

Concept Development and Operational Project Testimonials:



We have used Kelly for several projects and have never been disappointed. Year after year, Kelly continues to be one of the only consultants where you actually feel like you get MORE than your money's worth. **Want to increase sales and decrease food and labor costs...hire Kelly.**"

- Dan Rowe, CEO, Fransmart



SANTA MONICA SEAFOOD COMPANY

"As a chef and business person, Kelly provided the perfect fit to our organization. He is well organized, thoughtful, efficient and communicated well with all the stakeholders. It would be my great pleasure to work with him again."

- Gerald Cigliano, **Former President of Santa Monica Seafood Company**



Chef Innovations, have helped me tremendously in many of my culinary consulting projects over the last 6 years. His professional attitude and incredible organizational skills have been just the collaboration I needed to get the job done on time and allow me to concentrate on creating new recipes and do staff training effectively.

His computer skills mixed with his high level cooking skills, creates a full support system: for creating and testing new recipes, opening new restaurant projects and especially training culinary staff.

I would definitely recommend his company to any one who needs a little.... or a lot of help in the kitchen!"

- Mark Miller, Cookbook Author, Flavor Consultant & Chef/Owner – **Coyote Café, Santa Fe NM**

Kitchen Design, Concept Development and Operational Projects:



“Kelly provides culinary, kitchen operations and training expertise un-matched in Rockin’ Baja Lobster’s history. He has been involved with every aspect of our food & beverage operations, including; menu development, food costing, food purchasing, food presentation, training, kitchen design, promotions and more.

Kelly is extremely meticulous in his ability to teach and provide materials necessary for new trainees, as well as existing kitchen staff. He has overseen the opening of four franchise units to-date and will be overseeing the entire training of all new franchise units opening across the United States and Baja Mexico in the future.

As well as the franchise division, Kelly has been instrumental in helping increase sales an average of 25-30% and lowering food cost an average of 6% in my four existing company owned locations in Southern California.

Perhaps the best thing about Kelly is I consider him a great friend that I have been able to rely upon, learn so much from and to whom I am very appreciative for the results he has helped me achieve.”

*-Rick DiRienzo, Founder, **Rockin’ Baja Lobster Restaurants***



“I have worked directly with Kelly developing the equipment layout and equipment package for multiple concepts. Kelly is extremely thorough in his review and analysis of both the layouts and packages. He understands the importance of balancing between operational capabilities and budget requirements. Finding this skill in a Chef with Kelly’s credentials is unusual. The outcome of Kelly’s ability is to be able to provide his clients with an equipment package that meets their requirements to provide the quality of food production needed to satisfy his client’s guests. Plus, the staff is given a work environment that is pleasant and efficient for them to accomplish their work successfully. And the Owner is able to keep their opening expenses for equipment within their budget.”

*- Randy Englund – CFSP, Director of Chain Accounts, **Boelter Contract Design***



“I have never been in the restaurant business at all, but when came the idea of a SteakHouse, the first person that came to my mind was Kelly; because of his creativity and attention to details. I would not have done it if Kelly would not have been involved.”

*- Farid Himeur, **GRUET WINERY***