



27th Annual  
**RESTAURANT TRENDS SEMINAR**

**Best Practices in a  
Changing Restaurant Landscape**

Monday, May 13, 2019 | 1:30pm  
Seaport World Trade Center - Amphitheater

*Presented by:*



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# 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 - 2:45pm**      *Annual Restaurant Trends Update:*  
*Current Trends in the Boston Restaurant Industry*  
Charlie Perkins, Owner, The Boston Restaurant Group, Inc.
- 2:45pm - 3:45pm**      *Radio program and panel discussion: The Next Great*  
*Generation – Millennials as Customers and Employees*  
  
*Moderated by:*  
Joe Piantedosi, Radio Talk Show Host “Breaking Bread” on  
NorthShore 104.9FM. WBOQ, and Executive Vice President &  
Co-Owner, Piantedosi Baking Company Inc.  
  
*Panelists:*  
Nate Berkowitz, Director of Finance, Clover Food Lab  
Marty Bloom, Owner, Burro Bar, Mission on the Bay, Mission Oak Grill  
Patrick Renna, President, Wahlburgers  
*Questions and Answers*
- 3:45pm - 4:45pm**      *Panel Discussion: Sailing Through Uncharted Waters with*  
*Captains of the Local Restaurant Industry*  
  
*Moderated by:*  
Steve DiFillippo, Chef and CEO, Davio’s Northern Italian Steakhouse  
  
*Panelists:*  
Andy Husbands, Pit Master/Owner, The Smoke Shop  
Eric Papachristos, Co-Owner & CEO, Saloniki, Trade & Porto  
Kathy Sidell, Owner, Saltie Girl & Met Bar, Stephanie’s on Newbury  
*Questions and Answers*
- 5:00pm**                      *Cocktail Reception & Networking*  
*Hors d’oeuvres & Live Jazz*

**Net proceeds will be donated to:**





## *The Next Great Generation Millennials as Customers and Employees*

### Moderator



**Joe Piantedosi** Radio Talk Show Host “Breaking Bread” on NorthShore 104.9FM. WBOQ, and Executive Vice President & Co-Owner, Piantedosi Baking Company Inc.

Joe Piantedosi, Jr. is Executive Vice President of Marketing and Business Development and co-owner of the Piantedosi Baking Company, Inc. Joe graduated from Boston College in 1983 with a degree in Marketing. He then attended the Harvard Business School and received a degree in Business Marketing Strategy.

Joe started working at the bakery at the age of ten alongside his grandfather Salvatore, who started the company over a 100 years ago with a horse and buggy. Today, Piantedosi ships product all over the world. It is a testament to Joe’s charisma, drive and perseverance that Piantedosi, a regional company, has been able to make itself a major player within the baking industry. With Joe as the driving force behind its growth, and with his endless energy and work ethic, the company has become a well-known institution in the food industry.

Joe has been a long time Massachusetts Restaurant Association Board Member, and has been named an Honorary Lifetime Board Member. He has been the Chairman of the Trade Show for many years which is the largest annual food show in New England. He has also been the past Chairman of the Associate Members Committee (Business Partners), and a member of other numerous committees for the association such as The Public Relations Committee, The Membership Committee and The Nominating Committee. He was also a past President of the MRA Education Foundation and is now also an Honorary Lifetime Board Member of that foundation as well.

Along with being actively involved with the MRA, Joe dedicates his time to many other local organizations including the Boston College Chief Executive’s Club, Northeastern University Family Business Center, past two term President of the Malden Chamber of Commerce, Corporator of the Winchester Hospital, Past Guardian Counsel Member of St. Anthony’s Shrine in Boston, and communicant of St. Eulalia Parish in Winchester. In addition Joe is involved with many charities including the American Cancer Society, the Jimmy Fund, the Joey Fund, MDA, and Catholic Charities. Joe also finds time to be a frequent guest and a special correspondent to New England Sports Network “Dining Playbook”. Joe tours stadiums, parks and arenas across the country and reports on the foods that they serve. For more than 20 years he hosted a television show “02148” on Malden Access TV (MATV).

In August 2018, Joe started hosting a radio talk show “Breaking Bread with Joe Piantedosi”, which airs Sunday mornings at 10:00AM on NorthShore 104.9 FM WBOQ. It is a light, lively talk show covering varied topics such as food, restaurants, entertainment, sports and politics.

