



# DOUG ROTH

## Expertise

- Restaurant concept development
- Food and entertainment strategy
- Experienced, hands-on restaurateur
- Motivating teams through a clear strategy for achieving visionary goals
- Accomplished partnership specialist, bringing together commercial developers and restaurant organizations
- Forging relationships and strong networks in the restaurant and food service industry

## Experience

### President & Founder, Playground Hospitality

*(Formerly Bistro Ventures)*

*2009 – Present*

Playground Hospitality develops and refines strategies for food service startups and established restaurants, with a focus on creative concept and brand development, operational systems, menu creation, financial modeling and real estate strategy.

- **SeeSaw** – Founded and currently developing new concept for an exciting, fresh casual restaurant experience that goes beyond the farm-to-table movement to satisfy high consumer demand for meal customization and fresh ingredients in an energized setting.
- **Hyatt Regency McCormick Place** – Currently working on an expansive new opportunity to convert an 8,400 square foot restaurant within the Hyatt Regency hotel based on the SeeSaw fresh casual concept.
- **Epicure Gourmet Market & Café (Florida) and Jerry’s Famous Deli (California)** – Currently pursuing new concepts to revive a fast casual/ grocery offering and to create the next generation of delicatessens.
- **Tap Room Gaming** – Developed three concepts: tavern, wine bar and Asian to be created for the video-gaming business. Essentially a “casino in a box” that appeals to a more up-scale clientele. Currently under consideration for development.
- **L3 Hospitality Group** – Worked with a new franchisee of LYFE Kitchen entering the Chicago market, including concept development, strategic positioning, market-specific menu creation and organizational structure development.
- **Mastro Restaurants** – Developed strategic real estate plan for regional expansion and new Chicago-based locations, including negotiation of the first Chicago location for Mastro’s Steakhouse at Grand and Dearborn.



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- **Sage Vertical Garden Systems** – Won contracts to place vertical gardens in restaurants (LYFE Kitchen locations nationwide and bellyQ in Chicago) as a focal point to reinforce branding, sustainability, farm-to-table concept and menu display.
- **King's Restaurant Group (Los Angeles)** – Increased sales by 10% as a result of strategic assessment and recommendations for a successful concept redesign.
- **Weber Grill Restaurants** – Collaborated with 3Sixty Dining Intelligence\* to reposition four Weber Grill locations, including brand refresh and updated menu, which resulted in a 5% increase in sales over a six month period.
- **Goose Island Brewery** – Consulted to refine operations, cut food costs to mid-20%, improve sales by 7% and creatively refresh the menu to improve the quality of the food to match the quality of the award-winning beer.
- **Harper Court Partners** – Identified and sourced restaurants for the Harper Court mixed-use development, which was created in partnership with the University of Chicago and the City of Chicago.
- **Café Deluxe (Washington)** – Collaborated with 3Sixty Dining Intelligence\* to refine operations, re-engineer the menu, and reduce food costs by 2 points to improve profit margin.

*\*3Sixty Dining Intelligence is a restaurant management and consulting firm run by Jonathan Fox. (3sixtydine.com)*

### **Restaurant & Development Consultant, Joseph Freed & Associates**

*2001 – 2009*

Joseph Freed & Associates is a Chicago-based, privately owned real estate company engaged in retail, residential, office, hospitality, mixed-use and other development initiatives across America.

- Developed a new restaurant division, which included the launch of the pioneering, award-winning restaurant concept in 2009, Red Moon, which has been described by St. Louis Magazine as an “urban culinary adventure offering Asian cuisine with a French accent.”
- Instrumental in bringing clarity to the food, entertainment and retail concepts of Block 37 and Sullivan Center (former Carson Pirie Scott building), ensuring an essential mix of the Four F's: food, fun, fashion and film, including the identification of high-end restaurants and casual dining concepts, such as Lettuce Entertain You's Foodlife, Rosa Mexicana and Shake Shack.

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**Restaurant Consultant, Friedman Properties**

*2000 – 2001*

Friedman Properties is a real estate company managing more than 4 million sq. ft. of commercial and residential space across 50+ properties throughout Chicagoland.

- Liaised between landlord and restaurant tenants.
- Placed new restaurant concepts into commercial properties, including Potbelly's and Outback Steakhouse.

**Managing Equity Partner, Levy Restaurants**

*1987 – 1999*

Levy Restaurants operates critically acclaimed, award-winning U.S. and European restaurants and sports/entertainment venues.

