



CLARK WOLF COMPANY
FOOD, RESTAURANT AND HOSPITALITY CONSULTING



Mandalay Bay Resort & Casino, Las Vegas



Seaside, FL



Shone Farm, Sonoma County

Clark Wolf Company is a New York City and Sonoma County based food, restaurant and hospitality consulting firm.

We work with clients from small business owners to large hospitality groups.

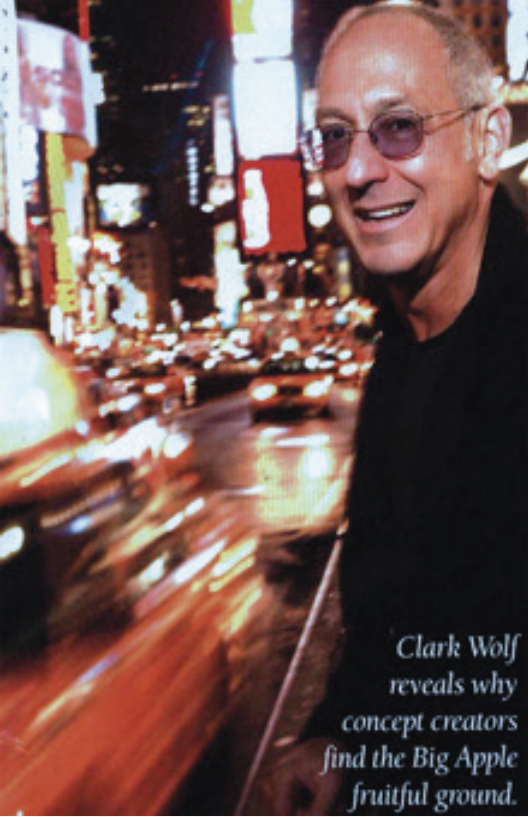
Clark Wolf is one of America's top restaurant consultants. He is also a writer, speaker, and host for television and radio.

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Blue Hill at Stone Barns, Tarrytown, NY



Clark Wolf reveals why concept creators find the Big Apple fruitful ground.



ZAGAT

calls Clark Wolf "the star restaurant consultant"



The Star Sydney Casino & Hotel, Australia

Clark Wolf Company provides high level advisement for clients from small business owners to large property holders to build profitable, top-quality operations from the ground up and redevelop existing businesses into fresh, competitive operations.

We have been involved with many highly successful efforts all across the country and in particular, projects involving well-known locations in Manhattan, Las Vegas, Orlando, Miami, Tucson, Denver, Los Angeles and others.

Clark Wolf Company works with both trend-setting and classic, established operations.

CLIENTS INCLUDE

- Restaurants, Nightclubs & Cafes
- Hotels, Resorts & Casinos
- Property Holders & Managers
- Entertainment Venues
- Public & Private Institutions
- Accounting Firms
- Specialty Food Retailers
- Real Estate Developers
- Food & Beverage Producers
- Marketing Boards
- Public Relations Firms



The Arizona Biltmore, Tucson

Clark Wolf Company has extensive experience leading a collaborative process with owners, management teams, architects, institutions, property holders, developers and more.

We work to conceptualize (or re-conceptualize), program and implement individual and collections of foodservice and retail outlets in numerous sectors of the food business including independent and scalable restaurants, cafes and bakeries; hotels, resort and casino-based F&B; specialty and food markets; landmark property F&B; and mixed use development F&B.