Joe has been inducted into two Halls of Fame. The National Restaurant Association Hall of Fame in 2006, and The Massachusetts Food Industry Hall of Fame in 2008.

### Panelists

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**Nate Berkowitz** Director of Finance, Clover Food Lab

Nate Berkowitz has nearly two decades of experience in the restaurant industry at several innovative brands. His career began at Starbucks, where he learned the ins and outs of managing restaurant-level operations. After 10 years of managing and opening locations in 5 different states, Nate decided to pursue a master’s degree from Cornell’s School of Hotel Administration. He parlayed this into an accounting and analyst role with Boston’s Briar Group where he worked alongside some of Boston’s best operators. From there Nate spent time in NYC as first the Controller and then Director of Operations of Just Salad, helping the concept grow from 8 to 21 locations. Nate returned to Boston as the Director of FP&A for Cosi. His journey has now landed Nate at Clover Food Lab, a growing Fast Casual chain with 11 Boston locations. At Clover Nate oversees all aspects of accounting and finance, supporting Clover’s operators in their quest to deliver an ever-changing menu of exciting vegetable-based offerings sourced predominantly from the New England area.



**Marty Bloom** Owner, Burro Bar, Mission on the Bay, Mission Oak Grill  
 Mr. Bloom is a veteran restaurant entrepreneur and executive. He was founder of the Vinny Testa's Italian restaurant company from 1993-2002 growing the company to 11 units and 40 million in sales. He was the company's C.E.O. and Chairman of its Board. Previously he was President and Chief Executive Officer of Bloom Management Corporation which opened a collection of restaurants in southeastern Massachusetts including Fred's Turkey House, Bloom's Prime Rib House, Starbuck's American Bar and Grill, Champion Sports Bar and Stromboli's, the precursor of Vinny Testa's, from 1981 through 1992. As a restaurant owner, Mr. Bloom has been involved with conceptualizing designing and operating ten separate restaurant concepts. After Vinny Testa's was sold in early 2002 to the public restaurant company Buca di Beppo, he has developed and invested in various real estate, retail, and restaurant projects. He is a partner in the Mission Oak Grill in Newburyport. Mission on the Bay in Swampscott and 2 Burro Bars located in Brookline and the Southend of Boston. Presently working on expanding both brands. He also owns minority interests in a number of other ventures including restaurants; He graduated in 1979 from Brandeis University with a Bachelor of Arts degree in Economics and Sociology. He lives in Boston and Cape cod and has two children Julian 28, and Michaela 24.



**Patrick Renna** President, Wahlburgers  
 Patrick is the Interim CEO and CFO of Wahlburgers, a Boston based burger restaurant founded by Executive Chef Paul Wahlberg, and celebrity brothers Mark and Donnie Wahlberg. Patrick was most recently CEO at Boloco, a fast casual globally inspired burrito chain, where he also served as CFO for four years. Prior to that Patrick was CFO at Sebastian's Café and Catering, where he spent four years overseeing all financial and administrative policies and procedures for the company; this included leadership during the company's most profitable growth period.

Previously, he held CFO positions at Fresh Concepts, which operates fast casual restaurants under the name Fresh City and Souper Salad, as well as FiRE+iCE, where he also served as President. Patrick began his career with New England Restaurant Company, a Chili's franchisee and owner of Bertucci's Brick Oven Pizzeria, a 90 unit casual dining chain.

Patrick received his Bachelor's Degree in Accounting from Franklin Pierce College, and went on to earn his MBA and Master's Degree in Accounting from the University of Massachusetts in Boston. In 2004 he was named to "Boston's 40 Under 40".

Patrick has served on the Board of Directors and Executive Committee of the Massachusetts Restaurant Association since 2010 and serves on the Board of Advisors for the The Works Bakery Café based in Keene, NH.

## Panel 2

### *Sailing Through Uncharted Waters with Captains of the Local Restaurant Industry*

#### Moderator



**Steve DiFillippo** Chef and CEO, Davio's Northern Italian Steakhouse

Steve DiFillippo is the consummate restaurateur. With his award-winning Davio's brand firmly established in Boston, Foxborough, Chestnut Hill, Lynnfield, Braintree, Atlanta, Manhattan, Philadelphia, King of Prussia and Irvine, California, DiFillippo has tackled the modern Italian restaurant. DiFillippo's reach continues to expand as his locations continue to garner critical acclaim and destination status.

