

Gary R. Coburn

Restaurant Concept Innovations
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Award-winning restaurant executive. Helped create, open, run, and advise hundreds of restaurants over a four-decade career. Additional expertise in restaurant franchising and commercial kitchen design/build. Concepts worked for, consulted for, owned or created include:

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|------------------------|-----------------------------|-----------------------------|------------------------------------|
| <i>Cask 'n Cleaver</i> | <i>Pangea</i> | <i>The Ball Room</i> | <i>Lily's Doughnuts & Pops</i> |
| <i>Lord Charlie's</i> | <i>The Ballroom</i> | <i>Slick Willie's</i> | <i>Honolulu Harry's</i> |
| <i>El Gato Gordo</i> | <i>Juarez Grill</i> | <i>Rodeo</i> | <i>Lahaina Mai Tai Lounge</i> |
| <i>Pizza Pronto</i> | <i>Dickerson's Club 29</i> | <i>Jake's</i> | <i>Canyon Grill</i> |
| <i>Safari Bar</i> | <i>Yucatan Liquor Stand</i> | <i>Bobs on the Bay</i> | <i>Campagna</i> |
| <i>Restaurant</i> | <i>Zepps Atomic Tex Mex</i> | <i>Crabby Bob's Seafood</i> | <i>Huey's Grill & Brewery</i> |
| <i>Shark Club</i> | <i>Cabo Grill</i> | <i>PizzaRev</i> | <i>Gladstone's Long Beach</i> |
| <i>Bull Dog Grill</i> | <i>Angel Stadium</i> | <i>Joe's Crab Shack</i> | <i>Pro's Ranch Markets</i> |
| <i>Stronghouse</i> | <i>In Cahoots</i> | | |

Professional Experience

2020 - Present

Restaurant Concept Innovations, est.2004 San Juan Capistrano, CA

President & Principal

- Full-service restaurant consulting business developing new concepts and rejuvenating existing.
 - Operations manuals, policies, and procedures
 - Equipment design and facility layouts
 - Menu engineering and product development
 - Permitting assistance with Health, City, Liquor Control and Life Safety departments
 - Conceptual Development from the vision to execution.
- Expert Witness Practice
 - Recent cases retained by Plaintiff:
 - Guest incident regarding standard of care including safety, protocols/procedures, adequate warnings, and related issues.
 - Safety and security practices for proprietors regarding foreseeability of harm, likelihood of injury, notice and reasonable intervention.
 - Loss of income, conceptual and goodwill impact based on providing adequate parking.

- Recent cases retained by Defendant:
 - Loss of income and the feasibility of the concept and the viability of opening the restaurant.
 - Slip and fall and the ensuring safety of its patrons and duty to use reasonable care in keeping premises reasonably safe.
 - Maintenance, industry standards of furniture handling and procurement. foreseeability of harm, and likelihood of injury from lack of procedures,
 - Breach of lease and assignment. Conceptual viability, pro forma budgets, business, and operating experience to support a lease assignment.

2019- 2021

Avanti Restaurant Solutions, Costa Mesa, CA

Chief Operating Officer

- Kitchen design/build firm consulting on 100s of concepts/year.
- Initially hired as a consultant then became COO & restructured organization
- Created 5-year strategic plan to increase market presence, factory relationships and revenue diversification.
- Clients Include
 - Del Taco
 - Qdoba
 - Blaze Pizza
 - Dave's Hot Chicken
 - Snowflake Campus
 - Modoc Medical Center

2018 - 2020

Restaurant Concept Innovations, est 2004 San Juan Capistrano, CA

President & Principal Consulting Company

- Provided services for restaurants and Kitchen Equipment Contractors from startups to established including:
 - Developing a Revenue diversification plan.
 - Helped Client prepare business to wind down.
 - Created full turn-key opening plans for new concepts.

