



Contact: Kimberly Stirdivant
Fleishman-Hillard
Kimberly.Stirdivant@Fleishman.com
Tel: 310.482.4277

Erika Ulring
Fleishman-Hillard
Erika.Ulring@Fleishman.com
Tel: 619.237.7712

**RESTAURANT AND HOSPITALITY VETERANS ANNOUNCE
NEW VENTURE WITH HJL RESTAURANT ADVISORS GROUP**

*Jeremiah Higgins, Cobi Jones and Scott Leibfried Help Restaurant Entrepreneurs
Create More Successful Businesses*

LOS ANGELES (June 23, 2010) – Longtime restaurant and hospitality veterans Jeremiah Higgins, Cobi Jones and Scott Leibfried are joining together to form [HJL Restaurant Advisors Group](#), a new partnership that will counsel new and existing restaurant owners and management on how to improve their business. With 35 years of combined experience in the restaurant and hospitality industry, the partners will advise restaurant entrepreneurs with developing restaurant concepts, preparing business plans, achieving operational efficiencies, as well as branding and marketing.

“Opening a restaurant can be one of the more challenging business ventures to undertake,” said Higgins, HJL Group operations advisor and partner. “It takes as much passion and commitment as it does the right knowledge, especially of the best tools available. That’s where HJL Group comes in. We look forward to sharing our combined knowledge and experience to help restaurants thrive.”

Recent projects assisted by the HJL Group team include Marquee, Blush and Savoy in Santa Barbara, Calif., and Santa Monica Seafood Co. HJL Group is also opening a series of its own neighborhood joints throughout Southern California. The team recently successfully opened sports bar On The Side and will open Arch Rock Fish in July 2010, both in Santa Barbara.

Higgins, longtime involved in restaurant management and known for his contribution to the success of several Southern California restaurant hotspots, has opened more than a dozen restaurants. He brings 20 years of experience analyzing business drivers, designing operational systems, building staff, and developing cost-cutting and profit-building initiatives. As the operations advisor for HJL Group, Higgins oversees all aspects that help clients improve their daily operations.

Jones, the recently retired professional soccer player and current assistant coach for the LA Galaxy soccer team, is leadership advisor and partner with HJL Group. He brings valuable leadership and team development skills to HJL Group having served as team captain with the Galaxy and anchoring the team to its first championship in club history. He provides guidance and instruction on how to better lead the restaurant staff and build a cohesive team to optimize efficiencies and create the best possible customer experience. Jones is also partner in the very successful Magnolia restaurants located in Hollywood and downtown at LA Live.

Having served as executive chef at numerous high-profile restaurants, Chef Leibfried brings extensive expertise supervising all kitchen departments, developing menu and leveraging special events. He believes that every detail is important and demands the very best of ingredients. He serves as culinary advisor and partner for HJL, assisting restaurants in sourcing quality ingredients and creating menus that best represent their brand and personality. Leibfried also counsels on vendor selection and contract negotiation and is widely recognized for his regular role on the FOX network's hit shows "Hell's Kitchen" and "Kitchen Nightmares" and roles on the Food Network. He brings his vast culinary expertise and experience working alongside many world-class chefs to the HJL team.

"Whether it's refreshing a menu, sharing and facilitating team building exercises, reviewing budgets or overseeing operational efficiencies, our goal is to help restaurant entrepreneurs and owners establish and grow the most successful business possible," said Leibfried. "We are confident we can continue to bring restaurants to the next level for future clients as well as our own restaurant ventures, including Arch Rock Fish."

To learn more about HJL Restaurant Advisors Group or to contact the team for a consultation, visit www.hjlrestaurantadvisors.com. Online tools to connect with HJL Group and Arch Rock Fish also include Facebook (www.Facebook.com/HJLGroup and www.Facebook.com/ArchRockFish) and Twitter (www.Twitter.com/HJLGroup or www.Twitter.com/ArchRockFish).

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About HJL Restaurant Advisors Group

HJL Restaurant Advisors Group is a partnership between restaurant and hospitality veterans Jeremiah Higgins, Cobi Jones and Scott Leibfried. The group assists in creating successful restaurant businesses through concept development, business planning, brand development, team leadership, team building and more. For more information, visit www.hjlrestaurantadvisors.com, www.Facebook.com/HJLGroup or www.Twitter.com/HJLGroup.



Jeremiah Higgins

Operations Advisor and Partner, HJL Group

Jeremiah Higgins serves as the operations manager at Arch Rock Fish, where he is responsible for the overall operations of the restaurant including finance and administration, staffing and recruitment, space management, and community programs. Jeremiah is also a partner in HJL Group, the leading restaurant advisory group behind the creation of Arch Rock Fish.

