



BLUE ORBIT RESTAURANT CONSULTING

**STRENGTHEN YOUR RESTAURANTS.
DRIVE RENT.
CREATE VALUE.**

LANDLORD ADVISORY
RESTAURANT CONSULTING

Blue Orbit Restaurant Consulting
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WHAT WE DO

HELP YOU SUCCEED.

We are a full-service, national restaurant and hospitality consulting firm that specializes in restaurant consulting and landlord advisory services.

With over 75 combined years in the restaurant and hospitality worlds, we've helped hundreds of clients and have been behind some of the most exciting restaurant concepts in the country. Our team has worked with mom-and-pops to Fortune 100 companies, and has evolved concepts spanning big-box gourmet retail, food trucks, hotels, fast casual concepts, fine dining establishments, coffee shops, and bakery businesses. Our priority is making your business successful for all stakeholders involved.

LANDLORD ADVISORY

PROSPECTING THROUGH OPERATIONS.

We support Landlords by evaluating prospective-tenants, performing in-depth assessments of existing tenants, and providing ongoing consulting services to optimize restaurant operations and profitability during management.

LEASE-UP

Market Assessments
Trend Reports
Tenant-Mix Assessments
Tenant / Operator Interviews
TI Allowance Advisory

MANAGEMENT

Restaurant Consulting for Tenants*
Bi-Annual / Annual Assessments
Ongoing Tenant Support
Tenant Lifeline

RECOVERY

Struggling Tenant Evaluations
Strategic Recommendations
Expert Witness
Exit Strategy

**See Restaurant Consulting for a comprehensive list of services.*





RESTAURANT CONSULTING

FROM CONCEPT TO RECOVERY.

We help restaurants at every stage of their lifecycle.

CONCEPT

Profit Modeling
Business Plans
Brand Consulting
Pitch Books
Concept Briefs
Location Selection
Pre-Opening Project Management
Menu Engineering
Mixology Programs
Systems Development
Training Manuals
Recruiting
Management Training
Culture Evolution
HACCP Plans
Back Office Setup
Post-Opening Incubation

MANAGEMENT

Regular Reporting
Cost Management
Inventory Systems
Staffing Strategies
Accounting Setup
Performance Accountability
Staff and Management Development
Operational and Brand Direction
Profitability
Community Involvement
Expert Witness

RECOVERY

Operations Assessments
Menu Analysis
Concept Repositioning
Guerilla Shift Relief
Management Training
Systems Implementation
Service Systems

WHO WE ARE

YOUR NEW BEST FRIENDS.



Ray Camillo | Founder & CEO

Ray has over 28 years of hospitality operations experience and 14 years of senior leadership experience in the hotel, restaurant, restaurant consulting, and gourmet food retail sectors. After earning degrees from James Madison University (Hospitality and Tourism Management) and The Culinary Institute of America, Ray honed his passion for hospitality and developed his capacity to lead countless teams to success at iconic institutions like The Greenbrier Hotel, The Ritz Carlton Hotel, Peasant Restaurants, and Bones Restaurant in Atlanta.



Michael Maxwell | Partner

Michael has over 36 years of hospitality operations and senior management-level experience at companies like Concentrics, The Fifth Group, Rio Bravo/Chevy's, Cinebistro, Metrotainment, Rare Hospitality, Legal Seafood, and eatZi's Market & Bakery, holding positions as District Manager, Director of Training, Operating Partner and General Manager. He has opened over 30 restaurants and implemented countless training and continuing education programs.



Chef Matthew Green | Director of Culinary Operations

After graduating with a Culinary Arts degree from the French Culinary Institute, Chef Matt spent over 15 years in front and back of house positions at various restaurants. Prior to joining Blue Orbit, he was the Executive Chef at the Reserve Wine Food in Grand Rapids, Michigan, where he won the award of Best New American Restaurant from Grand Rapids Magazine two years in a row.



Krista Tremblay | Director of Marketing & Communications

After earning a BBA in Finance and Real Estate from Goizueta Business School at Emory University, she worked in asset management at Jamestown Properties. Her passion for the restaurants – and restaurant owners – that resided within her firm's buildings motivated her to work more closely with the individuals behind the concepts. She now leads Blue Orbit's marketing and sales platform, and works every day to ensure we can better reach and serve our clients.



WHO WE'VE HELPED

MANYY FOLKS.

“Wow, what a creative, out of the box thinker! 4 stars (AJC), Atlanta’s top New Restaurants (Atlanta Magazine), Restaurant Concept Award (StarChefs)... enough said!”

– **Ford Fry, Owner, Ford Fry Restaurants, Atlanta**

“Ray Camillo has an exceptional ability to read a business, attack the challenges with appropriate resources and deliver results. He is true hospitality!”

– **Todd Rushing, Owner, Concentrics Restaurants, Atlanta**

“Blue Orbit has been an invaluable resource, providing solid recommendations and industry insight”

– **Suzi LeBlanc, Fifth Group Restaurants, Atlanta**

“My team and I have used Blue Orbit on many projects and we have been very pleased... I would highly recommend them; their communication, experience level and follow up are spot on and I hope to continue using them.”

– **Thomas DeLouise, Corporate Director Food & Beverage Franchise Delivery Intercontinental Hotels Group**



CLIENT

JCT Kitchen + Bar
Atlanta, GA

PROJECT

Concept Development | Menu Engineering | Operating
Systems | Design Collaboration | Hiring | Training | Launch
| Post-Opening Incubation



CLIENT

Skyline Park + Nine Mile Station
Atlanta, GA

PROJECT

Concept Development | Menu Engineering | Craft Cocktail
Program | Pre-Opening Advisory Services | Post-Opening
Support



CLIENT

Founding Farmers | True Food + Drink
Washington D.C.



PROJECT

Concept Development | Ongoing Management | Menu
Engineering | Management + Staff Training

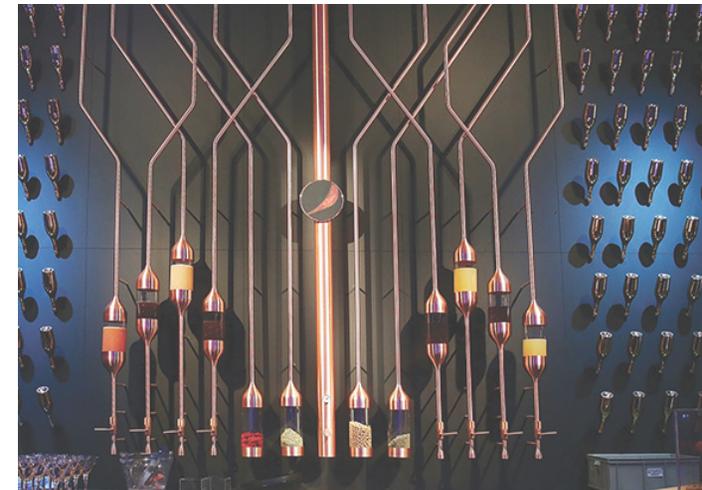


CLIENT

EVEN Hotels | IHG
New York, NY

PROJECT

Food Development | Concept Ideation Collaboration | Test
Kitchen Build | Time + Motion Tests | Launch |
Post Opening



CLIENT

Pepsi
Purchase, NY

PROJECT

Pop-Up Restaurant Development | Menu Engineering |
Training Program | Launch Preparation | Layout + Design
Collaboration



CLIENT

Bellina Alimentari
Atlanta, GA

PROJECT

Concept Ideation | Profit Model | Food + Beverage Menu
Engineering | Operating Systems | Training System |
Launch Support



CONTACT

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