MRG MAKOWSKY RESTAURANT GROUP specializes in relevant, creative, and cutting-edge advice and solutions. The MRG Team is a group of passionate and dedicated experts led by our CEO, Seth Makowsky. We are composed of some of the most esteemed chefs, developers, designers, operators, marketers, architects, and food and beverage professionals. MRG works with a wide range of clients including high-volume independent operators, restaurant chains, airports, hotels, casinos, resorts, contract food service providers, manufacturers, distributors, and charities. We work alongside you to visualize, plan and implement innovative strategies for growth.
Seth Makowsky, C.E.O. and Founder of MRG Makowsky Restaurant Group, specializes in restructuring, advancing, and streamlining restaurant companies for the past 15 years. As CEO, Seth has had the privilege to work both regionally and internationally acclaimed Food and Beverage brands in the hospitality, airport, gaming, and restaurant industry. He’s been featured as one of Global Gaming Magazine’s “Top 25 People to Watch in Las Vegas 2014” and “40 under 40 in 2016.”

Prior to opening MRG in 2014, Seth worked with Andrew Cherng, owner and founder of the 1800+ unit, Panda Restaurant Group. He was granted full autonomy with a mandate to drive same-store sales and company revenue. Success highlights included restructuring menu pricing, establishing an independent catering company, handling acquisitions, and training/employee retention review.

Restaurateur Robert Earl appointed Seth President and C.E.O. of Earl of Sandwich® in 2007. As C.E.O., Seth developed and operated several of the highest-grossing quick-service restaurants in the world. He has expertise in non-traditional brand development with top projects in Downtown Disney® Marketplace Orlando and Anaheim, Disney® Village Paris, major airports, casinos, malls, parks and travel plazas. He has worked with top concessionaires; including Areas USA, HMS Host, Delaware North, Concessions International, and several regional concessionaires.

Seth joined Food Systems Unlimited in 2004, a quick service restaurant group with operations in top airports, malls, and lifestyle centers throughout the United States. He led a partnership to buyout and restructure the company with leadership roles in administration, operations, construction, and leasing. The company’s revenue grew more than four times during his tenure.

Seth graduated from Goizueta Business School at Emory University. In early 2000, he started his career with The Coca-Cola Company® in Business Development. Seth drove profitability for emerging, regional, and national restaurant chains: Arby’s, Burger King, Dairy Queen, First Watch, Outback Steakhouse, Krystal Company, Long John Silvers and Subway.

Seth Makowsky is a nationally ranked USCF chess player and K-8 teacher at Sinai Akiba Academy in Los Angeles. He has served as a past board member of Orlando Ballet and currently serving on the Culinary Council of Three Square, a food bank in Las Vegas, and a council member of New York SunWorks, a non-profit organization that builds innovative science labs in urban schools.

The goal of MRG MAKOWSKY RESTAURANT GROUP is to drive optimal performance and delight guests in a way that creates loyalty 100% of the time.

The MRG Team presents many of the most esteemed chefs, developers, designers, operators, marketers, architects, and food and beverage professionals who have demonstrated their excellence through awards and regional and national recognition.

Our approach to achieving extraordinary results is to first learn what makes the system work, evaluate the pathway towards optimal performance, and engage employees. Next, we benchmark the very best and clearly identify value added needed. Finally, sustain performance through a culture of systematic improvement, strict standardization, and empowering employees and management. Our involvement sets the stage for executives and managers to shine.

We would love the opportunity to optimize your assets. We will listen to you and truly seek to understand your needs. We want to be your best business ally that creates sustainable value.

For more information, please contact us at mrg@makowskyrg.com.
DRIVING EXCELLENCE

THE MRG PROCESS

WE FIRST LEARN WHAT MAKES THE SYSTEM WORK, EVALUATE THE PATHWAY TOWARDS OPTIMAL PERFORMANCE, AND ENGAGE EMPLOYEES. NEXT, WE BENCHMARK THE VERY BEST AND CLEARLY IDENTIFY VALUE ADDED NEEDED. FINALLY, WE SUSTAIN PERFORMANCE THROUGH A CULTURE OF SYSTEMATIC IMPROVEMENT, STRICT STANDARDIZATION, AND EMPOWERING EMPLOYEES AND MANAGEMENT.

Seth Makowsky
CEO

1 EVALUATE
CURRENT SYSTEM

- Learn the system and culture
- Evaluate pathway towards optimal performance
- Identify additional value needed
- Engage employees to identify key assets
- Benchmark the very best

2 ADDRESS
IDENTIFY & REMOVE BOTTLENECKS

- Modify culture to create superstar customer service
- Suggest quick and economical retrofits
- Address processes for strict standardization and operational excellence
- Optimize product offerings
- Set goals from the benchmarking process

3 DEVELOP
SYSTEMATIC IMPROVEMENT

- Empower employees and management through culture modification
- Utilize world-class principles
- Integrate brand-centered advertising and marketing
- Develop and test new product offerings
- Implement strict standardization and operational excellence

4 SUSTAIN
DRIVE OPTIMAL PERFORMANCE

- Focus on customer loyalty through superior service
- Build top-notch teams
- Implement continual education
- Nurture relationship management
- Create standard operating procedures
MRG MAKOWSKY RESTAURANT GROUP achieves extraordinary results. We work with clients posting anywhere between $5 million and $10+ billion in revenues. Our capabilities run deep and our industry connections and credibility are unparalleled.