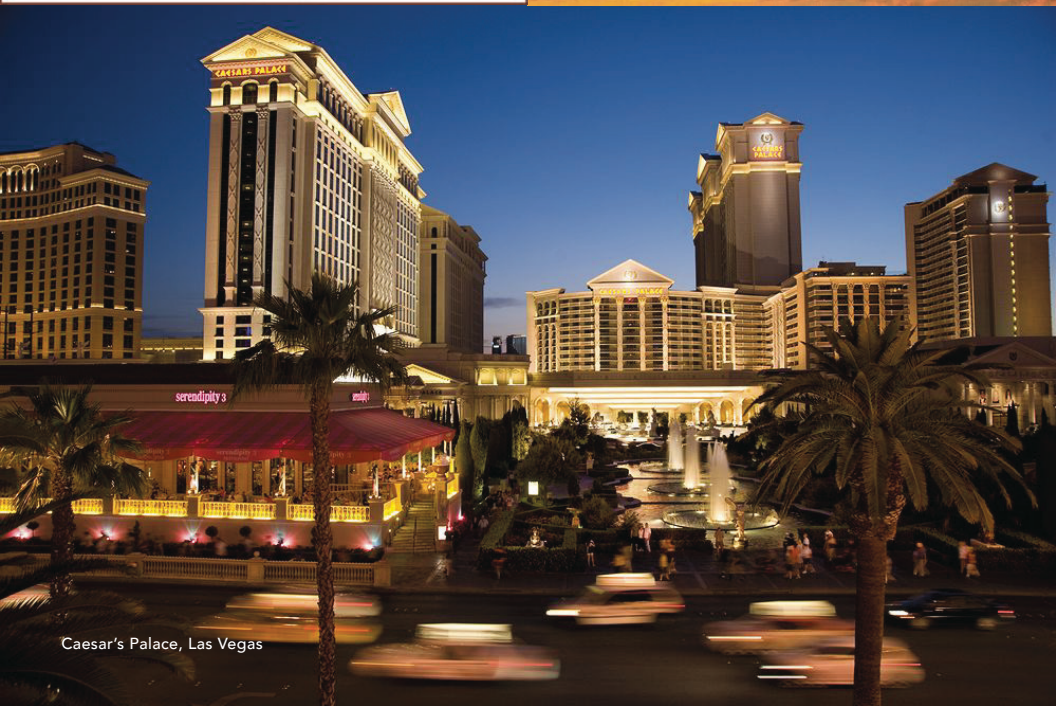
Clark Wolf Company also develops strategies and implements programs for tourism and food marketing boards

SERVICES INCLUDE

- | | |
|-----------------------------------|----------------------------------|
| F&B Master Planning & Development | Operation & Performance Analysis |
| Menu Analysis & Development | Business Planning & Development |
| Request for Proposal | Strategic Development |
| Talent Development | Concept Analysis & Development |
| Design Management | Feasibility Analysis |
| Restaurant & Kitchen Design | Programming Development |
| Pre-opening & Launch Support | Financial Analysis & Development |
| General Consulting | Opportunity Development |



The Kennedy Center, Washington D.C.



Caesar's Palace, Las Vegas

Clark Wolf Company has consulted to -

Major hotel companies, such as Loews, Rosewood, and Sheraton

Venerable institutions like The Kennedy Center, Radio City Music Hall, Lincoln Center and The Guggenheim Museum

Legendary restaurants such as The Russian Tea Room, The Library at The Regency Hotel, and The Sign of the Dove

Las Vegas casinos, like Mandalay Bay, Paris Las Vegas, and Caesar's Palace

Food companies and marketing boards like The Walnut Marketing Board, The Sonoma County Tourism Bureau, and Food and Wines from France and The California Milk Advisory Board



The Arizona Biltmore, Tucson



Ojai Valley Inn & Spa, Ojai, CA



The Loews Miami Beach Hotel



The SoHo Grand Hotel, New York City



The Hotel del Coronado, San Diego

HOTELS, RESORTS & CASINOS

Four Seasons Napa

Ojai Valley Inn & Spa, Ojai, CA

Arizona Biltmore, Tucson

Hotel del Coronado, San Diego

Affinia Hotels, Chicago, New York & DC

Tabcorp Holdings, Multiple Casino Properties in Australia

Empire Casino, Yonkers, NY

Mandalay Bay Casino & Resort, Las Vegas

Caesar's Palace, Bally's, The Flamingo, Paris Las Vegas for

Park Place Entertainment, Las Vegas & Atlantic City

Spotlight 29 Casino, Coachella, CA

Eighteen resort properties for Loews Hotels, including Miami, Los Angeles, Tucson, New York, San Diego, Philadelphia, Chicago, Washington, Montreal and more

The San Jose Marriott, CA; The Ritz Carlton, D.C.; The Four Seasons, Scottsdale, AZ for SCS Development Corporation