After graduating from Boston University in 1982, Steve DiFillippo, attended The Cambridge School of Culinary Arts to pursue his dream of becoming a chef. During his college years, DiFillippo worked his way up the ladder at SeaSide, a popular bar and restaurant located in Boston's Faneuil Hall. DiFillippo worked from the bottom up serving in all positions available and finally assumed the executive chef position once he graduated from culinary school.

In 1985, at the early age of 24, DiFillippo purchased his first restaurant: an existing spot named Davio's. It would be here that DiFillippo would brand the name of Davio's as synonymous with quality. Located at the up and coming end of Newbury Street in Boston's trendy Back Bay, the original Davio's was opened in 1977 as a family-owned Italian restaurant with local charm. As Boston's culinary tastes began to develop and become more refined, DiFillippo transformed the (cont.)

location into fine dining destination. DiFillippo retooled the menu, the space, the wine list—injecting many reincarnations of his mother’s recipes into the menu. The new Davio’s garnered rave reviews for being “innovative, creative and bold.”

DiFillippo published his first book titled “It’s All About the Guest: Exceeding Expectations in Business and in Life, the “Davio’s Way” in the Fall of 2013. The memoir and hospitality book features business advice for aspiring restaurateurs and chefs as well as twelve signature Davio’s recipes including Julia Child’s favorite Angel Hair Pomodoro. The book received a Red Star by Publisher’s Weekly which indicates a book of outstanding quality. “A veritable handbook for anyone considering opening their own restaurant, DiFillippo pulls back the curtain to share his experiences—good and bad—and offers specific, distilled advice... Anyone seriously considering entering the restaurant or hospitality business would do well to spend some time with DiFillippo’s entertaining and insightful book.” – Publishers Weekly.

DiFillippo is actively involved in many organizations including: The Taste of the NFL, The Greater Boston Food Bank, Best Buddies, Rodman Ride for Kids; BUILD Inc. and The Boston Dining Alliance. In the fall of 2008, DiFillippo was inducted into the Massachusetts Restaurant Hall of Fame and in 2014 he was awarded Restaurateur of the Year. In 2016, Best Buddies Massachusetts recognized Davio’s as Employer of the Year for the Best Buddies Jobs Program. He is also the Co-Chair for the annual Best Buddies Challenge that kicks off at Harvard Stadium with NFL Champion Tom Brady and Best Buddies International founder Anthony Shriver. DiFillippo is a contributing Vice Chair of the Board of Overseers of the Anti-Defamation League, New England Region and as a member of the Board of Governors he has co-chaired the annual Working Wonders Gala & Fundraiser for Tufts Medical Center.

## Panelists

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### **Andy Husbands** Pit Master/Owner, The Smoke Shop

Andy Husbands is the award-winning chef, author, and Pitmaster behind The Smoke Shop, Boston’s acclaimed barbecue restaurant and 2018 winner of “Best Barbecue” from Boston Magazine and The Improper Bostonian. Currently with three locations in Kendall Square, the Seaport District and Somerville’s Assembly Row, Husbands is “smoking” the competition. With a career spanning nearly 30 years in the restaurant industry, Husbands serves as one of the city’s most celebrated culinary leaders and foremost authority on regional Barbecue and live-fire cooking in New England.

Born and raised in Seattle, Husbands relocated to New England with his family at age 14, and quickly found his calling in the kitchen, working at a neighborhood bakery in Needham, MA. After earning his degrees in Culinary Arts and Hospitality Management from Johnson & Wales University, Husbands went on to accept the Sous Chef position at the famed East Coast Grill in Cambridge, MA, under the helm of James Beard Award-winning chef Chris Schlesinger. It was here where Husbands first developed a passion for live-fire cooking, and less than a year later, he was appointed Executive Chef.

Following his two-year stint leading the kitchen alongside Schlesinger, Husbands set out for the West Coast, working and living on Elizabeth Berry’s Organic Farm in Abiquiú, New Mexico, before apprenticing at several San Francisco Bay-area restaurants.

Husbands returned to Boston a year later to embark on his own venture, opening long-loved bistro, Tremont 647, and later, Sister Sorel, two mainstays in the city’s South End, where for over 20 years, Husbands honed his own unique cooking style with inventive, seasonal fare that led the neighborhood’s culinary renaissance.

