



Contact Information:

Ed Doyle

Ph. 617.876.2100

Fax 866.924.7821

eddoyle@realfoodconsulting.com

RealFood Consulting Inc.

180 Franklin St

Cambridge, Ma 02139

Boston

New York

Los Angeles

San Francisco

For Immediate Release

RealFood Consulting Inc. Partners with Briar Group to Develop New Restaurant Concept at Lenox Hotel in Boston, Mass.

Cambridge, Mass based foodservice consulting firm RealFood Consulting has partnered with Boston, Mass based restaurant group, The Briar Group, to re-concept and redevelop the premier restaurant space at the Lenox Hotel in Boston, Mass.

Boston, Mass, October 23, 2009: Selected by the Briar Group, RealFood played a critical role in the development of the new concept, operating design and menu development for the just opened *City Table* restaurant. RealFood supported Briar Group to develop a new concept to replace the previous restaurant in the same space, *Azure*, that would compliment for the four Diamond hotel property existing foodservice offerings.

“The Lennox is a beautiful property, in a fantastic Back Bay location. The challenge was to create a restaurant that would be located in a hotel, which would not be perceived as a “hotel restaurant”, but would truly become an exciting neighborhood gathering place” said Ed Doyle, President of RealFood Consulting Inc. Working with Briar Group and architect There Design Ltd., RealFood was a key partner in developing a space that was inviting, functional and suited for all types of dining.

RealFood worked with the culinary and operations team to develop menu items and content, operating assumptions and evaluating pre-existing operations to identify areas of opportunity. “The goal of any new concept is to create a customer experience that is seamless, well thought out and differentiated from the competition. At City Table, that has been accomplished and will poise the restaurant for success” says Doyle.

For additional information on RealFood Consulting Inc, the City Table project, contact Ed Doyle or visit www.realfoodconsulting.com.

About RealFood Consulting Inc

RealFood Consulting is a full service consulting company servicing all aspects of the food service industry. Founded in 1996 by Ed Doyle, RealFood works with restaurants, hotels, business and institutional feeders and manufacturers in all aspects of operations, from start up and business planning through all aspects of business operations. RealFood specializes in start up, design, re-concepting, management contracts and turn-arounds. With offices in Cambridge, Mass., New York, Ny., San Francisco and Los Angeles, Ca., RealFood Consulting Inc. works with operators all over the United States on projects of all sizes and scope.