



The 25th Anniversary

Restaurant Trends Seminar

LookbackLookahead:

Tradition + Innovation = A Successful Tomorrow

Monday, April 24, 2017

1:30pm - 5:00pm

Seaport World Trade Center

Amphitheater

Presented by:



THE BOSTON
RESTAURANT
GROUP, INC.

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MAGAZINE



Dining Alliance
— PURCHASE WITH POWER —

AGENDA

1:30pm - 2:00pm

Check-In

2:00pm - 2:10pm

Welcoming Remarks

Lou Katz, Chair, Hospitality & Retail Services Group, Ruberto, Israel & Weiner

2:10pm - 2:40pm

25 Years of New England Restaurant Trends - What's Next?

Charlie Perkins, Owner, The Boston Restaurant Group, Inc.

2:40pm - 3:20pm

Tracking a Quarter Century of Consumer Behaviors & What to Expect Next

Donna Hood Crecca, Associate Principal, Technomic

3:20pm - 4:00pm

Ingredients for Success: The Legal Sea Foods Story

Ann Marie Escobar, COO, Legal Sea Foods

4:00pm - 4:50pm

Panel - Lessons Learned from Local Industry Leaders

Moderated by:

Gordon Hamersley, Chef & Author

Panelists:

Jody Adams, Chef & Co-Owner, TRADE, Porto, and Saloniki Greek

Joanne Chang, Co-Owner, Flour Bakery + Cafe, Chef/Co-Owner, Myers + Chang

Christopher Myers, Co-Owner, Flour Bakery + Cafe, Myers + Chang

Eric Papachristos, Co-Owner, TRADE, Porto, and Saloniki Greek

Questions and Answers

5:00pm

Cocktail Reception & Networking

Hors d'oeuvres & Live Jazz

25 Years of New England Restaurant Trends - What's Next?



Charlie Perkins

Owner, *The Boston Restaurant Group, Inc.*

Charlie Perkins is the owner of The Boston Restaurant Group, Inc., a commercial real estate firm that specializes in selling restaurants, leasing restaurant space and restaurant appraisals. Mr. Perkins was a regional manager with Friendly Ice Cream Corporation and a multi-unit Franchise owner with Dunkin Donuts. In 1990, he founded The Boston Restaurant Group, Inc. Since that time the company has negotiated the sale and lease of over 600 restaurants and has performed over 300 business appraisals.

Mr. Perkins has been qualified as an expert witness and is a frequent speaker on such topics as selling restaurants and restaurant industry trends. He is often interviewed by such publications as The Boston Globe, the Boston Herald and the Boston Business Journal and he was the contributing author on the subject of restaurant valuations in the Handbook of Business Valuations, published by John Wiley & Sons, Inc.

Over the years The Boston Restaurant Group has had the privilege of representing such clients as Not Your Average Joe's, The Briar Group, The East Coast Grill, Hamersley's Bistro, The Olive Group, Tavern in the Square, the Lenox Hotel and Ruth's Chris Steakhouse.

Tracking a Quarter Century of Consumer Behaviors & What to Expect Next



Donna Hood Crecca

Associate Principal, *Technomic*

Donna Hood Crecca is an Associate Principal at Technomic Inc., where she leads the firm's Convenience Store Practice and its Adult Beverage Practice. She is a veteran of the foodservice and drinks industries, having covered and consulted for the restaurant, foodservice, convenience store, beverage and beverage alcohol markets for nearly two decades. She is a member of the VIBE Advisory Council and the National Restaurant Association BAR Advisory Council.

Industry Experience

As Associate Principal, Donna develops research-based insights and recommendations for leading and emerging supplier and operator companies to enhance their go-to-market and product development programs and strategies. Before joining Technomic, she was Publisher & Editorial Director of Nightclub & Bar magazine; prior to that she was Editor of Cheers. Additionally, she served as a Contributing Editor to Chain Leader for 10 years, was Editor of F&B Business and a contributor to CSP Magazine. She has broad knowledge of bar, nightclub and restaurant marketing, operations, human resources and growth strategies, with specific expertise in beverage sales, promotion, service and training, having covered these topics for a number of industry magazines. Throughout her career Donna has also provided consulting and project management services to a range of publishing, event, foodservice, retail and related firms. She is a frequent presenter at industry events, including VIBE, Convenience Retailing University, FARE, Flavor, the Nightclub & Bar Convention and Trade Show, Tales of the Cocktail, National Restaurant Association Show, International Restaurant Show, New England Food Show, Council of Hotel and Restaurant Trainers (CHART) and the Alcohol Responsibility Conference.

Speakers

Ingredients for Success: The Legal Sea Foods Story



Ann Marie Escobar

COO, Legal Sea Foods

Ann Marie Escobar is Chief Operating Officer at Legal Sea Foods, a seafood company with over thirty restaurant locations, a wholesale business and a mail order division.