Opening late July 2010, Arch Rock Fish is a Santa Barbara neighborhood joint serving good seafood in a friendly and laid-back local setting.

A native of Santa Barbara, Jeremiah has led the selection of Arch Rock Fish's seasoned management staff and the coordination of restaurant and community initiatives leading up to and following the July launch.

Jeremiah has been involved in the opening of more than a dozen restaurants. He brings to this newest venture over 20 years of experience in restaurant business analysis, design of operational systems, and solid financials management. In the launch of many successful restaurants, he has built an expertise in strategic planning, branding and marketing.

Jeremiah started his career in the restaurant business in 1990 while he attended USC film school. At the same time, he worked for Oscar-winning film producer Alex Kitman Ho. Drawing parallels between the film industry/entertainment and the restaurant and hospitality industry, Jeremiah pursued a passion to travel and observe operational practices at restaurants and hotels around the world.

He served as chief operating officer of the multi-unit company EFC-HCT Enterprises, (Enterprise Fish Company and Hurry Curry of Tokyo Restaurants). In 2007, Jeremiah led the opening of Santa Monica Seafood's new flagship store on Wilshire Boulevard in Santa Monica. He was named director of operations for retail and while opening the new store, also assisted with streamlining and improvements to the operations at Santa Monica Seafood's Commissary Kitchen and its Costa Mesa store.

Jeremiah more recently returned to Santa Barbara and was retained to implement improved restaurant and bar operating procedures for top nightspots in the area including Blush Restaurant and Lounge. He also opened The Marquee Martini Bar, a speak-easy, located in the historic Granada Theatre.

Cobi Jones

Team Leadership Advisor and Partner, HJL Group

Cobi Jones combines an 18-year career in professional sports and teambuilding with his vast international travel experiences and access to wineries around the world to serve as one of Arch Rock Fish's key management influences and sommelier. He is also a partner in HJL Group, the leading restaurant advisory company behind the new Santa Barbara neighborhood joint created to offer good seafood in a friendly and laid-back local setting.

Cobi has been instrumental in developing a quality wine list for Arch Rock Fish, making it both accessible and complementary to the restaurant's cuisine. His selections emphasize Southern California and some of the region's finest wineries, appealing to wine tastes of locals and visitors to Santa Barbara.

Cobi is also a partner in the very successful Magnolia restaurants located in Hollywood and downtown at LA Live. He is the current assistant coach for the LA Galaxy and a recently retired LA Galaxy midfielder. Cobi played his entire 12-year professional career with the LA Galaxy and was the all-time leader in games played (281), goals (66) and assists (86). He is one of three players in Major League Soccer history to have scored 60 or more goals and added 80 or more assists and was named an All-Star in each of MLS' first 10 seasons.

Cobi is a former Olympian and participated in the summer games in Barcelona in 1992. He was part of the U.S. National Soccer Team and played in three World Cups (1994, 1998 and 2002). In 1998, he was named U.S. Soccer Athlete of the Year and Honda's Player of the Year. He won his first MLS Cup Championship in 2002 as captain of the team, after he anchored the LA Galaxy to its first championships in club history as well as the 2000 CONCACAF Champions' Cup and the 2001 U.S. Open Cup. Cobi was a part of the LA Galaxy team that achieved "The Double" in 2005, winning both the MLS Cup and U.S. Open Cup for a second time. The all-time leader in caps (appearances with the U.S. National Team), and third in the world, with 164 from 1992 to 2004, he retired from professional play in 2007. In 2007, the LA Galaxy retired his number 13, making it the first number retired in MLS history.

Chef Scott Leibfried
Culinary Advisor and Partner, HJL Group

Chef Scott Leibfried is the executive chef at Arch Rock Fish, the new Santa Barbara neighborhood joint opening August 2010 serving fresh seafood in a friendly and laid-back atmosphere. He is also one of the primary partners and the culinary advisor for HJL Group, the leading restaurant advisory company behind Arch Rock Fish.

In this newest venture, Chef Scott is responsible for the development of the menu and sourcing all of the ingredients from and around the Santa Barbara area. The restaurant will feature simply prepared seafood with seasonal produce, weekly in house events and a place in the neighborhood for everyone.

Having worked alongside some of the world's top chefs, Chef Scott is well renowned in the culinary industry. He has served as guest chef at the James Beard House, Crystal Cruise Lines, Compass Group and at Nationwide Food and Wine Expos. Chef Scott can also be seen on Fox's hit show "Hell's Kitchen" as sous chef to Gordon Ramsay. His history with Ramsay includes roles at the English chef's Michellin starred restaurants in London. He also evaluates and consults with Ramsay on the restaurants featured on the hit series "Kitchen Nightmares" and makes routine appearances on the show. Chef Scott can also be seen on The Food Network's "Party Starters" series and "Challenge" series.

