



Research & Analysis

Operations & Management

Concepting & Implementation

Positioning & Marketing

Development & Renovation

Financing & Asset Management



INNOVATION FOOD & BEVERAGE

*A specialty advisory discipline within
The Innovation Group of Companies*



The Innovation Group has conducted extensive research regarding the importance of food and beverage product in today's gaming resort destinations. To support this increasingly critical segment of the industry, and to complement the diverse consulting, marketing, development, financial, operational and management advisory services provided by The Innovation Group of Companies, we have formalized a specialty advisory discipline to help all of our affiliates further address a wide variety of food and beverage considerations.

Our experts are committed to helping clients develop market-appropriate strategies that complement the entertainment experience and maximize the price-value relationship for patrons. Our experienced staff has done everything from rebuilding kitchens to rebuilding teams, with every effort sharing the same big picture goal of improving the key drivers of F&B revenue, operational efficiency and customer service. From short-term turnarounds to long-term strategies, the Innovation Food & Beverage Division offers calculated guidance to improve your investment.

Michael Soll
 Executive Vice President
 407.702.6648
 msoll@theinnovationgroup.com

David Rittvo
 Director, F&B Division
 407.702.6649
 drittvo@theinnovationgroup.com

Quint Hanson
 Director, F&B Division
 218.839.2580
 qhanson@innovationpd.com

RESEARCH & ANALYSIS	OPERATIONS & MANAGEMENT	CONCEPTING & IMPLEMENTATION	POSITIONING & MARKETING	DEVELOPMENT & RENOVATION	FINANCING & ASSET MANAGEMENT
Demand Sizing & Analysis	Operational Reviews - Hiring & Training - Design & Layout	Menu Concepting	Positioning Testing	Design Integration & Smart Design	Financing
Consumer Preference Research & Analysis	- Menus & Price Points - Food Product & Purchasing	Recipes & Preparation	Secret Shopping Services	Sustainability Strategies	Leasing vs. Ownership Cost/Benefit Analysis
Market Demographics Analysis	Labor & Staffing Modeling	Cocktail Design	Accreditation	New Technologies	Deal Structures
Database Development & Mining	Policies & Procedures	Other Culinary Requirements	Brand Analysis	Cost Benefit Analysis	Site Selection & Optimization
Food & Beverage Market Strategy	Cash vs. Comp Analysis	Implementation & Integration	Coordination with Player Development Programs & Database	Life Cycle Planning	Operational Fit Analysis
Trend Analysis & Integration	Quality Control	Celebrity Chef / Partner Evaluations & Negotiations	Social Advertising & Networking	Optimal Physical Positioning	
	Production & Presentation			Pre-Opening/Opening Support	