



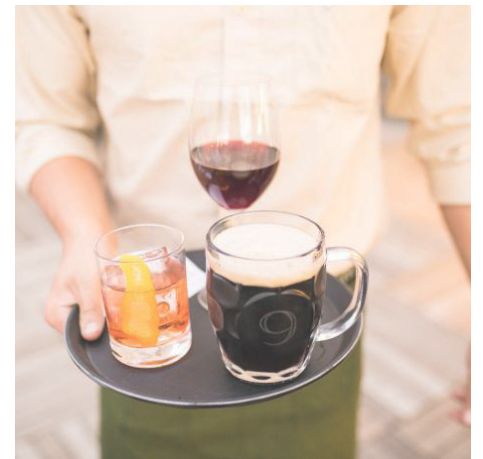
# BLUE ORBIT RESTAURANT CONSULTING

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

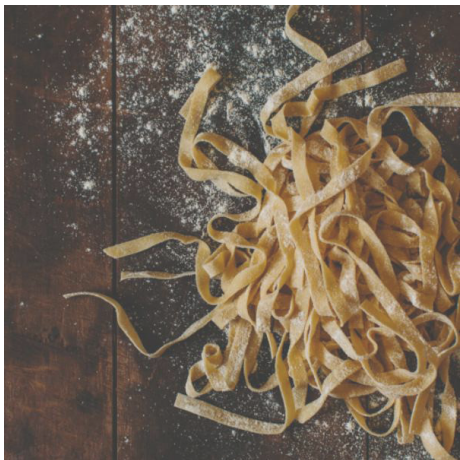
# **LANDLORD ADVISORY RESTAURANT CONSULTING**

Blue Orbit Restaurant Consulting  
www.blueorbiting.com | 404-375-1085 | info@blueorbiting.com  
follow us:   









## 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

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

### MANAGEMENT

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

### RECOVERY

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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

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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

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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

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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 MANY 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**

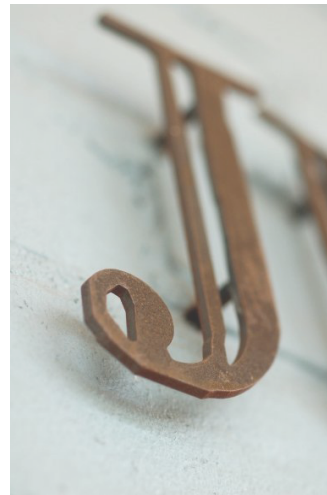
“Blue Orbit has been an invaluable resource, providing solid recommendations and industry insight”

– **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

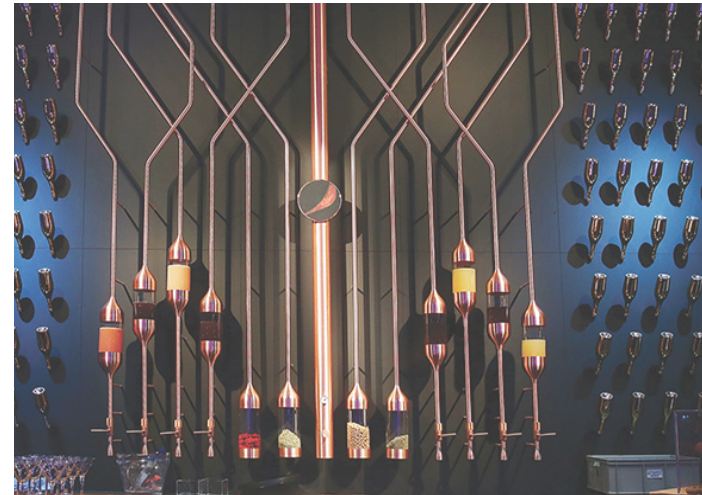
Food Development | Concept Ideation Collaboration | Test  
Kitchen Build | Time + Motion Tests | Launch |  
Post Opening





## 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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