

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



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www.vsag.com

East Coast

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Bethesda, MD 20814

South

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

WHAT WE DO:

- We are an advisory and consulting firm focused on translating our extensive operational experience to our clients while adding value to your firm.
- If there is fresh food in your operation, VSAG is the partner you can't afford not to have!
- Our clients gain leverage from VSAG's experience, hands-on operational success and world-class network resources.
- VSAG passionately delivers top-notch service and results to clients around the world.

WHO WE SERVE:

- high volume restaurants
- grocery/supermarket operations
- desiring world-class food and home/restaurant-meal replacement production systems
- start-ups and emerging brands
- companies looking for culture change
- specialty food markets in need of chef-crafted food and culinary execution systems
- concepts with limited corporate resources
- fast-casual formats
- any operation with a fresh food format or component

CONCEPT DESIGN & CONCEPT ENHANCEMENT

- culinary impact by accredited, world-class chefs
- menu and brand alignment
- concept repositioning
- new menu roll-out
- innovative dessert menu evolution

P&L IMPACT SERVICE

- line-by-line analysis and P&L "scrubbing"
- creation of structured budgeting process

NEW RESTAURANT OPENINGS: A to Z

- opening structure: site selection to opening day
- training templates
- achieving optimum profit benchmarks by day 59
- side-by-side support and performance
- vendor selection and contracts

FOOD, GLORIOUS FOOD

- creation, design and implementation of shift systems to deliver a wide range of menus and food items
- development of recipes and methods of execution by our CIA-certified chefs
- recipe databases tied directly to production systems for all fresh food operations: restaurants, grocers, markets and bakeries

EXECUTIVE LEADERSHIP

- management contracts
- crisis management
- emergency staffing

MANAGEMENT SCHOOL: A PLUG-N-PLAY EDUCATION PROGRAM TAILORED FOR YOUR TEAM

- depth of knowledge: the university
- systems routines
- work group management
- complete management training programs

TRAINING AND DEVELOPMENT SYSTEMS

- customized management development paths
- all level executive coaching
- creation of "your company's" university for management and frontline staff
- education sessions and interactive dialogue sessions on a wide range of management development techniques
- complete management and hourly training programs

OPERATIONS

- day-to-day work: systems that turn chaos into calm
- food culture
- hospitality excellence
- crew development
- profit systems tied to management development
- comprehensive staffing systems
- recruiting services
- selection and hiring methodology

LOSS PREVENTION

- audits for reducing waste and theft
- loss prevention education (training and awareness systems)



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THE GUARANTEE

Our fees are guaranteed; tied to tangible results and measurable profit impact.

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