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# Restaurant Owners Uncorked: Twenty Owners Share Their Recipes For Success



## Synopsis

Most restaurants fail. Yours can succeed. The owners in this book will tell you how... Restaurant Owners Uncorked is a collection of interviews with a diverse range of twenty owners, such as the legendary and colorful Phil Roberts, founder of Buca di Beppo and The Oceanaire Seafood Room; Scott Leibfried, a renowned, high-energy figure in the culinary industry who is part of the cast of the hit television show, *â œHell's Kitchen* •; and Chris Sommers, a former Silicon Valley technology executive who makes Chicago-style deep dish pizza (in St. Louis) so well that he was invited to the White House to cook it for President Obama and the first family. This book isnâ™t useful only for aspiring restaurant owners. It also provides practical advice for anybody who currently owns a restaurant or who simply wants to understand and be entertained by reading the business philosophies of twenty successful entrepreneurs. As you read these interviews, youâ™ll feel like you are sitting down with the owners over a cup of coffee or a beer, picking their brains and finding out what makes them tick. Youâ™ll learn why restaurants donâ™t have to be risky at all, what chain restaurantsâ™ collective Achilles heel is, why having a good CPA is as important as the food you put on the plate, and much more.

## Book Information

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## Customer Reviews

Over all this was a good book with some good insights from owners or various types of restaurants. It was a good read however I did have two problems with the book which is why it's only getting 4 stars. Issue # 1: Hello Cupcake on page 204 lacked a lot of in depth information that the rest of the chapters had. The common question asked to all of the other owners, why is the failure rate so high,

got a poor response. The fact that Hello Cupcake has only been in business since 2008 and the book was written 2010 and published in 2011 was a poor choice for a business doing well over the long haul. It may have been better if the author would've explained the need or reason, such as doing it purpose to document a new business that's just getting going. Even by itself it may have been ok but when placed next to restaurant owners that have been doing this for decades it felt out of place. Issue # 2: A large majority of the chapters touched on the fact that the owners use Schedulefly, a web based software that is run by the author and his partners. Constantly seeing talk of Schedulefly made me wonder if the criteria for being included in the book was simply using Schedulefly as a customer. This probably was not the case but it's not the best thing to think of when reading. When some of the owners talked about Schedulefly it felt as though their responses were solicited rather than them genuinely liking the product so much they felt the need to mention it. This is still a good book and with some updates could be a great book. There's a lot of good information however it may or may not apply to your restaurant depending on your regional location. Most of the insights in the book are accurate.

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