



**BOHLSENRESTAURANTGROUP**

July 4, 2013

Dear Long Island Diner,

As Long Islanders, what do we expect from our favorite restaurants? Certainly we expect to enjoy a great meal. Beyond that, we expect cleanliness, ambiance, hospitality, service and attention to detail. We expect to see a team that cares about their place of work and we expect to feel that our patronage is appreciated.

While these basic expectations remain, times have changed and so should our expectations. In 2013, Long Islanders should expect more from their restaurants than they did a decade ago.

In this letter, we look beyond these core values that commonly define the hospitality industry. Restaurant operators can and should strive to serve as examples of what a wonderfully dynamic asset a great restaurant can be to any community.

So how much more can you expect from a restaurant that is already your favorite? Well, you begin by rethinking and expanding your expectations. You reassess the role restaurants play in the community at large and, when doing so, you become more aware of the impact restaurants have on that community.

You should expect your favorite restaurants to go above and beyond the normal employee-employer relationship with their staff, who are often members of the local community. That means not only providing employment and an opportunity to make a living, but being involved and interested in employees' lives. Restaurants often become a second home away from home or a second family to many. This means helping people through the ups and downs of their lives, mentoring young people to help turn jobs into careers and caring about the people we work with.

Great restaurants buck the industry's transient nature by working hard to maintain low turnover and encourage long-term employee retention. The people you see over the years working again and again at your favorite haunts should have true, honest, genuine smiles on their faces. Not because a smile is part of their uniform, but because they enjoy doing what they do exactly where they are doing it.

Restaurants, when they can, should always hire locally. Restaurants should buy local produce, support local fishermen, pour local wine and tap local kegs. But restaurants need not stop there. We must also support local causes and community efforts. Not only with the occasional and generous donation of a gift card, but with physical participation to at least one important local cause that rings true to us.

Your favorite restaurants should be expected to continually reinvest in their business and, in doing so, reinvest in the towns in which they operate. The restaurants in your town should be a source of community pride; they should make concerted efforts to be good neighbors.

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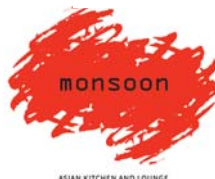
HARBOR CLUB  
*at Prime*



AN AMERICAN KITCHEN & BAR



BEACHTREE



Tellers®  
AN AMERICAN CHOPHOUSE

TRUE ITALIAN®  
VERACE



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Your favorite restaurant should be concerned about preserving this world as we know it, both for our children and for our children’s children. Restaurants have historically been, and can still sometimes be, an environmentally high-impact industry. It is therefore the responsibility of every restaurant owner to seek out new ways to help reduce the mark we are leaving behind. From menu design and waste management to water conservation and reducing energy usage, we can do a better job.

On top of that, **Going Green** simply makes good business sense. Between LIPA rebates for energy conservation, equipment and shipping efficiencies, minimizing waste and writing smarter menus, restaurants can keep costs down while reducing our impact on the world around us. Long Island diners should expect our restaurants to make strides to do just that.

The expectations outlined above go above and beyond the day-to-day business of feeding people well and making people happy. Today’s restaurants must manage those diverse expectations while never taking our eyes off of the core business. The busier the restaurant, the more positively it can impact the community.

Finally, Long Islanders should expect their next year of dining experiences to be better than their last. Many Long Island restaurant patrons today know more about food and wine than most restaurant operators did 25 years ago. The Food Network, the cult of Celebrity Chefs, our national obsession with food and the Information Age have jointly conspired to raise the standard of excellence for the entire industry. The stakes and pressure have never been higher. The competition has never been stiffer. By and large, dining in 2013 and for years to come should continue to get better.

People continue to feed their passion for the restaurant business both literally and figuratively. The more our patrons know about food and wine, the more they understand what makes the best food and wine so special. In turn, this insight will reward those few who combine skill, talent, creativity and consistency with an incredible work ethic to succeed in a very difficult business. We, at Bohlsen Restaurant Group, are fortunate enough to work with more than a few of these very people.

Everyone at Bohlsen Restaurant Group works very hard to make every day better than the last. We want to exceed the expectations of our fellow Long Islanders both inside and outside of our dining rooms. We look forward to seeing and serving you.

Sincerely,

Michael Bohlsen

Kurt Bohlsen

**Bohlsen Restaurant Group**  
*Long Island’s Beachtree, East Islip  
Harbor Club at Prime, Huntington  
H2O: Seafood & Sushi, Smithtown  
Monsoon: Asian Kitchen and Lounge, Babylon Village  
Prime: An American Kitchen & Bar, Huntington  
Tellers: An American Chophouse, Islip  
Verace: True Italian, Islip*



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