

MJM CREATIVE HOSPITALITY ADVISORS

PRESENTED BY MALCOLM J. MITCHELL AND MEGHANN J. MARTINDALE

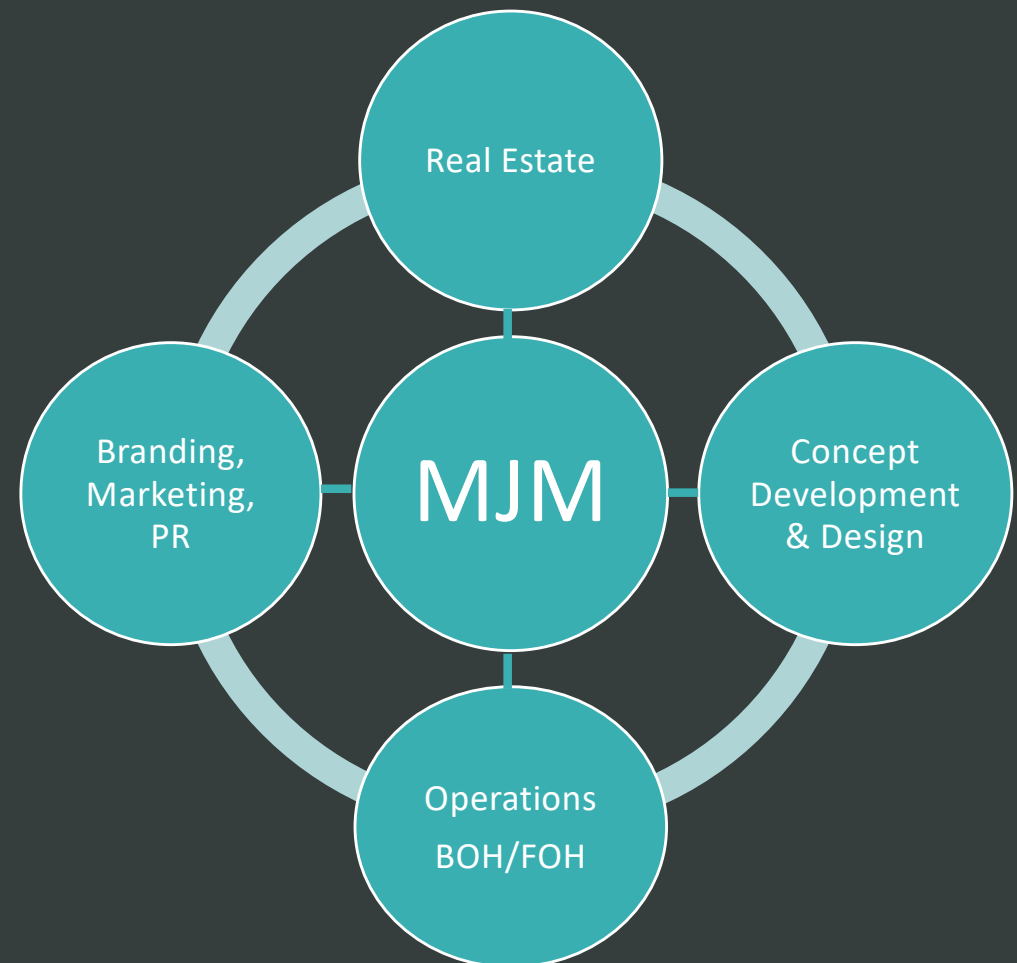
MARCH 2019



MJM Creative Hospitality is a New York based advisory agency specializing in restaurants and hospitality. We offer a broad range of consulting services in operations and real estate. We have a proven track record of contributing to our clients' success by offering creative ideas and implementing strategic solutions to increase revenue and maximize exposure.

Our clients include start ups, new restaurant operators, and inexperienced owners who need A to Z guidance to run a successful restaurant.

MJM Creative Hospitality also caters to sophisticated, seasoned professionals who may need fresh perspective and renewed passion to reinvent, rebrand, and elevate their concept while improving operations.



Chef Malcolm Mitchell

Chef, TV Personality, Restaurateur, Consultant, Author

AREAS OF EXPERTISE

- Concept development
- Menu/Recipe Development
- BOH/FOH Operations
- Cost Analysis – Food/Labor
- Kitchen Design/Set Up
- Quality Control
- Staff Hiring/Training
- Marketing/Branding/PR



Malcolm Mitchell is an award winning chef who has owned, operated, and consulted on dozens of restaurants throughout the United States. His love affair with food began with his Mother, intensified while traveling the world for four years in the Navy, and became his full-time passion pursuit when he graduated from Stratford University and launched his culinary career.