- As an equity partner with 33% ownership, created (together with Larry and Mark Levy) nationally recognized restaurant concepts Bistro 110 (1989), Blackhawk Lodge (1991) and Bistro 100 (1992).
- As vice president of development, assisted in the creation of new concepts, including Portobello Yacht Club and Fireworks Factory at Disney's Pleasure Island (1989).
- As a managing partner, directed 150+ employees at Bistro 110, one of the highest grossing restaurants in Chicago for 22 years.
- The Bistro 110 (\$6.5 million annual revenue on 6000 sq. ft.) and Blackhawk Lodge (\$4 million annual revenue on 4,000 sq. ft.) restaurants were consistently Zagat rated, deemed Top 10 by Chicago magazine, and nationally recognized as Chicago landmarks.
- Bistro 110 was acknowledged for excellence and innovation in foodservice with the prestigious Ivy Award from Restaurants & Institutions magazine, and the restaurant participated in a chef exchange with two of the world's most well-known French Chefs: Chef Joël Robuchon and Chef Paul Bocuse.
- Expanded Bistro 110 to Charlotte and worked with Nations Bank and Lincoln Properties to expand the concept with a new name, Bistro 100 (\$3.5 million annual revenue). One of Charlotte's highest grossing restaurants.

**Vice President of Marketing, Don Roth Restaurants**

*1982 – 1987*

- Worked side-by-side with restaurant legend Don Roth in the family business.
- Entered the business as a floor manager at Don Roth's River Plaza, and was quickly promoted to VP of Marketing.
- Completed internships with 21 Club in New York City and 15th Street Fisheries in Fort Lauderdale.

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## Professional & Personal References

*Additional references available upon request.*

### ***Professional***

#### **Mark Levy**

President, Mastro's Restaurants;  
Former President, Levy Restaurants

- 858-945-0793
- mastrosrestaurants.com

#### **Paul Bartolotta**

Two-time James Beard Award Winning  
Chef and Co-Owner, The Bartolotta  
Restaurants; Former Executive Chef,  
Wynn Las Vegas' Bartolotta Restaurant  
di Mare

- 312-961-5421
- bartottas.com

#### **Sam King**

Chief Executive Officer, Kings Seafood  
Company

- 562-889-7105
- kingsseafood.com

### ***Personal***

#### **David Zadikoff**

Chief Executive Officer, Cornerstone  
Restaurant Group

- 847-732-1841
- cornerstonerestaurants.com

#### **Carl Segal**

Chief Executive Officer, Roti Modern  
Mediterranean

- 312-504-3535
- roti.com



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## Playground Hospitality

Since 2009, Playground Hospitality (formerly Bistro Ventures) has developed and refined strategies for food service startups and established restaurants, with a focus on creative concept and brand development, operational systems, menu creation, financial modeling and real estate strategy.

## Experienced Team & Expansive Network of Experts

The Playground Hospitality team frequently partners with an expansive network of experts, including:

- Design**
  - **Aria Group & Jim Lencioni, AIA, President/Senior Architect** – Aria Group is a leader in architecture, planning and interiors, having designed over 2,000 restaurants, casinos and clubhouses. ([ariainc.com](http://ariainc.com))
  - **Curioso** – An assemblage of design thinkers, architects, interior designers, artists and business-minded creatives working in unison to create memorable and meaningful experiences. ([curioso.us](http://curioso.us))
  - **The Gettys Group** – Operating at the intersection of design, implementation and strategic thinking, The Gettys Group specializes in interior design, procurement, branding and consulting. ([gettys.com](http://gettys.com))
- Strategy**
  - **Stephen Godchaux** – A TV producer and writer known for Dead Like Me, Spin City and Graceland, Stephen lends his creative mind to strategy development and storytelling.
  - **Richard Kincaid** – A business advisor and specialist in deal structure, Richard is President and Founder of the BeCause Foundation, and former President and CEO of Equity Office Properties Trust.
  - **Breean Miller** – A brand and business strategy consultant with a background in integrated marketing, Breean works with startups and restaurants to discover their purpose, clarify their concept and turn their ideas into reality.
- Culinary**
  - **Chef Paul Bartolotta** – Two-time James Beard Award Winning Chef and Co-Owner of The Bartolotta Restaurants. ([bartolottas.com](http://bartolottas.com))
  - **Chef Gale Gand** – A nationally acclaimed pastry chef, restaurateur, cookbook author, television personality, teacher and entrepreneur. ([galegand.com](http://galegand.com))
  - **Chef Dan Smith** – One half of “The Hearty Boys,” Dan is a restaurant owner, catering trendsetter, author, event producer, television personality and past winner of the Next Food Network Star. ([heartyboys.com](http://heartyboys.com))

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## Playground Hospitality Process

<b>Project Kick-Off</b>	<b>Market Analysis</b>	<b>Brand Direction</b>	<b>Brand Identity and Touch-Points</b>
Goals & Objectives	Research & Site Visit  Competitive Set Review  Site Scope: Identify Market	Position, Attributes, Cornerstones, Story and Promise  Menu Refinement  OS&E  Facility	Additional Scope