

GOOD RESTAURATEURS ARE ALWAYS LEARNING

Restaurant STARTUP & GROWTH™

2009 Editorial Calendar

Restaurant Startup & Growth blends back-to-basics, how-to information that's designed to educate and encourage those in the restaurant startup phase. Published monthly, **RS&G** uses a proprietary circulation recipe designed to reach startups, whether it's their first location or their 10th.

Each month a series of regular columns and features present fresh ideas and articles that are rich in content and help active restaurateurs, their managers and chefs work more efficiently. Insights, Chef Training and Kitchen Management, What Our Readers are Building, Buying and Remodeling, Rules of Thumb, RecipeMapping, Last Seating, and In-House Counsel are just a few of our many regular columns.

In 2009 several important feature articles are planned and are listed below. We do everything possible to adhere closely to this editorial diet, however, the nature and dynamics of the editorial process occasionally require our article lineup to change. If you do plan to place an advertisement in a specific issue based on this schedule, we suggest you check with your representative to confirm that the story will appear as scheduled.

Features and Articles Planned for 2009

January

- Effect of Table Size and Configuration on Customer Spending and Table Turns
- Food Cost and Portion Control: Why You Need It Now
- The First Three Months: Don't Make These Critical Mistakes
- The Right Wine List for Your Concept
- How to Increase Menu Prices Without Losing Business

February

- Oil Technology and Systems and Eliminating Trans Fats
- Why Managers Quit and What You Can Do to Keep Them
- How to Maximize Your Relationship With Your Vendor
- Wireless: Is It Right for You?
- Fire Prevention and Suppression in the Startup
- Lease or Buy Your Equipment: How to Decide
- Making Your Own Stocks: The Difference Between Good and Great Food

March

- Green Update: 10 Ways to Reduce Your Environmental Impact and Utility Costs Today
- What Systems Do I Want to Implement First?
- Finding, Hiring and Using Mystery Shoppers: Getting the Most Bang for Your Buck
- Facades and Exteriors: What They Say About You
- Ice Machines

April

- RestaurantOwner.Com: What It Offers, How to Best Use It
- Essential Skills of Top-Performing Managers and How to Develop Them in Yours
- How to Succeed at Seasonal Locations and What All Restaurateurs Can Learn From Them
- Managing Cash Flow: Seasonality, Forecasting
- Avoiding an Unintended Franchise
- Amended Franchise Rules
- Profitable Buffet Menus

May

- Before You Sign Your Lease: Top 10 Things You Need to Look At
- The Top 10 Restaurant Web Site Mistakes and How to Avoid Them
- How to Reduce The Impact of Rising Food Costs
- Promoting and Selling Daily Specials
- CAM Fees and Breakdown
- Creating Menu Specials

GOOD RESTAURATEURS ARE ALWAYS LEARNING

Restaurant STARTUP & GROWTH™

2009 Editorial Calendar cont.

June

- How to Determine if a Loyalty Program Is Right For Your Restaurant, Plus Techniques
- 10 Common Menu Mistakes Independent Operators Make and How to Avoid Them
- How to Determine What Your Customers Think and What to Do With the Information
- Buying and Replacing Small Wares
- Avoiding Religious Discrimination Claims in Your Startup Hiring

July

- The Top 10 Myths of Restaurant Profitability
- Server Training Systems and Processes: Why 'OTJ' Learning Isn't Enough
- How to Get Into Catering
- Bar Measurement Systems and How to Use Them
- Rotisseries and Smokers
- Maximizing Kitchen Space

August

- What I Wish I Knew When I Opened: 20/20 Hindsight From Experienced Operators
- Cutting Costs Through Aggressive Purchasing and Inventory Management Techniques
- Dram Shop Liability: Litigation Trends and Techniques to Avoid Third-Party Alcohol Liability
- Blinds and Curtains
- Art for Art's Sake? How to Use and Not Use Objects of Art in Your Startup
- Taking Advantage of Your Regional Cuisine to Create Guest Appeal in Your Menu

Contact Information:

Restaurant Startup & Growth

5215 Crooked Road, Parkville, MO 64152

Phone: (816)741-5151 Fax: (816)741-6458 RSG@spc-mag.com

All insertion orders are accepted subject to *Restaurant Startup & Growth* Magazine general terms and conditions.

September

- What Every Independent Operator Should Understand About Restaurant Finance
- State and Regional Sales and Ad Valorem Taxes
- Upselling Techniques: What Works and What Doesn't
- Wine Inventory Management
- Salamander Broilers: Do You Want One and How to Buy and Maintain It
- Soup Basics: Broths, Cream Soups, Puree Soups, Bisques and Cold Soups

October

- Tying Financial and Operational Dates Together
- Managing Your Cleaning Service
- Truth-in-Menu Laws Update
- Water: Don't Ask, Don't Serve?
- Tip Reporting Update

November

- Second-Career Owners
- Getting the Best Prices
- Managing and Planning for Inclement Weather and Outdoor Events
- The Ins and Outs of SBA Loans
- Frying and Braising: The Best Way to Get Perfect, Consistent Results

December

- How Good Managers Become Great Leaders
- Employee Benefits Programs — What You Need, What You Don't, and How to Afford It
- The Preshift Meeting and 15-Minute Walk-Through
- How to Select Dining Room Lighting
- Handling Comps on the Financial Statements
- Off-Premises Service — Transportation, Food Safety and Service Considerations