

## A simply brilliant restaurant concept, that's RBG

Perfectly simple. Simply perfect... that's RBG from Carlson hotels. Our Red Bar and Grill is, like many of the world's most successful ideas, essentially uncomplicated.

A straightforward concept, RBG features a great tasting, healthy range of menu options – many served sizzling from our special, signature grill – with an added choice of local specialties, plus a generous spritz of salads and smoothies, all served in great surroundings at realistic prices. The look is distinctive and modern. The mood is lively and upbeat – with willing and friendly service.

The result is a proven success story: a success that's swift and easy to replicate in your property, thanks to Carlson's comprehensive, cost effective conversion package. RBG is all about keeping it fresh, keeping it good, keeping it simple... that's the Thrill of the Grill!



Standardized for ease. with an added local twist

The simplicity of the concept and the economic cost structure make it possible to turn RBG around very quickly, both in new builds, conversions and renovations.

Carlson’s extensive expertise has helped us ensure that RBG is a uniquely user-friendly concept, easy to plug in and play in any location - regardless the size, design, style or dimension.

We are also committed to providing essential back-up and support - including help with menu development, setting standards of operation, staff training and quality assurance.

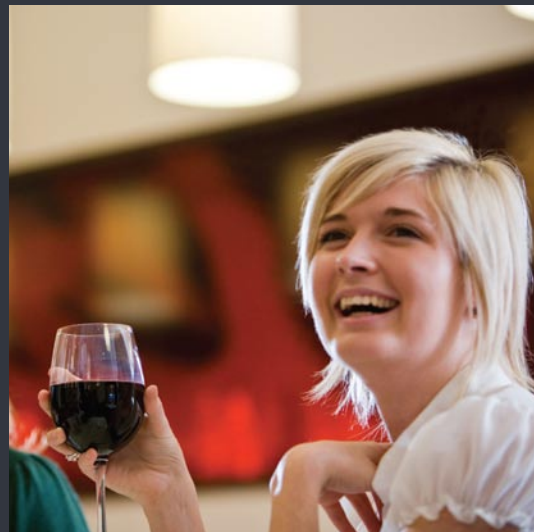
Our RBG conversion package has been created to include a well measured element

of flexibility and customization: the menu is 70% standardized and controlled, helping to save you time, stress and money – while also allowing for the addition of your own local specialties and favorite dishes.

It all adds up to a smart investment: a unique concept that doesn’t require a large amount of expensive, specialized kitchen equipment or a vast team of costly staff. Easy, versatile - and offering great value all the way: that’s the thinking behind RBG.







## Expertly designed for fast, efficient conversions

Carlson has perfected the RBG concept to speedily get your restaurant up and running and ensure a consistent level of quality in every aspect of every RBG roll out.

Our comprehensive 'RBG Essentials' information tool is the key to a smooth and successful conversion process. Compiled by our RBG experts, it details all the necessary components, rules and procedures to provide the right direction, reinforce the brand and standardize the process - bringing your new RBG bursting swiftly to life. The guide covers all key aspects of the RBG concept, including:

- Menu items
- Restaurant essentials
- Kitchen essentials
- Uniforms
- Operating equipment

The resulting highly relevant, contemporary restaurant experience is equally appealing to both hotel guests and to customers from the local neighborhood.



## Meat and greet: a simple recipe for success

RBG's menu is designed to tempt all tastes, with a variety of dishes ranging from the healthy to the hearty, depending on the preference of each individual diner.

We offer great value, with a winning combination of fresh and easy choices and a focus on simple food that's brilliantly sourced, cooked - and served - in a way that makes the ordinary, extraordinary.

The thrill of the grill is the key to the whole concept: RBG offers deliciously charcoal-grilled quality cuts of meat and gourmet burgers - along with soups, salads, sides and a range of local signature dishes - plus, a wicked selection of shakes and smoothies.

Our standard dishes are designed to be hassle free: they are quick and easy to prepare, requiring only a little basic training and a minimum number of kitchen staff. The flexible, 70% standardized menu - with space for your favorite local specialties - is offered to guests throughout the day, making RBG an ideal meeting place for family, friends, colleagues and locals.

