



Restaurant Owners Uncorked: Twenty Owners Share Their Recipes for Success

Wil Brawley

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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, "Hell'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 isn'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, you'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. You'll learn why restaurants don't have to be risky at all, what chain restaurants' collective Achilles heel is, why having a good CPA is as important as the food you put on the plate, and much more.

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