



NEWS RELEASE

Concept Branding Group adds Steve Ravinski to Hospitality Consulting Team; Expands Throughout New England

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

Washington, DC, January 7, 2009-- With over 160+ years of collective retail, food, restaurant, hospitality and organizational brand building expertise, Concept Branding Group has added former metro-Boston restaurateur Steve Ravinski to its team, increasing its ability to service current and new clients, primarily focusing efforts on Massachusetts and southern New England.

Ravinski will be Senior Consultant, leading business development efforts around the firm's most recent, turn-key product: <http://www.restaurantTuneUp.com> -- providing 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 as well as long-term brand sustainability.

"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. By bringing on a proven professional with a true entrepreneur's sense of how to brand, build, and market a successful business like Steve, we are poised to assist small businesses, retail food, and restaurant operators set new levels of achievement," commented Tom Kelley, Managing Partner.

Steve Ravinski comes to Concept Branding Group with over 23 years of restaurant/bar/foodservice experience, including 10 years as a restaurant owner, as well as 13 years in marketing management.

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

Ravinski will add to Concept Branding Group's blog (restaurantperspectives.com) and lead the firm's operational, branding, marketing and community relations services throughout southern New England as well as provide valuable counsel with national chain and supplier accounts globally.

In addition to bringing on additional talent, the firm plans the opening of an office in Palm Springs this spring to service and expand business in the California market.

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Concept Branding Group 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, Montreal, 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 delivering on brand promises.
<http://www.conceptbrandinggroup.com>

Contact: Tom Kelley, Concept Branding Group, 202-344-5043