

Vucurevich | Simons Advisory Group



For more than 20 years, Michael Vucurevich has successfully led complex high-volume restaurant companies.

Companies that prosper; companies that evolve. Michael systemized and operated The Cheesecake Factory from two restaurants into a wildly successful publicly-held company. He grew eatZi's Market and Bakery into a \$60-million-a-year company and, most recently, created the award-winning Copeland's Cheesecake Bistro.

Now, Michael has assembled a veteran team of Industry Operators and Leaders to create Vucurevich | Simons Advisory Group, an advisory services and consulting firm. At VSAG we are committed to sharing knowledge, expertise and a passion for the Hospitality Industry. Our experience comes from many years of designing and implementing the systems and driving successful brands, such as The Cheesecake Factory, eatZi's Market and Bakery, TGI Friday's, and Copeland's Cheesecake Bistro.

Vucurevich | Simons Advisory Group is an enterprise with a passion for fostering creativity, independence, connectivity, relationships, life enrichment and success. It is built from a good seed, where people do things for the right reasons and serve from the heart. The company's purpose is to serve your company with a unique brand of operating systems and tools that produce ever-growing sales and exceptional profit and returns. VSAG goes beyond consulting and becomes a partner during concept development, concept enhancement, acquisitions and turnarounds. The goal of the enterprise is to help companies successfully compete by achieving excellence in chef-crafted foods, genuine service, and well-executed operational processes and methods.

We believe in people, enabling them to grow and showcase their strengths, talents and dreams. We believe in the care and well-being of the individual. We believe that people want to please and do what is right. We believe in the synergy of aligned people striving for the best interests of the enterprise. We will teach and support you and your company.

As a client of Vucurevich | Simons Advisory Group, your company benefits immediately from our years of experience building some of the top companies in the restaurant and foodservice industry. In addition, you benefit directly from our extensive network of relationships and contacts with world-class culinarians, best-of-class vendors, best-of-breed technology solutions, and paramount operators, leaders and consultants. We maintain relationships with the firms we consider top-notch. We guide you through the due diligence process and negotiate preferred pricing and terms on your behalf as needed. With VSAG as your guide, the path will always be clear. Evaluate the success of the firms with whom we are associated and have directly impacted; the decision to select Vucurevich | Simons Advisory Group is without question.

Affiliates

CORE:
www.coredc.com

Shea, Inc.:
www.shealink.com

Trinity Advisors:
www.trinityadvisors.net

CB Richard Ellis:
www.cbre.com

Decotiis Erhard Strategic Consulting Group:
www.decotiiserhard.com



V | S | A | G



V | S | A | G

Vucurevich | Simons Advisory Group
800.520.5634
985.845.9232 fax
www.vsag.com

East Coast

6012 Grosvenor Lane, Suite 930
Bethesda, MD 20814

South

716 Tete L'Ours Drive, Suite 100
Mandeville, LA 70471