After two decades on the competitive barbecue circuit, Husbands debuted his newest concept, The Smoke Shop, opening its first location in Cambridge’s Kendall Square in 2016. A long-time passion project for Husbands, The Smoke Shop culminates his years of practice, research, and continued success as a World Barbeque Champion, serving a menu that showcases his modern approach to slow-cooked, old school-style barbecue. Husbands expanded with the opening of the restaurant’s second outpost the following year in the Fort Point neighborhood of Boston’s Seaport District, and in summer 2018, he introduced his third location of The Smoke Shop in Somerville’s Assembly Row, located just North of downtown Boston.

Deeply rooted in the community, Husbands passionately drives awareness for Share Our Strength, the nation’s leading childhood hunger relief organization, serving as honorary chair of its annual Taste of the Nation fundraiser. He is also an active board member of the Massachusetts Restaurant Association, for which he was honored as MRA’s Chef of the Year in 2014, as well as a Rodman Celebration Restaurant Chair. (cont.)

In his spare time, Husbands enjoys volunteering at local organizations including Pine Street Inn and Rosie's Place, and, most importantly, spending time with his wife, Rice, and their twin girls, at their home in Stoneham, MA.



## **Eric Papachristos** Co-Owner & CEO, Saloniki, Trade & Porto

Eric Papachristos is a self-made restaurateur whose interest in the hospitality industry formed at an early age. Although born in Boston, 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.

In 2011, Papachristos partnered with chef Jody Adams and operations manager Sean Griffing to open Boston's award-winning restaurant TRADE, located at Atlantic Wharf. In 2016, the same energetic team opened Porto Boston, an upscale casual mediterranean inspired space with a fresh and relaxing energy in the heart of Back Bay. Most recently, Papachristos and Adams, partnered with COO Jon Mendez to open Saloniki - a fun, energetic, Greek sandwich shop with a focus on sharing their expertise on Greek food and culture with Boston natives. Currently, there are three Saloniki locations in Boston's Fenway, Central Square Cambridge, Harvard Square, and more are on the way. Driven by his sense of wanderlust, Papachristos takes annual trips back to the motherland with his brother and Mendez, to explore his roots and the food culture that inspired Saloniki.

A health enthusiast, he is devoted to CrossFit's rigorous workouts and is certified as a CrossFit Trainer. Additionally, Papachristos, along with team Trade/Porto, rides 192 miles in two days, in the Pan-Mass Challenge to raise money for The Dana Farber Cancer Institute - a tradition the team has kept up for 8 years, 2019 marking their 9th year.



## **Kathy Sidell** Owner, Saltie Girl & Met Bar, Stephanie's on Newbury

Kathy Sidell is President and Founder of The Metropolitan Restaurant Group, one of the most well respected hospitality brands in New England. With a family legacy in the Boston food industry, including father Jack Sidell, Kathy was bound to run a food empire, taking the first leap into the family business when she opened the Metropolitan Club in Chestnut Hill, Massachusetts in 2005. In October 2010, Kathy opened MET Back Bay, on Boston's most notable street, the corner of Newbury and Dartmouth Streets. MET Back Bay is housed in a historic brownstone and features four separate dining areas including the Library, the Ham and Cheese Bar, the dining room and outdoor patio. She followed up her success of the MET, by opening a MET Natick, a casual MET Bar & Grill concept. Most recently, Kathy owns and operates the iconic Stephanie's on Newbury, serving sophisticated comfort food in an elegant but inviting environment. Celebrating its 25th anniversary this fall, Stephanie's on Newbury has become a mainstay in the Back Bay.

In 2016, Kathy opened her newest concept, Saltie Girl, an intimate 30 seat seafood bar nestled next to MET Back Bay. Saltie Girl focuses on globally sustainable iterations of fresh fish & seafood be it fried, sautéed, raw, house-potted, smoked or in the largest tinned seafood collection in New England. Featured in Boston's top print, radio and broadcast publications, Saltie Girl was also recently named Best Raw Bar 2018 by Boston Magazine, featured on the Travel Channel's popular "Food Paradise" show, included in Eater Boston's 38 Essential Restaurants, named one of the best brunches in America by Time Out and nominated to participate in the 2017 Great American Seafood Cook-Off battling chefs across the country.

Kathy debuted her first book, WHEN I MET FOOD, Living the American Restaurant Dream, in 2012 and chronicles her life and restaurant adventures. Kathy Sidell has been featured on a variety of broadcast segments, including the Food Network, NBC, ABC, Bravo, The CBS Morning Show, the Travel Channel as well as local and national radio outlets and print publications. Kathy is also a contributing writer to several publications, including The Boston Herald.

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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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