
Alan Someck

Restaurant Expert Witness



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Alan Someck has 42 years experience in the hospitality industry as an owner, operator, consultant and teacher. He has had 25 years of experience as an operator in fine dining and fast casual restaurants. For the past 14 years, Alan has been a full time Culinary Management Instructor as well as actively operating his consulting firm, Keystone Hospitality Solutions. He also has ownership interest in Jimbo's Naturally, a highly successful chain of Natural Food Markets. Alan has organized conferences and training programs for the NY State Restaurant Association and has been a national keynote speaker and author of hospitality business articles. He has been featured in a variety of media publications such as Forbes.com and Full Service Restaurant Magazine. Alan is a Nationally Certified Trainer in ServSafe Food Safety and ServSafe Alcohol. For the past 5 years, he has been active expert witness in a wide variety of restaurant industry related issues.

Professional Experience

Keystone Hospitality Solutions

2002-Present

President

Full Service Hospitality Consulting

- Concept Development and Business Plans
- Menu Development and Menu Engineering
- Marketing and Branding
- Facility Design and Site Selection
- Financials: Profit and Loss Projections, Capital Budgets, Investment Strategies
- Food and Overall Restaurant Safety for Customers and Staff
- Operations: Set-up, Analysis, Manuals, Staff Training
- Expense Control Systems, Inventory and Purchasing Systems
- Human Resources, Leadership Training and Staff Recruitment
- Technology: POS Systems, Web Based Training

Sample Projects:

- Concept Development includes Brine Chicken, Farinolio Bakery, Liv Breads, Ancolie, Mollaga Indian Grill, Cork, Kind of Soul, Ancolie, Liv NutFree, Tianti Café, Elaine's Asian Bistro, Evil Katsu and Mordi's
- Project Manager for 6 Month Federal Grant to Evaluate 31 Food Concession Sites at Washington DC Agencies including State Department, White House, FAA, Patent Office, and Health and Human Services
- Project Director of Green Hospitality Initiative, 7 EPA funded grants to help green NYC restaurants

Expert Witness Restaurants and Hospitality

2017-Present

Areas of Focus: Restaurant Operations, Restaurant Income and Profit, Restaurant Training, Slip and Falls, Restaurant Wages and Tips, Food Safety, Alcohol Service and Dram Shop, Harassment and Discrimination, Restaurant Business Damages, Customer and Employee Safety, Restaurant Feasibility Studies. I have been accepted and served as an expert witness for cases in New York, New Jersey, Florida, Vermont, Massachusetts, Connecticut, South Carolina, Texas, Kentucky, Virginia, Maryland, Nevada and Pennsylvania and in New York State Court and always found to be qualified as a hospitality expert.

Institute of Culinary Education

2008-Present

Full Time Faculty Course: Culinary Management: 6 month, 12 hours per week intensive course on Restaurant Entrepreneurship, Operations and Hospitality. Teaching Hours: 20-25 Hours per week

Adjunct Professor New York Institute of Technology Hospitality Management

2014-2018

Partner in Jimbo's Naturally, Natural grocery chain in San Diego, California

2008-Present

Partner in Food Startup Help

2005-2019

Consulting firm that helped bring food products to market

Millie's Restaurant

2080-2005

General Manager of 2 New York High Volume Full Service Restaurants

- Overall Supervision of Entire Operation, Staff of 100
- Responsible for Marketing, Staffing and Training
- Chief Financial Officer
- Menu Development
- Kitchen and Dining Room Design

Education:

Rensselaer Polytechnic Institute, Bachelor of Science in Management

1965-1969

San Diego State University, Masters in Social Psychology

1972-1974

SEAK Expert Witness Trainings

2018, 2022

Seminars/Workshops: Food and Beverage Cost Controls for the New York State Restaurant Association, Hospitality Staff Training Workshops, Leadership and Communications Skills Seminars, Hospitality Sustainability Trainings, Food Waste Management Workshops, Food and Restaurant Safety Trainings

Articles/Interviews in Publication: Forbes.com, Full Service Restaurant (FSR) Magazine, Chef Magazine, Food Dive, Restaurant Insider, Modern Food Service, The Consultant's Corner Monthly Hospitality Newsletter, Epicurus News, FranchiseKnowHow Monthly Newsletter, HospitalityNet, "Restaurant and Hotel Safety: Keys to Preventing and Managing Accidents and Incidents", <https://www.linkedin.com/pulse/restaurant-hotel-safety-keys-preventing-managing-accidents-someck/>, "Sexual Harassment in the Restaurant Industry: Pervasive and Preventable," <https://cayugahospitality.com/alan-someck/sexual-harassment-restaurant-industry-pervasive-preventable/>, "Transformational Leadership in the Restaurant Industry", <https://www.linkedin.com/pulse/transformational-leadership-restaurant-industry-alan-someck/?published=t>

"The Restaurant Food Safety Challenge: Failure Is Not an Option," <https://www.linkedin.com/pulse/restaurant-food-safety-challenge-failure-option-alan-someck/> "4 Keys to Managing Alcohol Consumption in Restaurants and Bars," <https://cayugahospitality.com/alan-someck/4-keys-managing-responsible-alcohol-consumption-restaurants-bars/>

Professional Memberships and Certifications: Cayuga Hospitality Consultants, Certified National Trainer for ServSafe Food Managers and ServSafe Alcohol, TIPS Alcohol Training, Empire State Restaurant and Tavern Association Alcohol Awareness Training, Manhattan and Brooklyn Chamber of Commerce, Chair Hospitality and Retail Green Committee, New York State Restaurant Association

Special Interests: Special Olympics Training Club Director

1994 – Present