



Dear Restaurant Industry Professionals:

About the Southern California Restaurant Design Group

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The **Southern California Restaurant Design Group**, a division of the IFE Group, was established to offer full turnkey services to the restaurant industry, including design services, equipment specification, value engineering, and procurement for both front and back of the house, full installation services, warranty work, and assistance with Board of Health inspections.

With offices in San Diego, Los Angeles, Tampa, and two international offices in the Middle East, the **Southern California Restaurant Design Group** offers cutting edge solutions to the restaurant industry both domestically and worldwide.

The **Southern California Restaurant Design Group** offers all of the equipment, fixtures and supplies required for today's commercial foodservice operations. Due to our superior buying power, we are able to offer the largest variety of foodservice equipment in the industry, including kitchen equipment, kitchen supplies, dinnerware, glassware, flatware, bar equipment and supplies, buffet and catering equipment, furniture and disposable supplies. We not only offer kitchen equipment to our customers, we also supply front of the house interior design packages.

We can, based on your concept, provide custom applications designed specifically for your needs. Whether it is a serving line, a specialized warewashing system, or custom stainless fabrication, the **Southern California Restaurant Design Group** can fulfill your specialized equipment requirements.

The scope of work offered by the **Southern California Restaurant Design Group** completely covers the needs of the restaurant industry, whether it is an independent restaurant, a multiple location chain restaurant, a health care facility, corporate dining, hotel foodservice, country clubs, schools and universities and general contractors involved in a restaurant construction project. We can design, fabricate, equip and supply a client in any sector of the foodservice industry.

Our team of experts can design commercial kitchens that make efficient use of your space and fulfill your budget expectations. We will fully execute your vision through our drawings, floor plan, equipment schedule, detailed mechanical and shop drawings of custom equipment.

We will assist your efforts from meeting local zoning requirements, coordinating installation and working with contractors, taking on the leadership role as the single point of responsibility from the conceptual stage to the completion of the project. Ensuring a smooth process by handling tasks such as detailed drawings with contractors, and expediting and overseeing the equipment installation process, we will contribute solutions every step of the way to ensure the project is completed on a timely basis, on budget. Working with your staff in areas including final inspections and demonstration of equipment, the **Southern California Restaurant Design Group** will ensure that your food service operation opens up at 100% efficiency. We also offer the same services if you wish to remodel an existing restaurant or food service operation.

The **Southern California Restaurant Design Group** is not only interested in designing your foodservice operation, we are also motivated to help you succeed in all aspects of your business. Our strong relationships throughout the restaurant industry enable us to offer recommendations to clients in areas such as restaurant financing options, leasing of space and equipment, specialized legal representation in the restaurant industry, restaurant industry accounting specialists, industry software products and many other needs of a restaurant owner.

Our highly skilled contract sales staff have successfully completed projects both domestically and worldwide for major restaurant chains including Del Taco, Dog Haus, Steak and Shake, Taco John's, Rubio's, Maria's Italian Kitchen, and S.B.E. Hospitality. SCRDRG has also completed many prestigious independent restaurant projects throughout Southern California including The Hake, The Winery, Button Mash, SOUL, Westbound, and Artisan Brewery Collective – La Brea.

We look forward to discussing your organization's goals and objectives in developing your concept into a reality. Our proven track record will allow you to feel confident that the work you task us with will meet all of your expectations. The **Southern California Restaurant Design Group** appreciates your interest and looks forward to partnering with your organization going into the future. Feel free to contact me personally if I can be of assistance to any of your restaurant development needs.

Best wishes for a successful 2018.

Sincerely,

A handwritten signature in black ink that reads "Michael A. Benson". The signature is written in a cursive, flowing style.

Michael Benson
President