




RESTAURANT DEVELOPMENT

FRONT OF HOUSE CONCEPT DEVELOPMENT



Our vast knowledge of getting new restaurants and franchises off the ground as well as rebranding seasoned ones will let us realize your ambition. Your new venture will receive full support, ranging from design to business plan development to branding. Likewise, for those already in business, we will carefully evaluate and renovate every aspect of your existing operation to ensure absolute success.

Our Concept Development services include:

- Concept design*
- Brand development*
- Brand positioning*
- Marketing*
- Business plans*
- Onsite startup support*

CULINARY DEVELOPMENT

Let's Get You Started!

In the kitchen, we make sure you achieve your unique culinary vision. Our team of culinary experts will create a dining experience that not only keeps customers coming back for more but also one that is the most cost effective.

Our Culinary Operations services include:

- Executive chef placement*
- Talent recruitment*
- Menu development*
- Beverage program design*
- Team training*
- Purchasing systems*



BUSINESS OPERATIONS

Getting Off The Ground!

Maintaining your brand standards are critical to introduce and sustain your brand, especially when expanding. Our team of brand, culinary and operational veterans serve to ensure brand integrity. From finding the most appropriately trained and proven in-house FOH and BOH personnel, to actually having “boots on the ground” in an owner’s absence, your operation will run with the same standards as your original legacy restaurant.

Finally, we monitor your P&L, vendor relationships and any manage other interactions with the local industry community.

Our Business Operations services include:

Management development

Staff training


Cost analysis

Vendor selection

Growth strategy



RESTAURANT DESIGN



One of the key elements of creating a spectacular dining experience is creating a restaurant interior that is not only welcoming and appealing but also makes customers want to spend time there.

Our Restaurant Design services include:

Theme & décor

Lighting concepts

Table top design

Equipment selection

Exterior façade plans

Kitchen design & specifications

Getting You Recognized!

Let APG's experienced web developers put your restaurant or franchise at your customers' fingertips. Allow customers to preview menus, search for locations and hours, view special events calendars, make reservations, comment on their experience, and link to your Tweets. Through social media, we help you create an irresistible brand and connect with your target customers.

Our Web Development and Social Media services include:

Website development

Interactive design

Social media management

Content management

On-going maintenance & support



LEAD PROJECT MANAGEMENT

TOM KELLEY



Tom Kelley builds iconic brands for restaurants, franchises, hospitality companies, emerging businesses, and Fortune 500s. In addition to having served on the National Restaurant Association's Board of Directors and its senior management team, Tom frequently writes for hospitality publications, such as the Nation's Restaurant News. He is quoted regularly in regional business journals and major city news dailies, as well as in Bloomberg Businessweek. He has appeared on CNN's Situation Room with Wolf Blitzer to comment on personal branding and crisis management issues. Tom and his team at AccessPoint Group are at the forefront of strategic brand creation, design, and operational execution for clients nationwide.

JAMES BAILEY



Chef James Bailey is responsible for helping create and execute innovative strategies for restaurant franchises and hospitality companies. After earning a Pro Chef degree at the Culinary Institute of America, James quickly ascended to Executive Chef status for a number of prestigious venues, most recently at the Viceroy Hotel Palm Springs. He has also worked at the Sheraton Delfina, a Viceroy Hotel Group property, where he developed a profound appreciation for the diverse food culture of the west coast. Prior to Delfina, he served as Executive Chef for the Richmond Country Club in Richmond, Virginia.



AccessPoint Group

Vision. Delivered.