2013 - 2018

TriMark USA (Formally known as RW Smith), Irvine, CA

VP National Accounts & Design Build

- Kitchen equipment contractor – design/build firm
- One of the largest kitchen equipment contractors in the U.S.
- Responsible for running two business units - \$120M revenue
- Clients include
 - Cheesecake Factory Worldwide
 - BJ's Restaurant
 - PF Changs
 - Habit Burger
 - Jack in the Box

- SoFi Stadium Los Angeles
- Warriors Stadium San Francisco

RW Smith, Costa Mesa, CA

General Manager, Commercial Kitchen Design/Build Division

- Managed the kitchen design/build division in a turnaround to a profitable award-winning division.
- Clients include
 - High Desert Regional Health Center – DBIA National Award of Merit
 - Los Colinas Detention Facility – DBIA Design Excellence Award and Distinction Award
 - Los Angeles College Monarch Center – DBIA National Award of Merit
 - Edson Range and Chappo Dining Facility Camp Pendleton – Multiple Awards

2011 – 2013

Pro’s Ranch Markets

Executive Director of Food Services, National Locations

Consultant

- Responsible for \$56 million Food Services Division of one of the top Hispanic grocery store chains in the country, which includes Taqueria’s, full-service bakeries, commissaries and tortilla factories in each store and perimeter department sales. Comprising of almost 2000 employees and 170 managers oversaw all aspects from operations, product development, training, fiscal reporting and performance, budgeting, marketing, and concept development.
- Created a centralized Tamale operation and distribution.
- Established a bakery commissary to take the pressure off the in-store bakeries.
- Migrated from heavy labor-intensive food production to partnering with high quality manufactures

2004 – 2011

Restaurant Concept Innovations, Ladera Ranch, CA

President & Principal Consulting Company

- Provided services for restaurants from startups to established including:
 - Full menu concept development, R&D, product selection, plate styling and presentation, creating opening and operations manuals, training and implementation, pre-opening oversight, Front of House & Back of House training and full restaurant accounting and ongoing operations.
 - Oversaw construction of ground-up 10,000 sq. foot waterfront location through successful opening of Gladstone’s Long Beach including all FOH and BOH training systems, menus and fiscal performance.
 - Earned various awards such as “Best Fine Dining” by the California Restaurants Association and the “La Fourchette D’or” Award and a “Sterling Silver” Award from the Southern California Restaurant Writers.

2009-2012

Restaurant Concept Innovations Group Purchasing Organization (RCIGPO), Ladera Ranch, CA

Owner

- Created a strategic partnership with the Orange County Restaurant Association, Restaurant Concept Innovations (RCI), a group purchasing organization, that enabled members to leverage buying power and lower costs.

2007-2011

Lahaina Restaurant Group, DBA *Lahaina Mai Tai Lounge*, Maui, HI

Founder and Member

- Created all aspects of the concept specifically for LRG's one of a kind, waterfront location on Front Street, in Lahaina, Maui.
- Won "The Best Mai Tai in Maui" and was recognized as runner up for "Best New Restaurant in Maui" by the Maui Times.

2002-2004

HBRG, Corona, CA

President/Founder

- Part of an investment-banking group that had invested in Pacific Ocean Restaurants to create and expand restaurant concepts. It also acquired Pacific Ocean Restaurants and CBSI to convert from an existing restaurant base.

2001-2002

CBSI, Oceanside, CA

President

- A wholly owned subsidiary that was spun off from Pacific Ocean Restaurants in the purchase of two Locations.
- Client concept development and restaurant operations of numerous concepts.

1998 - 2001

Pacific Ocean Restaurants (POR), Capistrano Beach, CA

President & COO

- A multi-concept restaurant management and holding company engaged in the operation, development, and franchising of multiple restaurant concepts in the high growth, quick-service, quick-casual or casual segments of the restaurant industry.

1986 - 1998

SUSA, Houston, TX

President & COO

- A restaurant management company with more than \$60 million in annual revenues with various types of ownership ranging from fee-based management contracts to conceptual development and full ownership.
- Helped create and operate more than 20 different types of concepts in specialty restaurants and entertainment facilities from Sacramento to San Diego, Chicago to Tampa and in between including *Joe's Crab Shack* (sold to Landry's in 1992), *In Cahoots*, *Huey's American Grill*, *Crabby Bob's Safari Bar & Restaurant*.

1981-1986

Cask n' Cleaver, Rancho Cucamonga, CA

Regional Manager

- C&C Organization operated 32 restaurants throughout the state of California

Organizations

- Mr. Coburn has participated in Vistage (Formerly TEC International) since 2000 and has been a guest speaker at numerous hospitality industry conventions including NRA and Nightclub and Bar in Las Vegas.
- Board of Directors - Meals on Wheels Orange County
 - Governance Committee Chair - Meals on Wheels Orange County
 - Former SeniorServ Strategic Planning Committee
 - Former SeniorServ Food Service Advisory Council
- Cash Flow Management, Chapman College
- SEAK Expert Witness Trainings