

IDEAS FOR FULL-SERVICE RESTAURANTS

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Restaurant HOSPITALITY

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AvroKO Hospitality
Group top guns
Greg Bradshaw,
Adam Farmerie,
Kristina O'Neal &
William Harris

THE 2016

RH25

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RH 2016 AMERICA'S COOLEST MULTI-CONCEPT COMPANIES

These 25 companies are masters of juggling multiple restaurant concepts. **By the Editors**

OPENING A SINGLE, highly regarded restaurant is no small thing, but it's another level of success when a restaurant group can open one terrific restaurant concept after another. The key word here is terrific. There are plenty of restaurant companies that have a stable of some good and some just-okay restaurants. And you know what? They likely put up impressive sales figures. But what was us most are the companies that create one great restaurant after another. The team effort to pull that off is extraordinary. Those are the companies we're featuring here. So, without further ado, we present our 2016 list of the Coolest Multi-Concept Companies in the Land.



AvroKO Hospitality Group

Headquarters: New York City

Annual Sales: \$11.7 million

Units: 9

Key Personnel:

- Kristina O'Neal, principal
- William Harris, principal
- Greg Bradshaw, principal
- Adam Farmerie, principal
- Brad Farmerie, executive group chef

SINGLE CONCEPTS:

- **Madam Geneva** (a gin-focused bar with a menu inspired by Southeast Asia)
- **Public** (a restaurant with a mid-century design and globally inspired cuisine)
- **The Daily** (a sister bar to Public that serves casual bites from the Public kitchen)
- **Ninebark** (a Napa Valley restaurant serving wine country cuisine overlooking the Napa River)

MULTIPLE CONCEPTS:

- **Saxon + Parole** (with units in Manhattan and Moscow, the menu consists of grilled meats and fish)
- **Genuine** (a line of three fast-casual spots that serve classic California-inspired roadside fare)

WHY IT'S COOL: Here's a class act that knows how to strut its stuff. Madam Geneva captures the funk of small Southeast Asian eateries, while Michelin-starred Public features a design inspired by midcentury public venues (who does that?). Two-Michelin-starred chef Matthew Lightner helms Ninebark in Napa, while Saxon + Parole is cleverly named for two thoroughbred horses. The fast-casual joints feature drinks from master mixologist Eben Freeman, and the menus were created by celebrity chef Brad Farmerie, with help of two-Michelin-starred Paul Liebrandt (yes, we said fast casual). AvroKO is a wildly creative group that always amazes.