

THE COLISEUM

Situation:

The Coliseum Entertainment Group was a novice restaurant group looking to develop the first of a multi-chain unit of "Entertainment Megaplexes" mixing high-quality food and entertainment. This was to be the first and gold-standard restaurant of the chain, located near Harrisburg, PA (www.coliseumfun.com).



Their Need:

Chef Services worked with The Coliseum Entertainment Group for over a year to ensure 2 high-quality dining facilities within the Coliseum Megaplex, using the vision of the proprietors.

Primary Services Provided:

- Ideation and direction for menu offerings and layout
- Developed standardized recipes and wrote recipe manual
- Provided customized culinary presentations
- Initiated and developed relationships with local purveyors
- Specified and developed inventory of all food items
- Specified all smallwares, plateware, and flatware
- Worked with kitchen design team to create functional kitchen design, equipment specifications, and flow
- Provided food product styling and photography through direction of Coliseum team art and media sectors
- Provided Operations Manual based on flow of service
- Provided initial training at opening and laid out initial set-up of all kitchen stations. Trouble-shoot opening problematic areas.

Results:

The Coliseum and the 2 dining facilities, Rock N Brew and the Arena Bar have been open and running successfully since March 2007.



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