The SoHo Grand Hotel, NYC & The TriBeCa Grand Hotel, NYC for Hartz Mountain Industries

The Mansion on Turtle Creek, Dallas

The Grand Wailea, Maui

Miramonte Resort & Spa, Palm Springs

Sheraton Universal, LA

Armstrong Manor, PA

The Benjamin Hotel, NYC

The Carlton Hotel, NYC

Hilton Tokyo Bay, Tokyo, Japan

Ames Hotel, Boston

Hotel Bel-Air, CA

Sofitel, LA & San Francisco

The Sheraton New York

The Whitehall, Chicago

The Stanhope Hotel, NYC

Armstrong Manor, PA

Westminster Hotel, NJ



MIXED USE DEVELOPMENT & DESTINATIONS

The Town of Seaside, Florida

28 Liberty/Fosun Property Holdings, NYC

Times Square Landing for Circle Line New York

Centrally Grown, Cambria, CA

Signal Bay in Kelowna on Lake Okanagan, British Columbia

9/11 Memorial, NYC

General Growth Properties

Volkswagen's Project Autostadt, Germany

NetJets

Fairmont Battery Wharf, Boston

Brooklyn Bridge Park, NYC

The Tahoe Mountain Club, Lake Tahoe, NV

Riverfront Park, Denver, CO

The Park Hyatt, Beaver Creek, CO

Reckson Associates, Long Island, NY

Corte Madera Town Center, CA

Stanford Shopping Center, Palo Alto, CA

Solus Properties, Los Angeles, CA

Greenpoint Landing, Brooklyn, NY

The Upper Manhattan Empowerment Zone, NYC



Lincoln Center, New York City



Rockefeller University, New York City



The Guggenheim, New York City

LANDMARK PROPERTY & INSTITUTIONS

World Financial Center, NYC

Bloomberg, NYC

National Museum of the American Indian, D.C.

Stone Barns for David Rockefeller, Tarrytown, NY

Tavern on the Green, NYC

National Arts Club, NYC

Rockefeller University, NYC

Lincoln Center, NYC

The Kennedy Center, D.C.

Madison Square Garden, NYC

Radio City Music Hall, NYC

Rockefeller Center, NYC

The Bronx Zoo, NYC

The New York Aquarium, NYC

The Guggenheim Museum, NYC

Grand Central Terminal, NYC

The Smithsonian Institute, D.C.

ERE Yarmouth/Paine Weber Building, NYC

The French Culinary Institute, NYC

Lend Lease/Equitable Center, NYC

Scholastic, Inc.

RESTAURANTS, NIGHTCLUBS & CAFES

Fireman Hospitality/Cafe Concepts, NYC & National Harbor
 Riccardo's Bar & Grill, Sonoma County
 The Goodwin Wine Bar & Cafe, NYC
 RM Las Vegas at Mandalay Bay Resort, Las Vegas
 Fleur de Lys at Mandalay Bay Resort, Las Vegas
 Bradley Ogden at Caesar's Palace, Las Vegas
 Zengo at Riverfront Park in Denver, CO
 The Blues Room & Lucille's at B.B. King's in Times Square
 Canal House & Grand Bar at The Soho Grand Hotel, NYC
 Church Lounge at The TriBeCa Grand Hotel, NYC
 The Cliffhouse, San Francisco
 FAO Schweetz at FAO Schwarz, New York City & Las Vegas
 The Boathouse at Central Park, NYC
 Urban Zen at Donna Karan, NYC
 Christopher Marks, D.C.
 The Monkey Bar, NYC
 C-House, Chicago
 The Russian Tea Room, NYC
 The Post House, NYC
 Smith & Wollensky, NYC
 Cafe Crocodile, NYC
 Manhattan Ocean Club
 Loews Cineplex
 Studio 54, NYC
 The Blues Room & Lucille's at B.B. King's in Times Square
 Equinox Fitness Centers, NYC
 The Corlear's Hook Pavilion, NYC
 The New Amsterdam Theater, NYC

MARKETING BOARDS & FOOD COMPANIES

Sonoma County Tourism
 California Milk Advisory Board
 The Walnut Marketing Board
 General Foods USA
 The Bresse Blue Company
 Food and Wines From France
 N.W. Ayer & Partners
 Brennan's Seasonings
 The International Olive Oil Council
 Thomas Garraway, Inc.