As a teenager, Scott discovered his passion and pursued his dream to become a chef at Johnson and Wales University in Rhode Island. Upon his graduation, he traveled throughout the Northeast and Europe working alongside world-class chefs to gain the best experiences and hone his craft. During his travels, he took away learnings and understanding of food quality and culture, and how food and wine relate to people's lifestyles internationally.

In 1997, Chef Scott relocated to Southern California where he worked at the Four Seasons Hotel Beverly Hills in Los Angeles. Here, he supervised all of the kitchen departments, led menu development, and special events. In 2002, he took on the role of executive chef for the Napa Valley Grille in Westwood, Calif. While working at Napa Valley Grille, Chef Scott discovered the style of cooking that he enjoys – simply prepared, fresh, high-quality California cuisine. In 2006, Chef Scott took this approach to San Diego, serving as executive chef as Soleil@k in the downtown Gaslamp District.

More recently, Chef Scott was approached by Santa Monica Seafood to develop the menu and assist in branding the oyster bar and café for the restaurant's new flagship retail store to great success and public accolades. Chef Scott cites his early employment history and affection for Martha's Vineyard and Cape Cod in the summer as a big influence on his choices for the menu at Santa Monica Seafood.

Michael Butler
Director of Operations, HJL Group

Michael Butler is the director of operations for Arch Rock Fish and its owner-operator HJL Group. In this role, he oversees the financial and business aspects of the restaurant to ensure its profitability and long-term viability within the Santa Barbara community. Arch Rock Fish is a Santa Barbara neighborhood joint serving good seafood in a friendly and laid-back setting.

Michael has been involved in the restaurant and hospitality industry in Southern California for the past decade. He specializes in financial control, profitability and cost management. His front-of-the-house hospitality experience also gives him the ability to make any hospitality establishment more profitable. Additionally, his experience extends to regulatory, permitting and legal affairs.

Michael spent the majority of his youth in his grandparent's restaurants where he gained a natural passion for food. But it wasn't until he attended law school in the Willamette Valley of Oregon, which is known for its agriculture and wine, that he became interested in wine and the hospitality industry.

Following his law degree and an early legal career, he decided to pursue his passion for food. In 2005, he moved to Los Angeles where he managed the Enterprise Fish Company in Santa Monica and served as General Manager. In 2008, Michael was hired as the General Manager of Santa Monica Seafood's flagship store on Wilshire Boulevard where he opened the café and seafood market and was influential in all aspects of the operation.

Michael Anderson
Junior Advisor, Beverage, HJL Group

Michael Anderson is the beverage manager at Arch Rock Fish, the Santa Barbara neighborhood joint offering good seafood in a friendly and laid-back setting. He is responsible for developing the restaurant's drinks menu and specials, as well as managing bar staff and operations.

A native Californian, Michael's expertise in bar operations and quality control has helped turned a number of unsuccessful bars and restaurants into popular and highly profitable ventures. He has worked in many restaurants from Southern California to New York. His experience spans 24 years and he has gained valuable experiences from the best in the industry while at establishments such as P.F. Chang's, Enterprise Fish Company, Bond Street, and most recently, Santa Monica Seafood.

Raised in Ojai near Santa Barbara, Michael has a natural love for good food, wine and spirits. His love affair with the hospitality industry began at an early age with his first important move into the beverage industry with Enterprise Fish Company. At Enterprise Fish Company, one of Santa Monica's longest running restaurants, Michael met Jeremiah Higgins. Both are credited for pioneering the once failing seafood restaurant and bar to its now landmark success.

Following the success with Enterprise, Michael moved to New York City where worked for Jonathan Morr's famed restaurant and bar, Bond Street. He worked alongside two highly recognized chefs - Hiroshi Nakahara and Linda Rodriguez – and had the opportunity to learn about Japanese fusion trends from sushi to sakes.

Eventually, Michael returned closer to home and took a bar management position with Café Fiore in Ventura, Calif., where he had success with the wine and martini bar through his creation of new cocktails and his demand for high standards. He soon became a sought after consultant to area bars including his former employer, Enterprise Fish Company and its four other locations.

As new, innovative and modern trends of dining and entertaining sweep through Southern California, Michael's expertise is in high demand. He was approached to help open Bond St. Beverly Hills in The Thompson Hotel and reunited with Jeremiah Higgins at Santa Monica Seafood, where he served as the beverage manager and wine buyer for the newly opened flagship location.