



www.deZinno.com

BOB DEZINNO RESTAURANT CONSULTANT & MARKETER

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Indisputably, the restaurant business is among the most difficult within which to succeed. Labor intensive, highly competitive, with low profit margins and many customer touchpoints, it offers management challenges unlike most other endeavors.

Success comes to the deserving: talented management teams and employees that possess the knowledge and training unique to our industry and who willingly apply those skills to everyday operations. Achieving success requires sound financial management, strict product quality control, astute marketing, and unwavering customer satisfaction.

I offer many years of experience as a restaurant consultant and marketer to excellent food and beverage operations, and for two decades I have applied what I learned to the challenges of my clients. I invite you to look at the consulting and marketing services I offer. If you feel I might bring something to the table that your restaurant business needs, give a call. Let's meet, let's chat, let's learn from each other.

Bob DeZinno

GREETINGS

THE RESTAURANT BUSINESS



FOOD & ALCOHOL SAFETY MANAGEMENT

ServSafe Certification

CLASSROOM TRAINING & SERVSAFE EXAM

I recommend FSA Training LLC FSATraining.com throughout Florida. As a contract trainer with this outstanding firm, I would be your instructor in Sarasota or Clearwater. FSA Training also provides private group sessions, inquire with them. If your private session is on Florida's west coast, I would be pleased if you request me as your trainer.

ONLINE TRAINING & SERVSAFE EXAM

Also available from FSA Training LLC. The ServSafe® online exam requires that a certified proctor must be present while you test. I am available to provide that service at \$70 (\$20 each for additional examinees). We would meet at a public place in Sarasota, or a public location more convenient to you. For travel beyond 25 miles from Sarasota, there is a nominal travel fee. Examinees must provide a laptop computer.

Food Handler Certification

FLORIDA DBPR APPROVED FOODHANDLER TRAINING & CERTIFICATION

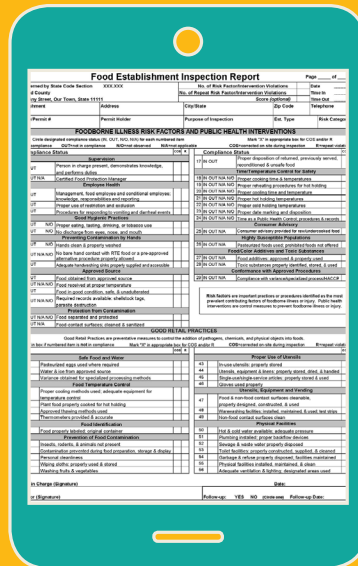
Private group instruction and self test for all your staff is available from FSA Training LLC. Online training is also provided for individual new hires.

Self-inspections

A CLOSE LOOK AT YOUR OPERATION

Schedule a self-inspection with Bob and your PIC (person in charge). Bob observes each item and reviews the findings with the PIC compared to the expected standard, and offers suggested improvements. Download the brochure for this unique, beneficial service.

deZinno.com/Inspection.pdf



A UNIQUE, HANDS-ON TRAINING PROCESS UTILIZING THE FDA RISK-BASED FOOD ESTABLISHMENT INSPECTION FORM

Alcohol Server Training


FLORIDA RESPONSIBLE VENDOR PROGRAM

Bartenders and servers ARE NOT REQUIRED to be alcohol service certified in Florida. However, the *Florida Responsible Vendor Program* is a great resource for operators who take seriously the sale of alcohol to underage persons, reducing alcohol related fatalities, prohibiting illegal drugs in the workplace, and generally being more responsible in their service of alcohol.

In addition to being at the forefront of professional, responsible service, other benefits to your operation might include reduced insurance rates and mitigation of fines and penalties imposed from an offense.

You can read a helpful overview of the program at this link: FRVP. FSA Training LLC is expert at setting up the program for interested restaurants, providing the required initial staff training, conducting the mandatory ongoing training, and submitting necessary paperwork to the Florida DBPR. Contact FSA Training directly at FSATraining.com or (888)372.3232.

Critically acclaimed summer dining.



DOUBLE TREE
BY HILTON
BRISTOL, CONNECTICUT

"Food is life."

"Best Chefs"
Hartford Magazine

"4 1/2 Stars of 5"
Hartford Magazine

"Very Good"
The New York Times

"...one of the
best restaurants
in all of Connecticut."
Connecticut Magazine

"Superior-Extraordinary"
Connecticut Magazine

The Willows
New American Dining

Advertising art created for DoubleTree by Hilton Hotel, Bristol, CT. Photography by Diana DeLucia. Food design and plate presentation by Chef Leo C. Bushey III.