Torme & Company
 Quaker Oats
 Heinz
 Cointreau
 Starkist

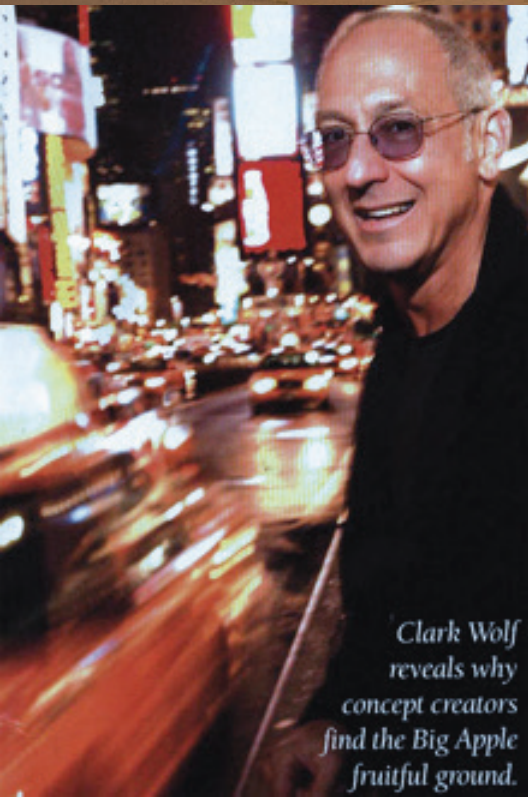
SPECIALTY FOOD RETAIL & MARKETPLACE

Silverado General Store, Four Seasons Napa
 Central Market, Texas
 AB Blagi, NYC
 Urban Space, NYC
 Earth's Bounty Kitchen & Wine Bar, Sonoma County
 Fulton Stalls Marketplace, NYC
 Buitoni & Garetti, NYC
 Ultra Lucca /A.G. Ferrari Foods, CA
 A Little Something at the Reach, Key West
 Irvine Ranch Market, West Hollywood, CA
 Mayfare Supermarkets, Inc, NJ
 Patisserie les Friandises, NYC
 Grand Central Market, Berlin

Bien Cuit, NYC
 Todaro Brothers, NYC
 Likitsakos Market, NYC
 Seacoast Marketplace, NH
 Pebble Beach Market, CA
 Harry Wils & Co., NYC



The Oakville Grocery, Napa Valley, CA



Clark Wolf
reveals why
concept creators
find the Big Apple
fruitful ground.

Clark Wolf Company was formed in 1986 to provide consulting services to food, restaurant and hospitality businesses and to organizations requiring the services of such businesses.

In the late 1970's Wolf had a chance meeting that led to a lasting friendship with the legendary James Beard. He then opened the San Francisco branch of the **Oakville Grocery** and retooled the iconic original Napa Valley store.

In 1982, he was brought to Manhattan by Barbara Kafka to open and run Star Spangled Foods. One year later, Wolf began traveling, lecturing, consulting to specialty food retail stores and doing some ancillary restaurant consulting. After being recommended to The Santo Group by John Mariani, Wolf and Joe Santo created Arizona 206. They then collaborated on the re-do of The Sign of the Dove (earning three stars in the NY Times), Yellowfingers and Arizona café.

In 1986 Wolf formed Clark Wolf Company. In 1989 he began consulting to Jonathan Tisch and **Loews Hotels**, with whom he has worked on eighteen hotels.

In 1994, he opened his own restaurant, The Markham, in New York City. After a successful two year run, Wolf sold his part of The Markham to refocus on Clark Wolf Company.

Since 1999, Clark Wolf Company has maintained offices in New York City and Sonoma County.



says Clark Wolf has a
"rapid fire perspective of what's hot, what's not and what's coming next for the restaurant business."



CLARK WOLF, FOUNDER & PRINCIPAL

Clark Wolf has more than thirty years of experience in the food industry and is founder and President of Clark Wolf Company.

