

CULTURE:

OUR PLACE

OUR VISION

TO BE THE BEST RESTAURANT GROUP IN AMERICA

OUR MISSION

TO FIND AND FOSTER THE LOST ART OF HOSPITALITY WITH DEVOTED TEAMS, KILLER FOOD & BEVERAGE, AND KICK ASS AMBIANCE

OUR CULTURE

MUTUAL ACCOUNTABILITY
TRANSPARENT COMMUNICATION
COMMITMENT VS COMPLIANCE
TRAINING & DEVELOPMENT
GREET EM ALWAYS
BE 1ST
RANDOM ACTS OF KINDNESS
ASK FOR AND GIVE HELP

THE GUIDING PRINCIPLES:

1. ROADMAPS – OPEN, MID, CLOSE
2. LINE CHECKS – LIKE OUR SUCCESS DEPENDS ON IT
3. ACES IN PLACES – WHEN THEY ARE NOT, ISOLATE AND MOTIVATE
4. TOOLS – 100% PROVISION TO DELIVER OUR VISION AND MISSION
5. YELLOW PAD – SEE SOMETHING, SAY SOMETHING
6. LEADERSHIP – INVOLVED IN ALL TRAINING
7. RESTROOMS – WORLD CLASS CONDITION AT ALL TIMES – 30 MINUTE CHECKS
8. SCHEDULES – POSTED EVERY MONDAY
9. RED FLAG – 100% COMMIT'D TO HELP EACH OTHER AND GUESTS
10. PARTIES OF 9 OR MORE: REQUIRE ADDITIONAL SERVERS
11. MENU – ACCURATE & CLEAN EVERY TIME
12. 3D EXPO AND BAR – HEAD ON SWIVEL

Mutual Accountability— *Making conscious decisions to do what needs to be done to better serve each guest.* Such as filling it before it is empty and cleaning it when dirty. We must all do what is best for the guest and treat each guest as our own. It's a philosophy that encompasses everything we do, polishing silverware, refilling ice, stocking

ramekins, greeting guests at the door, answering the phones, running one another's food and drinks, supporting teammates with a greet.

Red Flag—*Immediate action needed to better serve our guest.* Red Flag is a system we use to identify and avoid a problem before it happens. If you see a guest with empty drinks, plates pushed to the edge of table, barely touching their food, having a full plate, and not asking for a togo box, getting up to find server, etc. It is a Red flag. Follow up with table to make sure they leave 100% excited about us.

Just Fill It—*do not ask the guest, just fill it...*extra chips, pita, water, sodas... meet and exceed guests needs by doing things without being asked.

Preemptive Service — Anticipate guests needs

Preemptive Service- doing anything you can without being asked. Exceeding expectation (often unexpected by our guest), noticing and following through. Anticipating the needs of each guest. For example, hot towels when eating wings or ribs, extra plate for rib/wing bones, automatically splitting an item when two people are sharing, extra chips and bread for large groups eating guacamole or hummus. Chips running low. Bring them more! Our guests should never have to ask, and we should never have to ask...just fill it. Another form of silent service is utilizing pivot points and **never** auctioning off food.

10 – foot circle: Anyone (guest or teammate) receives your hospitality: smile, acknowledgment, open door, lead the way, welcome, say hi, goodbye, thank you.

Name our Iced Teas:

Mash'd:

1. **BLACK TEA** blend of China and Ceylon. Medium black taste. Organic. High caffeine
2. **PINEAPPLE LAVENDER GREEN TEA:** green tea from China infused with pineapple, apricot, and lavender. No sugar, no calories, low caffeine. High in antioxidants

TruFire:

1. **Black Tea:** blend of China and Ceylon. Medium black taste. Organic. High caffeine
2. **Blackberry Hibiscus:** China black tea infused with strawberry, blackberry and hibiscus

BAR BIBLE: For Infusions, Mixers, Batches, and Craft Cocktails

White Wines:

- Babe Rose: Light Sparkling Rose in a can. Pairs perfectly with everything.
- Mionetto Prosecco: Brut DOC has a light straw color with bright yellow highlights. Aromas of golden apples, honey, and white peach
- Essence Riesling: Pale gold in color. Aromatic, with scents of apricot, green apple and white peach. Fresh fruit flavors perfectly balanced by a racy acidity and a fine, mineral character
- J Pinot Gris: bright and inviting, with expressive fruit on the palate and a delightfully cresp finish
- Saint Clair Sauvignon Blanc: typical Marlborough flavors of gooseberry, passionfruit and grapefruit leaping from the glass.
- Laguna Chardonnay: hints of refreshing apple, peach and ripe orange. Expressive layers of caramel and price complement subtle toasted oak notes. Full bodied with hints of cream, this wine has a soft, lingering finish.
- Rombauer Chardonnay: Juicy peaches, pineapple and citrus greet the nose, followed by vanilla and toasty oak. Ripe tropical fruit
- Ely Chardonnay: Presents tropical notes of pineapple with creamy hints of creme brulee and caramel followed by a long mineral driven finish.
- Whispering Angel Rose: pale pink driven by alluring aromas of white peach, strawberry, fresh cherry, passionfruit, and tangerine peel. The wine is dry and the palate is silky smooth

Red Wines

- EOS Pinot Noir: silky smooth and full of bright cherry flavors and hints of baking spices.
- Proverb Cabernet: rich blackberry notes with a hint of blended mocha, vanilla, and oak. An early harvest produced perfectly ripe berries with lush flavor and fruity aromatics.
- Austerity Cabernet: aromas of red berries, red licorice and hints of new oak and vanilla spice. Bright and juicy with sweet red raspberry and black cherry fruit.
- 19 Crimes Red Blend: ripe red to dark berry fruits. Full and round on the palate with a distinct sweetness giving a rich and round mouth feel. The vanilla aromatics carry through on the palate and compliment subtle flavors of chocolate and a cedary spice.