



The Business Side of Restaurants

How Intelligent Restaurant Business Entrepreneurs & Investors Can Lead, Win and Make More Money In Life

When Covid closed Cliff's restaurant, he sat back and thought about how he could help others. **The Business Side of Restaurants** does just that. It's a real-life book about how restaurant and business owners can save money while operating their company.

About The Book

- Begins with discussions on contracts like the lease, operating agreements, term sheets, and general contractor
- Offers information on operational costs, marketing, insurance, accounting, financial reporting, and restaurant build-out
- Provides areas of analysis on the financial areas of the business, human resources, sales mixes, costs, and inventory
- Ends with an analysis of areas that can suck a business dry. Topics like sales, labor, theft, and taxes
- QR codes take the reader to specific websites, forms, examples, and chapter introductions by the author

Selling Points

- Helps **students, operators, and would-be restaurant owners** learn and be ready to manage the business areas within a restaurant
- It helps restaurant professionals locate more opportunities for profit

About the Author

- Clifford Bramble is a forty-year restaurant expert and has been recognized as a Restaurateur of the Year by Georgia Restaurant Association
- Previously co-founded one of the best restaurants in Georgia, and one of the best steakhouses in America
- Previously co-owned four multi-million dollar restaurants.

BOOK SUMMARY

THE BUSINESS SIDE OF RESTAURANTS

Author: Clifford Bramble

Format: 6x9 Paperback

Pages: 182 - Price: \$21.88

Hard Cover Option: \$38.08

Available on: Amazon, Barnes & Noble
ebook on KOBO.com

Categories: Hospitality Travel Tourism, Business,
Entrepreneurship, Self-Help, Service Industry

PDF version is available at hungryhospitality.com
for \$9.99

Contact: 678.626.7084 - Cliff@hungryhospitality.com

Scan QR code to listen to the author.



Marketing & Publicity

- Targeted paid online ads in Facebook & Google
- Publicity targeted to the restaurant and business magazines
- Providing free copies to students, chefs and managers
- Providing free copies to college professors
- Marketing to state restaurant associations
- Promoting in online hospitality groups and blogs
- Online videos promoting the book on IG & FB
- Online video promotions for each chapter
- Marketing to all business magazines, restaurant podcasts, online marketing professionals
- Marketing online to job sites

"Great concise review for current operators and a must for anyone considering opening a restaurant!" - **Karen Bremer, President, Georgia Restaurant Assn.**

"Whether you're opening or currently operating a restaurant business, this book provides sage advice and practical insights into what it takes to run a profitable restaurant, from one of Georgia's most respected restaurateurs." - **Doug Turbush, Chef & Owner, Seed Hospitality Group**

"A must-read for any individual who wants to become a restaurateur, and for any restaurateur who wants to safeguard and increase profitability." - **Kirk Halpern, Founder & CEO, Farmers & Fisherman Purveyors**

"I wish I had read this book 20 years ago. I would be financially rich by now. The leasing advice is priceless, and the money-saving tips are great. I want all of my managers to buy a copy." - **Chef Tom Catherall CMC**

"Thorough and easy to read. Perfect for young entrepreneurs, managers, chefs, and those aspiring to venture into restaurant or small business ownership." - **Marc Sublette, Chef/Owner, Trattoria 141, Cantina 141**

"Cliff offers an insider's perspective on the best practices of running a restaurant focusing on foundational, hands-on operational aspects. This is a must-read for anyone considering opening a restaurant - It's filled with knowledge one can only learn by living it." - **Barbara Castiglia, Executive Editor, Modern Restaurant Management**

"It's like a more up-to-date version of Lesson's of Excellence by Charlie Trotter." - **AJ Binion, Exec Chef, Noona, Duluth, GA**

"Cliff's book is packed full of nuggets of information that could be real difference-makers for any restaurateur trying to avoid pitfalls and grow profit." - **John Sawyer, Publisher, Restaurant Informer Magazine**

"Written for anyone who wants to be in this glorious business. A must-read for new and existing owners. Pick it up today!" - **Howard Appell, Pubisher, Today's Restaurant, The Foodservice Industry Authority**

"A must-read for anyone thinking about opening or improving a restaurant. Cliff is an experienced restaurateur who understands both the kitchen and the books. Read it now!" - **Robert Cash, President, North Fulton, The Piedmont Bank.**

CLIFFORD BRAMBLE has been recognized as a Restaurateur of the Year by the Georgia Restaurant Association and is a forty-year award-winning restaurant and business veteran, podcast guest, and speaker. His background has led him to previously co-own some of the best restaurants in Georgia, and the United States.

Intellectual knowledge value: \$120,000

SELF HELP

PROFESSIONAL REVIEWS

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ACCOLADES (As of 09/11/2021)

AMAZON BEST NEW RELEASE LIST

Number one BEST NEW RELEASE in the Restaurant & Hospitality
 Number one BEST NEW RELEASE in the Service Category
 Number one BEST NEW RELEASE in the Restaurant & Food Ind.
 Top 25 New Release in the Leadership & Motivation Category

AMAZON BEST-SELLER LISTS

Number one BEST SELLER in the Service Category
 Number six BEST SELLER in the Restaurant & Food Industry

STORY IDEAS AND PITCHES

2020 proved tough times for Cliff Bramble. During covid, he lost his restaurant but never lost his enthusiasm of the business. At the beginning of covid, he closed the restaurant and began handing out pounds of dough to local residents. Once a week, even though there was not any business, he and a chef made rosemary dough for the local community. Ultimately, they handed out several thousand pounds of dough so locals could have a comfortable warm loaf of bread made in their own home, even during uncertain times.

INCORPORATING TECH IN BOOKS

While writing the book, Cliff discovered the QR code. He wanted to bring the book to life. So he created videos and introductions to each chapter in the book and linked them to a QR code. Now, people reading the book can scan the QR code and meet Cliff along with a welcome and overview of each chapter. In addition to the intro's, Cliff has linked the QR codes to instructional learning and examples of day-to-day business examples.

REAL-LIFE STORIES

Most restaurants are far from boring, but a business book can be understood to be exactly that, boring! Cliff wanted to bring some fun and interesting thoughts to book so he added seven real-life restaurant stories. After all, something interesting happens nightly at a restaurant! Some of the stories you may not believe, but they really happened. Keep an eye out for the valet parker with his feet hanging out of the car window.

STUDENT LEARNING

Students pay a lot of money to learn about hospitality and the business side of operating a restaurant. With this book, a student can learn the important areas of operations in a restaurant and at a minimal cost to what they would pay in school. Not discounting education, but during Cliff's forty years in the restaurant business, most of the management positions were filled from promoting within. This book helps students and employees learn and earn at a faster pace.

ENTREPRENEUR RESILIENCE

Over the years, Cliff has experienced break-ins, car thefts, restaurant fires, tornado's, floods, backed-up pipes, broken air-conditioning, guest complaints, lack of staffing, and many, many happy guests. Through it all, Cliff has maintained the professionalism that has made so many people smile, and return day after day.