Wolf is a member of linkedin's Influentials, is a columnist for forbes.com, and has been contributing editor to COOK'S Magazine. He has written a book *American Cheeses* for Simon & Schuster, about his long history with American artisan cheesemaking, and Co-Edited *101 Classic Cookbooks: 501 Classic Recipes* for Rizzoli.

In addition to appearing on CBS Sunday Morning, he has appeared on CNN, the TV Food Network, and as a regular contributor on CNBC's "The Real Story". Wolf has been the creator and host of two broadcast television series, "The Food Show with Clark Wolf" and "The Big Dish." He is currently co-host of the radio program "At the Table with Wolf and Smothers."

Traveling extensively, he lectures and gives seminars to chefs' associations, food professionals, cooking students and industry groups from California to Paris on food trends, specialty foods, restaurants, marketing, and restaurant real estate and finance.

Wolf created of a successful line of tableware that is utilized in hotels and restaurants around the country and sold in select retail environments, including Crate & Barrel.

In 2009, Wolf was inducted into the Hall of Fame of the James Beard Foundation.

SCOTT MITCHELL, PARTNER

Scott Mitchell has extensive experience at the core development of creative and trend-based small businesses. With Clark Wolf Company for over fifteen years, Mitchell oversees strategic planning, proposal development, and business operations, marketing and web development. In addition he acts as the company's Treasurer.

On behalf of Clark Wolf Company, he also manages pro bono and community outreach projects like The Sonoma County Food & Farming Project and The Russian River Food & Winefest. Mitchell co-created and produced two television series with Clark Wolf, The Food Show with Clark Wolf and The Big Dish. He is the Producer of Wolf's weekly radio show, At the Table with Wolf and Smothers.

STEPHEN ZAGOR, SENIOR FINANCIAL ANALYST

Stephen Zagor has over twenty-five years of experience in various aspects of the hospitality industry and has extensive financial experience in the planning, development and management of a wide variety of leisure time industry projects with particular emphasis on the multiple aspects of the food service industry.

Zagor's background includes diversified experience in food and beverage operations and hotels. He developed and owned a multi-concept restaurant/retail/club group, was the General Manager of a \$10 million restaurant and has owned and operated an award-winning limited service restaurant and retail marketplace.

Zagor has a Masters Degree from the Cornell School of Hotel Administration and was the Director of Hospitality Consulting for ten years for Laventhol and Horwath and later for Coopers and Lybrand. He is also The Director of Management Programs at the Institute of Culinary Education in New York City and he is a Clinical Assistant Professor in the College of Food Sciences and Management at New York University, teaching courses in Restaurant Entrepreneurship, Restaurant Marketing, Beverage Management, Food and Beverage Cost Controls, and Hospitality Operational Problems.

He has performed numerous operational/market analyses and strategic financial position studies for a variety of operations from small and large independent restaurants to chain operations and large complexes. Mr. Zagor's varied experience allows him to combine theoretical know how with practical knowledge and solutions. His clients are public corporations and private companies and include developers, bankers, lawyers, owners, landlords, operators, entrepreneurs, managers and dreamers.

RACHEL HANNON, FINANCIAL ANALYSIS

Rachel Hannon has served as a Financial Profitability Analyst at the law firm Orrick, Herrington & Sutcliffe LLP in San Francisco, CA. Prior to joining Orrick, Ms. Hannon was a Financial Analyst at Harris Williams & Co. in Richmond, VA.

Ms. Hannon received her undergraduate degree magna cum laude from Washington and Lee University. She received her master's degree with distinction in Nutrition, Food Studies & Public Health from New York University.

MEGAN P. RAPHAEL, ASSOCIATE

Megan P. Raphael is a hospitality veteran with almost nine years of experience in the management, operation, and marketing of successful dining venues and chefs. Ms. Raphael earned her Culinary Management Diploma and Grand Cru Certificate in Wine Studies from the Institute of Culinary Education in New York City, as well as completed New York University's Restaurant Operations Accelerated Certificate Program.

Prior to that, she received her Bachelor's Degree in Marketing and International Studies from the University of Miami in Florida. Ms. Raphael has worked with some of the country's top food personalities such as Chefs Norman Van Aken, John Fraiser, and Tyler Florence, as well as many of New York City's preeminent restaurants including Sistina, Caravaggio, SushiSamba, Dovetail, and Il Mulino. She has also served as President/Owner of MPR Communications, LLC leading restaurant clients in strategic planning for product launches, menu development, and inventory management. She specializes in hospitality operations, FOH management, customer service, guest satisfaction, brand strategy, and media relations.

