.

Best regards,



Howard Cannon
CEO, Author, Speaker, Consultant, Expert Witness & Mediator
Restaurant Consultants of America
Restaurant Operations Institute, Inc

ZERO Tolerance
for Operational Mediocrity & Lost Profit\$™

Our Books



Found in bookstores
in more than
76 countries around
the globe.



Our Articles



NUTHIN' TO CROW ABOUT.
THE WORLD'S FIRST RESTAURANT INDUSTRY COMIC STRIP
by HowardCannon.com

800-300-5764

RestaurantConsultantsOfAmerica.com • RestaurantExpertWitness.com • HowardCannon.com

For your convenience, we have provided a list of services offered.
Place a next to every service you may need.

Restaurant Concept Development and Creative Services

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|--|--|---|
| <input type="checkbox"/> Restaurant Name Development | <input type="checkbox"/> Restaurant Logo Design | <input type="checkbox"/> Restaurant Business Plan |
| <input type="checkbox"/> Restaurant Concept Development | <input type="checkbox"/> Restaurant Brand Development | <input type="checkbox"/> Restaurant Menu Design |
| <input type="checkbox"/> Restaurant Menu Development | <input type="checkbox"/> Building Conceptual Designs | <input type="checkbox"/> Intellectual Property |
| <input type="checkbox"/> Exterior Signage Design for Restaurants | <input type="checkbox"/> Web Site Design for Restaurants | |

Restaurant Strategic Services

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|---|---|---|
| <input type="checkbox"/> Restaurant Operations Strategy | <input type="checkbox"/> Restaurant Marketing Strategy | <input type="checkbox"/> Catering Strategy |
| <input type="checkbox"/> Restaurant Brand Strategy | <input type="checkbox"/> Restaurant Delivery Strategy | <input type="checkbox"/> Restaurant Exit Strategy |
| <input type="checkbox"/> Restaurant Strategic Planning | <input type="checkbox"/> Restaurant Growth Strategy | |
| <input type="checkbox"/> Restaurant Funding Strategy | <input type="checkbox"/> Start-up and Roll-out Strategy | |

Restaurant Marketing Services

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|---|--|--|
| <input type="checkbox"/> Restaurant Marketing and Advertising | <input type="checkbox"/> Restaurant Point of Sale Marketing | <input type="checkbox"/> Target Customer Profiling |
| <input type="checkbox"/> Restaurant Merchandising | <input type="checkbox"/> Social Media Design for Restaurants | |
| <input type="checkbox"/> Unique Marketing Campaigns | <input type="checkbox"/> Uniforms and Employee Images | |
| <input type="checkbox"/> Local Store Marketing Campaigns | <input type="checkbox"/> Restaurant Chief Marketing Officer | |
| <input type="checkbox"/> Market & Competitive Analysis | <input type="checkbox"/> Restaurant Grand Openings | |

Restaurant Building and Facilities Services

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|--|--|---|
| <input type="checkbox"/> Restaurant Building Design | <input type="checkbox"/> Restaurant Exterior Design | <input type="checkbox"/> Restaurant Interior Design |
| <input type="checkbox"/> Architect Selection and Oversight | <input type="checkbox"/> General Contractor Oversight | <input type="checkbox"/> Restaurant Site Selection |
| <input type="checkbox"/> Opening Punch list | <input type="checkbox"/> Construction Oversight/Management | |

Restaurant Kitchen and Operations Services

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|--|--|--|
| <input type="checkbox"/> Restaurant Menu Implementation | <input type="checkbox"/> Catering Menu Development | <input type="checkbox"/> Menu Pricing |
| <input type="checkbox"/> Delivery Menu Development | <input type="checkbox"/> Restaurant Training | <input type="checkbox"/> Kitchen Service Systems |
| <input type="checkbox"/> Kitchen Design, Layout and Flow | <input type="checkbox"/> Restaurant Vendor Selection | |
| <input type="checkbox"/> Restaurant Opening Services | <input type="checkbox"/> Kitchen Equipment Selection | |
| <input type="checkbox"/> Restaurant Management Recruiting | <input type="checkbox"/> Restaurant Staff Recruiting | |
| <input type="checkbox"/> Food/Beverage Sourcing and Costing | <input type="checkbox"/> Restaurant POS and Back Office Selection | |
| <input type="checkbox"/> Labor/Scheduling Matrix Development | <input type="checkbox"/> Front of House Service Systems | |
| <input type="checkbox"/> Bar and Mixology Service Systems | <input type="checkbox"/> Restaurant Operating Systems | |
| <input type="checkbox"/> Catering Operating Systems | <input type="checkbox"/> Delivery Operating Systems | |
| <input type="checkbox"/> Risk Management, Safety, and Security | <input type="checkbox"/> Restaurant Furnishing and Fixture Selection | |
| <input type="checkbox"/> Human Resources Systems | <input type="checkbox"/> Manuals, Policies, Procedures, Forms & Checklists | |
| <input type="checkbox"/> Food Safety Systems Development | <input type="checkbox"/> Purchasing and Procurement Services | |
| <input type="checkbox"/> Operations/Franchisee Evaluations | <input type="checkbox"/> Ingredients, Times, Temps, and Portions | |
| <input type="checkbox"/> Bar Product Development | <input type="checkbox"/> Food Safety Audits | |