Ann Marie first fell in love with the art of hospitality while employed part-time at a restaurant during college. She started working in 1987 as an Assistant Restaurant Manager at Back Bay Restaurant Group, and left as Executive Vice President of Operations when the company

was sold in 2012. Immediately prior to joining Legal Sea Foods, she was Vice President of Human Resources at Bertucci's.

Ann Marie attended Northeastern University's School of Nursing. She resides in Tiverton, Rhode Island.

Panel

Lessons Learned from Local Industry Leaders

Moderator



Gordon Hamersley

Chef & Author

In 1987 Gordon and his wife Fiona opened Hamersley's Bistro in a tiny storefront in Boston's up-and-coming South End. "We wanted our restaurant to be more like the informal, relaxed bistros in France that we felt ourselves drawn to again and again," says Gordon. The restaurant's bistro inspired food was an immediate success.

In 1993, they moved their restaurant into a larger space a few blocks down Tremont Street into a historic building alongside the Boston Center for the Arts. Hamersley's Bistro quickly became one of Boston's favorites. Gordon has kept his cooking unique yet simple, inspired by New England ingredients. Hamersley's was closed in 2014 after a run of 27 years.

During its time, Hamersley's Bistro received enthusiastic local attention from magazines and newspapers and has been featured in national publications like *Gourmet*, *Food & Wine*, *Fine Cooking* and *The New York Times* and was consistently ranked one of Boston's top restaurants by many guides. Gordon was awarded the prestigious James Beard Award, has appeared on numerous TV cooking shows and his cookbook, *Bistro Cooking at Home*, was awarded the IACP award.

Today, Gordon is a respected cooking teacher and mentor to many aspiring young chefs. He teaches classes in Boston as well as in other cities around the country. Students find his ability to relate food history to modern cooking techniques both informative and fun. Gordon presently advises the non-profits, *Future Chefs in Boston* and *Root in Salem*, both programs that help young culinary students transition from school to the job market. Gordon writes a bi-weekly cooking column for the *Boston Globe* featuring a wide array of recipes.

Gordon lives outside Boston with his wife Fiona.

Panelists



Jody Adams

Chef & Co-Owner, TRADE, Porto, and Saloniki Greek

James Beard Award Winner Jody Adams is Chef and Co-Owner at TRADE, Porto and Saloniki. Jody has earned local and national accolades for over three decades of culinary excellence and has been praised for her creativity, support of local farmers, continuous charitable work, and business acumen. Jody is a published cookbook author and had an extraordinary run with the acclaimed Rialto restaurant in Cambridge for over 22 years. Jody is actively involved in organizations that support child's advocacy and hunger relief both domestically and internationally. Jody is a graduate of Brown University with a degree in Anthropology.



Joanne Chang

Chef/Co-Owner, Flour Bakery + Cafe, and Myers + Chang

An honors graduate of Harvard College with a degree in Applied Mathematics and Economics, Joanne left a career as a management consultant to enter the world of professional cooking.

She started as garde-manger cook at Boston's renowned Biba restaurant, then worked as a pastry cook at Bentonwood Bakery in Newton, and in 1995 was hired as Pastry Chef at Rialto restaurant in Cambridge.

Joanne moved to New York City in 1997 to work in the cake department of the critically acclaimed Payard Patisserie and Bistro. Returning to Boston a year later with dreams of opening up her own pastry shop, she brought her French and American training to Mistral where she was the Pastry Chef until summer of 2000.

In 2000, she opened Flour, a bakery and café, in Boston's South End. Flour features breakfast pastries, breads, cakes, cookies, and tarts as well as sandwiches, soups, and salads. In 2007 she opened a second branch of Flour in the Fort Point Channel area, in 2010 a third branch in Cambridge near MIT and Central Square, and in 2013 a fourth branch in the Back Bay.

Flour has been featured in Gourmet, Food & Wine, Bon Appetit, the New York Times, Conde Nast Traveler, Lucky Magazine, Inc. Magazine, and Boston Magazine and has received numerous Best of Boston awards. Flour was also featured on Throwdown with Bobby Flay on the Food Network in which Joanne's sticky buns won over Chef Flay's.

Joanne's energetic commitment to excellence extends beyond the kitchen. She writes pastry articles and reviews cookbooks for Fine Cooking magazine. She teaches classes and advises pastry cooks both within the bakery and at area cooking schools. She opened a Chinese restaurant called Myers + Chang with her husband Christopher Myers in the South End neighborhood in the fall of 2007. An avid runner, she competed in every Boston Marathon from 1991 - 2006. She is the author of four cookbooks: Flour, Spectacular Recipes from Boston's Flour Bakery + Cafe and Flour Too, Indispensable Recipes for the Cafe's Most Loved Sweets and Savories, Baking with Less Sugar: Recipes for Dessert using Natural Sweeteners and Little-to-No White Sugar, and Myers + Chang at Home: Recipes from the Beloved Boston Eatery. Joanne is the winner of the 2016 James Beard award for Outstanding Baker.