In addition to his many restaurant and hotel achievements, Chef Malcolm founded M. Mitchell the Chef, personal chef and catering services whose client roster includes A-list celebrities, NBA, and NFL professional athletes.

Chef Mitchell has taken the culinary world by storm with his ability to create culinary concepts in multiple genres. He was a finalist on Season 8 of the Food Network Star and has been featured on Beat Bobby Flay amongst numerous other media outlets. Chef Mitchell has been an Adjunct Professor for Prince Georges Community College. Chef continues to educate and inspire young culinary minds by speaking engagements throughout the country.

Meghann J. Martindale

Retail and Restaurant Real Estate Consultant, Speaker, Adjunct Instructor

AREAS OF EXPERTISE

- Leasing, Development & Redevelopment
- Site Evaluation
- Merchandising
- Market Research/Trade Area Analysis
- Strategic Planning
- Placemaking
- Sales & trends analysis
- Marketing/Branding/PR/Images Integration

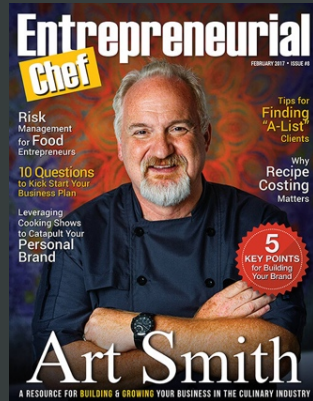


Meghann Martindale is a retail and restaurant real estate expert with 19 years national leasing and development experience who offers comprehensive industry knowledge. She has worked for some of the most distinguished companies in the industry and has executed over 15M square feet of high-profile retail, restaurants, entertainment, and food halls throughout the United States. Meghann also speaks at retail/restaurant events and is an Adjunct Instructor at NYU Schack Institute of Real Estate where she teaches Real Estate Development Process and guest lectures on Retail and Comparative Real Estate.

Meghann persuasively aligns vast corporate, strategic, and deal making experience with her innate passion for F&B, creativity and enthusiasm. Meghann skillfully balances the art and science of hospitality and real estate. Using relevant insight and expertise, she maximizes results and minimizes risk for successful business operation without sacrificing placemaking, concept, or customer experience.

PRESS AND SPEAKING ENGAGEMENTS

Chef Malcolm and Meghann have been featured in:



And much more...

CLIENT SERVICES

MJM Creative Hospitality knows restaurants and real estate.

We understand that restaurant and employee turnover is costly and negatively impacts the bottom line. We persuasively align our vast experience in restaurant development, operations, and real estate to customize a powerful and profitable strategy for each client based on their needs. We offer expertise in the following areas:

- Restaurants/Food Halls/Pop Ups
- Site and Portfolio Evaluation
- Restaurant Leasing
- Development/Redevelopment
- Repositioning/Rebranding
- Market Research/Trade Area Analysis
- Sales and Trends Analysis
- Strategic Planning
- Marketing/Branding/PR/Image Integration
- Pre-opening and Grand Opening Activities/Management
- Operations
- Organizational Optimization
- Feasibility/Budgeting
- Kitchen Design
- Concept & Menu Development
- Recipe Standardization & Pricing
- Plating Design Presentation and Execution
- Setting up Vendor Accounts
- Personnel Staffing, Hiring, and Training
- Quality Control
- DOH Compliance/ServSafe

PROJECTS

MJM Creative Hospitality has worked on several high-profile restaurant projects across the United States for a long list of notable clients, including:



Staples Center, Los Angeles, CA



Savor The Westchester,
White Plains, NY



Hillsdale Shopping Center,
San Mateo, CA



The Howard Theater,
Washington DC



Anaheim Garden Walk,
Anaheim, CA



The Shoppes at Chino Hills,
Chino Hills, CA

Please contact us directly for Project Case Studies.

CLIENTS/BRANDS

MJM Creative Hospitality has extensive experience owning, operating, advising, and negotiation leases for a wide array of restaurant brands. A small sampling of our clients include:



PLEASE CONTACT US TO DISCUSS YOUR RESTAURANT CONSULTING NEEDS

THANK YOU!

Chef Malcolm Mitchell

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