Restaurant Funding and Financial Services

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| <input type="checkbox"/> Restaurant Investor Presentations | <input type="checkbox"/> Restaurant Fundraising | <input type="checkbox"/> Angel Funding Sources |
| <input type="checkbox"/> Restaurant Investor Evaluation | <input type="checkbox"/> Restaurant Forensic Analysis | <input type="checkbox"/> Food Cost Controls |
| <input type="checkbox"/> Labor Cost Controls | <input type="checkbox"/> Sales Building | <input type="checkbox"/> Annual Budget Analysis |

Restaurant Acquisition and Feasibility Services

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| <input type="checkbox"/> Restaurant Buying | <input type="checkbox"/> Restaurant Feasibility Studies | <input type="checkbox"/> Concept and Brand Assessments |
| <input type="checkbox"/> Merger and Acquisition Support | <input type="checkbox"/> Restaurant Lease Assessment and Negotiation | |

Phone Consultation Services [unlimited access to our experts when you need it]

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|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1 Month - | <input type="checkbox"/> 6 Months - |
| <input type="checkbox"/> 3 Months - | <input type="checkbox"/> 12 Months - |

Restaurant Growth Services

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|---|---|---|
| <input type="checkbox"/> International Restaurant Penetration | <input type="checkbox"/> Capital Acquisition | <input type="checkbox"/> Restaurant Franchising/Licensing |
| <input type="checkbox"/> Franchise Development | <input type="checkbox"/> Franchise and Brand Assessments | |
| <input type="checkbox"/> Franchise Sales | <input type="checkbox"/> US Restaurant Penetration [for international brands] | |

Restaurant Turnaround Services

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| <input type="checkbox"/> Chain Restaurant Region and Market Turnarounds | <input type="checkbox"/> Single-Unit or Independent Restaurant Turnarounds |
| <input type="checkbox"/> Extreme Restaurant Turnaround Marketing Services | <input type="checkbox"/> Extreme Restaurant Turnaround Marketing Operations |
| <input type="checkbox"/> Restaurant Executive Termination Services | |

Restaurant Management and Support Services

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| <input type="checkbox"/> Restaurant Executive Coaching | <input type="checkbox"/> Restaurant Board Management Coaching and Support |
| <input type="checkbox"/> Restaurant Chief Operating Officer | <input type="checkbox"/> Restaurant Chief Development Officer |
| <input type="checkbox"/> Restaurant Human Resources Officer | <input type="checkbox"/> Restaurant Operational Support |
| <input type="checkbox"/> Competitive Benchmarking | <input type="checkbox"/> Food and Beverage Benchmarking |
| <input type="checkbox"/> Industry Trend Analysis Coaching | <input type="checkbox"/> Restaurant Special Project Management |
| <input type="checkbox"/> Restaurant Research and Development Services | <input type="checkbox"/> Restaurant Board Member |
| <input type="checkbox"/> Restaurant Site Management Services | |

Restaurant Expert Witness Services

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| <input type="checkbox"/> ADA Compliance | <input type="checkbox"/> OSHA Compliance | <input type="checkbox"/> Premises Liability |
| <input type="checkbox"/> Food and Beverage Safety and Liability | <input type="checkbox"/> Customer Liability | <input type="checkbox"/> Employee Liability |
| <input type="checkbox"/> Alcohol Serving and Consumption | <input type="checkbox"/> Wrongful Deaths | <input type="checkbox"/> Franchisor Negligence |
| <input type="checkbox"/> Marketing & Purchasing Neglect | <input type="checkbox"/> Franchisee Negligence | <input type="checkbox"/> Operations Neglect |
| <input type="checkbox"/> Royalty Disputes | <input type="checkbox"/> Lost Income Claims | <input type="checkbox"/> Investor & Landlord Disputes |
| <input type="checkbox"/> Funding and Credit Disputes | <input type="checkbox"/> Management Neglect | <input type="checkbox"/> Wrongful Terminations |
| <input type="checkbox"/> Forensic Analysis & Autopsy | <input type="checkbox"/> Business Plan Assessment | <input type="checkbox"/> Wage, Hour, and Tip Claims |
| <input type="checkbox"/> Facility, Site & Construction Matters | <input type="checkbox"/> Work-Related Injuries | <input type="checkbox"/> Customer-Related Injuries |
| <input type="checkbox"/> Harassments & Discriminations | <input type="checkbox"/> Safety and Security Issues | <input type="checkbox"/> Restaurant & Bar Negligence |
| <input type="checkbox"/> Employer Negligence & Liability | <input type="checkbox"/> Franchisee Defaults | |
| <input type="checkbox"/> Food Borne Illness or Contaminations | <input type="checkbox"/> Customer Safety & Security Issues | |
| <input type="checkbox"/> Customer Harassments & Discriminations | <input type="checkbox"/> FACTA Claims | |

Restaurant Mediation Services

- Restaurant Mediation

Misc. Services

- Concept Design Boot Camps
- Start-up Boot Camps
- Turnaround Boot Camps
- Profit Improvement Boot Camps
- Industry Speeches & Seminars

Ghost Writing Services

- Ghost Writing Services [books, articles, speeches]
- Ghost Creating and Illustrating Services

Expense Reimbursement

- We do NOT charge our clients for travel
- We require email approval prior to spending money for any client for any approved reimbursable expense.
- For Expert Witness clients... we do charge for travel requested by opposing counsel.
- We submit copies of all receipts of any previously-approved reimbursable expense to the client along with an expense report.

Not to Exceed Fee Policy

When possible... we offer our clients a "Not to Exceed Fee" (NTF) on projects. This allows our client to be confident that, regardless of the hours that we spend ensuring all aspects of the project are right, the client will never be charged more than the given "Not to Exceed Fee". This allows our clients to have better budgeting and planning with no surprises.