Christopher Myers

Co-Owner, *Flour Bakery + Cafe*, and *Myers + Chang*

Christopher Myers is the co-owner of Myers + Chang and Flour bakeries with his wife and business partner, Joanne Chang.

In 1985, while pursuing a doctorate in fin du siecle literature at Harvard, Christopher discovered definitively that a well-stacked shelf in Widener Library just doesn't compare to a well stocked wine cellar.

He moved out west to LA in the early days of the California culinary explosion. After working in various restaurants including Mr. Chow, painting Eva Gardner's bedroom, and accidentally spilling a bottle of wine on Andy Warhol and Yoko Ono, he returned to Boston with experience and ambition in tow.

Christopher went on to open five award winning, critically acclaimed restaurants here in Boston; Radius, Rialto, Via Matta and Great Bay. It was at Rialto, in 1995, where he first met Joanne who became his pastry chef, friend, and later, his wife.

One night at home, Joanne made dinner inspired by her mother's Taiwanese cooking. It was a simple salmon dish; slightly sweet, delicately seasoned, with a subtle chili heat off set by cooling cucumbers and cilantro. Christopher loved it. They realized that Boston needed a restaurant that could provide a fresh, yet authentic style of Asian cuisine and in 2007, Myers + Chang opened its doors. That same year he and Joanne opened their second Flour Bakery and they currently operate 7 Flour locations in Boston and Cambridge. The Myers + Chang cookbook, *Myers + Chang at Home* comes out in September to celebrate its 10th anniversary.

Myers derives his greatest satisfaction in providing guests with a sense of wonder, theater, and originality at his restaurants. "But the best part of this life is in choosing a team that works and actively creates hospitality. It's very much a proactive energy that makes for great dining." "And goofing off everyday with your closest friends is pretty wonderful as well."

Myers is deeply involved with many local and national charities including, Lovin' Spoonfuls, The Boys and Girls Clubs, Big Sister, Big Brother, Room to Grow, The Pine Street Inn, Community Servings, Share our Strength and Project Place. His vociferous opinions on hospitality and business management have been featured in Time, Inc., Business Week, The Boston Globe, The New York Times, The Washington Post, The Wall Street Journal, Playboy, Restaurant Hospitality, Santé, Food and Wine, the American Express Manual for Restaurateurs, and Fast Company.



Eric Papachristos

Co-Owner, *TRADE*, *Porto*, and *Saloniki Greek*

Eric Papachristos is a self-made restaurateur whose interest in the hospitality industry formed at an early age. He spent the first nine years of his life in Thessaloniki, Greece—a formative experience that fostered his affinity for Mediterranean cuisine and his desire to bring people together over a good meal. In 1998 and 1999, he graduated from Suffolk University with a Bachelors in Business and a Masters of Business Administration (respectively), later earning his Masters of Science in Finance at Northeastern University in 2003. His career trajectory has been distinct for its depth and diversity, with work experience spanning from Food & Beverage Manager at LA's Standard Hotel to Financial Business Manager at Harvard University's IT department. Today, he is the co-owner of award-winning restaurant *TRADE*, and the recently opened *Saloniki* in Fenway and *Porto* in Back Bay, where his expertise in business finance and development play a pivotal role in all restaurants' growth.

A health enthusiast, he is devoted to CrossFit's rigorous workouts and is certified as a CrossFit Trainer. In June 2011, he rode 192 miles in two days, alongside Griffing and Adams, in the Pan-Mass Challenge to raise money for The Dana Farber Cancer Institute - a tradition the team has kept up with ever since.

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www.bostonrestaurantgroup.com

The Boston Restaurant Group, Inc., is a commercial real estate firm that specializes in selling restaurants, leasing restaurant space and restaurant appraisals. The company was founded in 1990 by Charles M. Perkins who was a regional manager with Friendly Ice Cream Corporation and a multi-unit franchise owner with Dunkin' Donuts. In addition to being an instructor for the SBA, the Massachusetts Restaurant Association and the International Business Brokers Association, he is a frequent speaker at seminars and conferences on subjects relating to Restaurant Valuations and Restaurant Trends. Mr. Perkins, a Fellow of the IBBA, has written numerous articles for the hospitality industry. He was the contributing author for the restaurant section of the Handbook on Business Valuation, published by John Wiley & Sons, and was the author for Shannon Pratt's Industry Valuation Update, Volume Two, on Eating and Drinking Places.

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