All of our menus - for breakfast, lunch, dinner and room service - are periodically updated to maintain the ongoing variety, relevance and success of our award-winning dining modern experience.







## Well red: bringing color to life and dining

Carlson believes that successful hospitality involves engaging and satisfying all the senses. So the unique RBG experience begins by providing customers with a bold and memorable visual welcome.

The strongly branded look and feel is instantly recognizable: our highly contemporary graphic identity is reflected in our boldly distinctive logo and interior styling.

This continuity of design helps give RBG its lively, inclusive atmosphere and vibrant personality: a dynamic life force that actively promotes guests' enjoyment and prompts them to return.

RBG's conversion package helps delivery of a consistent brand image by offering:

- Brand identity guidelines
- Full signage package (internal & external)
- Print advertising materials
- Bar and grill menus
- Collateral pieces:
  - Restaurant card
  - Napkins
  - Comment card
  - Food flag
  - Fries paper

Our stylish menus, brochures and signage, with their graphic splashes of our signature scarlet, both promote the RBG concept and send a crucial up-to-the-minute message to diners: this is a red hot destination.



## Boldly branded continuity and confidence

RBG is designed to create a positive impression throughout, with a consistent delivery of every finely honed element, including our stylishly branded uniforms and tableware.

RBG's enthusiastic employees take pride in what they wear, what they do and where they do it. Empowered by the knowledge they have all the necessary training, tools and equipment to do their job with ease and efficiency, they can focus on enhancing the guest experience. RBG makes it easy to get the right look from start to finish. Our Restaurant Essentials include:

### UNIFORMS

- RBG branded aprons with bib
- Distinctive RBG shirt with French cuff and red cufflinks
- Red tie
- Black trousers and shoes



### PRINTED ESSENTIALS

- RBG restaurant, bar, and room service menus
- RBG-branded parchment paper liner for baskets
- RBG flag for burgers, snacks, and sandwiches
- RBG dinner napkin
- Promotional materials

### TABLEWARE

- Selection of white porcelain crockery
- Signature stainless steel presentation fry baskets
- Acrylic salt and pepper mills
- Wire bread baskets
- Oversized steak knives and forks





### Kit for the kitchen? no problem...

The RBG kitchen hardware requirements are designed to be simple and cost effective. Most existing hotel kitchen will already have a great deal of the basic equipment outlined in the RGB Essentials.



The main kitchen must-have is a state of the art charcoal grill – the thrill of the grill is the key to the whole RGB concept.

But every current hotel kitchen - or new build space - can be easily converted and fitted with the uncomplicated hardware needed to successfully produce all the standard dishes on the RBG menu.

The list of RBG's Essential Kitchen Hardware includes:

- Gas-driven charcoal grill
- Deep fat fryer
- Microwave oven to heat side dishes and desserts
- Salad spinner to ensure salads are always served crisp and dry
- Kitchen blender or stick blender for soups, sauces and dressings
- Scale to measure portions consistently
- Two-pot Bain Marie for keeping soups warm during busy service
- Hamburger press or ring
- Ice cream dipping freezer





## Expert all-round support: we're here to help...

Carlson is renowned as a hospitality industry leader. We offer unrivalled expertise in developing and delivering innovative, successful solutions. And we're here to help you, every step of the way.



Each RBG license comes with a specially developed set of tools, tips and techniques to help get your bar and grill up and running with speed and efficiency. We offer guidance on specific products; required - and optional - operating supplies; menus and design - along with invaluable operational support.

Our comprehensive training and preparation program is designed to ensure the smooth and successful opening of your restaurant, bringing the whole RBG brand experience brilliantly alive from Day One.

No fuss, no gimmicks, no over-promising; just great, no-nonsense, healthy food and great service in great surroundings. It's really that simple!

We hope you'll join us and become an important part of the growing RBG success story.

## Call us to talk!

If you want to add an RBG Bar & Grill to your hotel, or would like to know more about our bold and successful hotel dining concept, we'd be delighted to talk with you.

Please contact us today at:

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There will be legal disclaimer language.







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