ADRIEN HENRIET, ASSOCIATE

Adrien Henriet graduated in 2014 from the French Grande Ecole Sciences Po Paris with a Master Degree in Public Affairs. He also holds a dual degree in Law and Philosophy from La Sorbonne.

Since baking his first cake at 4, Adrien has been interning, staging and working for restaurants and food companies while studying. His previous stints include the development of Pierre K. Catering (a Paris-based catering company) business development and marketing for caviar brands Petrossian (in NY) and Kaviari (in Paris), as well as culinary event-planning with Starchefs (in NY).

TOSCA GIAMATTI, MARKETING & PUBLIC RELATIONS

Tosca Giamatti holds a Bachelors degree in English and a Masters in Food Studies from New York University. She has worked with the firm since 2004, spending seven years as the Assistant to Clark Wolf, Tabletop Coordinator and Events Liaison. She grew up at her parent's 100-year old inn on the coast of Maine. Her broad range of restaurant, specialty food and hospitality experience includes stints at Food Arts Magazine, Dean & DeLuca, The Soho Grand Hotel, Murray's Cheese Shop and Night Sky Restaurant Group. Giamatti now works with Clark Wolf Company in Marketing and Public Relations.

CAROLINE MCDANIEL, MENU & RECIPE DEVELOPMENT

As a trained chef, Caroline McDaniel's main focus includes menu & recipe development, specialty food retail and food service development. Caroline earned her degree in Sociology from Smith College, in Northampton, MA, and then spent a year in Paris completing the Grand Diplome course at LaVarenne Ecole de Cuisine, where she ranked first in her class.

Returning to the States, she worked in restaurants such as The Quilted Giraffe and Yellowfingers in New York City, managed top-quality retail food operations such as Patisserie Les Friandises in New York City and Foster's Market in Durham, North Carolina. Caroline spent the latter part of the eighties back in Northampton, as chef/proprietor of her own restaurant, which she later sold.

As an Associate at Clark Wolf Company, Ms. McDaniel's purview was menu and programming development, as well as design review. She is now an independent consultant who works with Clark Wolf Company on a variety of projects.



Rockefeller Center, New York City



Grand Central Terminal, New York City

Clark Wolf Company has solid contacts and credibility in many sectors of the industry and, most critically, with opinion leaders, top trade and special interest groups in California and across the country. Specifically – leading producers, suppliers, chefs and restaurateurs, retailers, caterers, designers, architects, journalists and other industry leaders are among our close circle of colleagues.

As Founding Chair of the Advisory Committee to **New York University’s Department of Nutrition, Food Studies and Public Health**, which founded the country’s first food studies program in 1996, and now Special Advisor to **NYU Fales Library’s Food Studies Collection** and host of the **NYU Critical Topics Series**, Clark Wolf maintains a comprehensive overview of the various markets and developments in information, education and applied practices on numerous related topics.

We have also been very active with other critical groups, including the **NASFT** (National Association for the Specialty Food Trade), **IH&MA** (The International Hotel & Motel Association), the **NYRA** (New York Restaurant Association), the **NRA** (National Restaurant Association) and others.

After founding the New York chapter of the **American Institute of Wine & Food**, Wolf served on its National Board and mounted six international conferences. He was also one of the founders of the **American Cheese Society**.

Over the years Wolf has spoken to numerous business groups and chaired and organized many symposia as well as full-blown international conferences. He is also a judge for the annual **Good Food Awards** and a **Tourism Super Ambassador** for Sonoma County.

Other pro bono work includes: serving as Board Chair of **Worth Our Weight**, a culinary apprentice program based in Sonoma County; founder of the **Sonoma County Food & Farming Project**; consulting to annual fundraising event for Thirteen/WNET for sixteen years, creating the Sunday Night Supper for **God’s Love We Deliver** and serving on the Executive Committee of **Aid & Comfort** benefits in San Francisco and Boston.



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