Every detail of your wedding has been meticulously considered...



Our award winning Chef offers exquisite menus for memorable events, assuring that your Grand Ballroom Wedding Reception will be flawless.

Completely renovated guestrooms and suites, two critically acclaimed restaurants, salt water pool, 24-hour fitness center, private dining venues, and elegant courtesy shuttle afford you and your out of town guests a complete wedding experience.

Please phone our Wedding Specialist at 123.456.7890 to plan your complete Grand Ballroom wedding.



The Grand Ballroom
Distinctive Wedding Receptions for up to 350 guests

Graphic Design IN-HOUSE & IN PRINT

There's much to consider when developing a restaurant's marketing and advertising plan. There's the restaurant's website, optimized for search engine placement; a prolific social media presence; consistent brand storytelling; informative, entertaining blog posts; precise press communications; pleasing, professional in-store collateral pieces; creative menu design; print advertising that accurately represents the look and feel of the restaurant as well as the brand message.

Bob is an acclaimed restaurant marketer and graphic designer with years of experience. He captures the soul of each restaurant he works with, and effectively communicates it to the dining public through consistent planning, strategy and execution.

Bob is available to discuss all your restaurant marketing needs, whether "a la carte" single items, or a comprehensive, all-inclusive marketing plan.



Website Design

MORE THAN JUST A COLLECTION OF PRETTY PICTURES

Of course your restaurant's website needs to be attractive, pleasantly designed, featuring enticing images, and well-texted. Importantly, in today's world of varying screen sizes from phones to wide displays, it must be engineered to be "responsive," appearing correctly at each screen size.

Yet, the real function of the website is that it acts as the hub... everything you want the world to know about your restaurant emanates from there, pushing the information out. Further, at all digital touchpoints on the internet, whenever a viewer comes in contact with your restaurant, a link back to your site – and all the information about your restaurant that it contains – is the goal.

Poor design, confusing navigation, broken links, and outdated menus all need to be addressed and maintained. These poor practices interrupt the customer experience and jeopardize your organic reach.

Search Engine Optimization

BE A TOP ANSWER TO SEARCH INQUIRIES

There are a multitude of actions to take to achieve high search placement. These are all necessary for a complete SEO scheme. To add to its complexity, search engine algorithms (Google's in particular) which drive your placement, change frequently.

Beginning with your website itself, consider that each navigation tag should be the same as the content that you want the search engine to look for. That content should be the page URL and the page title, and those keywords should appear in the page's body text. Keep the body text like a normal conversation, meaning, don't use the keywords too frequently... Google frowns on that.

As an example, at my website, dezinno.com, "Restaurant Consulting" is a navigation tab, the page it forwards to is "restaurant-consulting.php," and the phrase "restaurant consulting" appears twice in the body text. RESULT: After just one month being live on the web, my new website had an organic, page one result for the search phrase "Restaurant Consulting Sarasota, FL." Only six other firms come before mine, three of which are paid ads!

There's more! List your site with Google and others, create an accurate sitemap, and use web analytics to learn the most popular search terms that your potential customers might be using.

Social Media Marketing

THE DIRECT LINK TO YOUR MARKET

It's difficult to think of another industry that so benefits from the popularity of social media than does ours. We are a diverse collection of businesses of magical experiences, talented professionals with interesting life stories, and inspiring photos.

There are several channels to work with, serving various market segments for varying reasons. Whichever you choose for your restaurant, the quality, consistency and frequency of your posts speaks volumes about you as a professional.

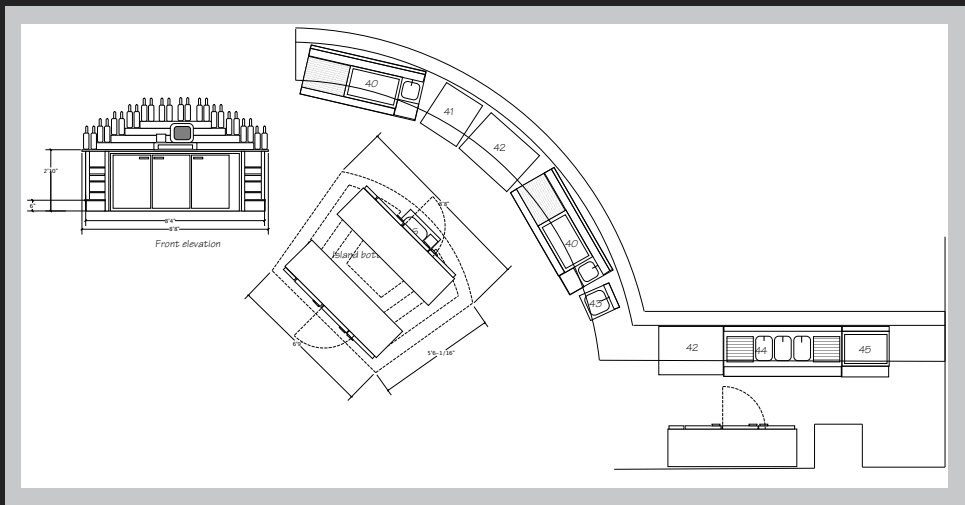
Here are some options:

- FaceBook, your connection to your closest online friends is great for quick info shares, photos of the moment, event notices, reviews, and even ads.
- Instagram, to entice the foodies with dramatic food and cocktail photos.
- LinkedIn, like FaceBook for professionals, is a great way to foster peer relationships, share industry news and knowledge, and build your Business-to-Business sales.
- Twitter. Stay away from this platform during political seasons. Enough said.



BOB DEZINNO

RESTAURANT CONSULTANT & MARKETER



Restaurant Startup Expertise

FOR INVESTORS AND RESTAURANT PROFESSIONALS ALIKE

Bob is with you from the ground up, personally attending to all the details of achieving your dream restaurant. He applies all the art and science of the restaurant business pre-opening to create a culture of hospitality excellence. Be assured that your restaurant will be on a firm footing toward success.

Services include (but are not limited to):

Administrative

- License and permit guidance, accounting setup, banking, management certifications

Concept

- Market study, menu & list concept, concept brief, trademarks

Design/Construction

- Equipment specification and restaurant layout CAD drawings
- Representation to architects and designers
- Office setup and equipment
- Smallwares, tabletop, utensils procurement
- Signage

Staff recruitment at appropriate times

- Management recruitment and onboarding
- Staff recruitment and onboarding

Food & Beverage

- Recipe selections and costing
- Bar recipe selection and costing
- Wine list selections

Marketing

- Web site, web presence, SEO, social media setup
- Menu design, in-house graphic design, print ad design

Opening

- Publicity event design and execution
- Staff training
- Presence during initial time after opening



ABOUT BOB

Bob DeZinno is a career hospitality professional. As the founder and former owner of one of Connecticut's leading hospitality consulting and marketing firms, Bob focused on branding, image building and ideation within the restaurant industry. His journey in the industry has included positions as manager, owner, director, consultant, designer, developer, trainer, teacher and marketer.

Bob is a certified ServSafe and ServSafe Alcohol Instructor and Exam Proctor. He authored and has presented his popular "Dynamite Server School" to numerous excellent restaurants, hotels and casinos. His thoughts and opinions about the hospitality industry have been published regularly in various industry trade journals.

Bob was an adjunct instructor in the hospitality management program of Naugatuck Valley Community College, Waterbury, CT, and has taught graduate level courses at the Hotel School of the University of New Haven. He served the industry as President of the Connecticut Hospitality Educational Foundation for nearly a decade, and was appointed Interim President & CEO of the Connecticut Restaurant Association for almost two years during the board's search for permanent management.

Bob brings to the table his keen insight into the proper design, development and operation of first-rate restaurants at all levels of cuisine and service style. He has helped develop the careers of many successful chefs and restaurateurs, and remains a coach and mentor to many of them to this day.

MEETING NOTES

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Full Service Restaurant Consulting

SUITE OF SERVICES

Food Safety Management

- Self-inspection Training
- Certified ServSafe Manager Instructor / Exam Proctor
- Florida Food Handler Instructor

Florida Responsible Alcohol Vendor Instructor

Manager & Staff Trainer

- Hospitality Culture Creator
- Customer Experience Trainer

Hospitality Marketer & Designer

- Graphic Design Excellence
 - Menus, Table Tents, Posters, Flyers, Print Advertising,

Signage

- Digital Marketing
 - Web Design, Email Marketing, Social Media Marketing,
- Search Engine Optimization

Restaurant Design & Development

- Comprehensive Startup Services

Budget Analysis & Control

- Food & Beverage Cost Control Systems

Menu & List Development

- Concept, Selections, Recipes, Recipe Costing

Operations Enhancement

- Analysis, Standards & Procedures Design,
- Continuous Improvement





deZinno inc.

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