

Concept Group USA launches new blog, new service website, and adds to hospitality consulting team

Leading brand and operational consulting firm continues to add resources for restaurant operators, suppliers and organizations

Washington, DC, August 11, 2008 -- With over 120+ years of collective retail, food, restaurant, hospitality and organizational brand building expertise, Concept Group USA has added Ben Williams to its team, increasing its ability to service current and new clients.

The company also launched two new websites to provide resources for operators: <http://www.restaurantperspectives.com> and <http://www.restaurantTuneUp.com> to provide tactics for operators dealing with today's new economic challenges such as food inflation, rising energy costs and increased competition for a shrinking guest dollar.

"Since our founding in 1991, we have always sought to provide operators, suppliers and trade groups with the tools necessary to refine their brands, improve operations and move to the next level of performance. These three initiatives will showcase what we can and have done in the retail food industry," commented Tom Kelley, Managing Partner.

Ben Williams comes to Concept Group USA with over 30 years of restaurant owner-operator experience. Horsefeathers, The Codfish, and Hurricane are all legendary names in New England restaurant lore. State of Maine Grill, The Wildcat Tavern and The White Mountain Jazz & Blues Festivals are also successful projects of Ben's creative, conceptual and organizational skills. His list of achievements includes being an owner operator of over 15 different food and beverage businesses.

"We are thrilled to have Ben join our team," Kelley added. "Ben is a true professional, with proven expertise in front and back of the house operations, along with a true entrepreneur's sense of how to build a successful business."

"I am very excited to work with such a skilled group of professionals," Williams said. "There's nothing better than helping others make their businesses succeed, all for the betterment of the hospitality industry. It's about giving back as well."

Williams will add to Concept Group USA's new blog (<http://www.restaurantperspectives.com>) and lead the implementation of the firm's packaged <http://www.restaurantTuneUp.com> throughout New England and across the country.

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Concept Group USA is a strategic brand and operational consulting firm with over 160+ years in the food, retail and beverage industry. From its offices in New England and Washington, DC, the group works with start ups, small and medium sized retail food outlets, and foodservice suppliers to refine brand identity and expand brand performance, primarily through building relationships and building brand promises.

<http://www.conceptgroupusa.com>

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