ABOUT MRG

MRG CAPABILITIES

MRG MAKOWSKY RESTAURANT GROUP achieves extraordinary results. We work with clients posting anywhere between $5 million and $10+ billion in revenues. Our capabilities run deep and our industry connections and credibility are unparalleled.

RESEARCH

MRG CONCENTRATES ON CONSULTING, BRANDING, INTEGRATED MARKETING, OFF-PREMISE REVENUE, TURNAROUNDS, AND EXPANSION: OUR PROVEN METHODOLOGIES DELIVER RESULTS.

Seth Makowsky
CEO

"MRG’S A WORLD-CLASS FOOD & BEVERAGE STRATEGIC ADVISORY GROUP"

SERVICES

- Consumer Research
- Guest & Employee Surveys
- Feasibility Studies
- Tailored Research & Analysis (Industry, Market, Category, Competitors)
- Competitive Benchmarking
- Due Diligence (Investor, Concept, & Technical)
- Trends Alignment/Gap Analysis
- Location Analysis
- Opportunity Identification
- Real Estate & Site Selection Research
- Restaurant Trend Spotting

WE SOLVE PROBLEMS.

At MRG our solutions begin with a thorough understanding of the problems or challenges our clients are facing. Politics, misaligned priorities, or changing trends can trip up our clients and inhibit meeting customer needs. Our research refocuses our clients’ business on the consumer, increasing efficiencies, identifying growth opportunities, staying relevant, and developing strategies. Our research gives our clients the clarity and confidence to implement new ideas.
STRATEGY

MRG defines strategies to help your team align with the same objectives.

Once the research has laid the foundation, next we devise a strategy. A defined strategy helps everyone align with the same objectives. MRG Makowsky Restaurant Group cultivates a vision, a purpose, and a reason for being that others can identify with and rally behind. The use of a successful comprehensive strategy will further assist in long-term goals. MRG are food and beverage industry futurists and are thrilled to apply our collective knowledge to help you.

BUSINESS DEVELOPMENT
• Business & Resource Deployment Prioritization
• Business Models
• Capital & Operating Budgets
• Corporate Goal Planning & Cascading
• Corporate Mission, Vision & Purpose
• Efficiency

DUE DILIGENCE
• Cash Flow Projections
• Financial Forecasts
• Incentive Compensation Plans
• Innovation Strategy & Implementation
• International Expansion Planning
• Long Range Planning
• Operational Improvements
• Operations Feasibility, Development & Implementation Assessment
• Organizational Charts & Personnel Planning
• Restaurant Business Planning & Strategy
• Restaurant Management Consulting
• Strategic Planning Sessions
• Trouble-Shooting

CREATE

TURNING NEW & IMAGINATIVE IDEAS INTO REALITY.

In order to achieve successes for our clients, we rely on a collection of internal processes that have been designed to bring the best ideas to the surface. Then a whole lot of drained Sharpies, empty coffee cups and chocolate wrappers later, those once elusive ideas begin to emerge. Next is execution, which involves free-flowing creativity and gut intuition. There is a science to the process, but there’s also a subjective component at play. Crafting fully integrated marketing tools, design schematics, menu systems, and experiences take time, strategy, and brainpower. Most importantly, it takes trust.

CREATIVE SERVICES
• Branding & Brand Management
• Marketing & Media Consulting
• Integrated Campaigns
• Digital Products
• Art Production & Design
• Design & Development
• Menu Board
• Point of Sale Design
• Packaging
• Presentation Design
• Product Development & Launch

CONCEPT DESIGN SERVICES
• Kitchen Design
• Interior Design
• Lighting Design
• Audiovisual
• Prototype Development

MARKETING SERVICES
To attract guests, retain guest loyalty and gain recognition, we use the newest cutting-edge tools while maintaining a high-impact and cost-effective approach. When developing your marketing plan, we will pinpoint the appropriate strategies, season to your needs, and execute.

• Digital Marketing
• Social Media
• Marketing Strategy
• Search Engine Optimization (SEO)
• Sales Protocol & Strategy
GROWTH
MRG AIDS TRADITIONAL & NON-TRADITIONAL GROWTH FOR EMERGING BRANDS, CHAINS, OR 500+ LOCATION CONCEPTS.

POSITIONING EMERGING BRANDS
Our enduring business relationships along with our industry expertise are key in winning prime sites for our clients. We offer a seamless transition for emerging brands, chains, or 500+ location concepts to grow across a wide range of traditional and non-traditions categories; i.e. airports, hotels, casinos, resorts, concessions, and theme parks. We will spearhead the process and guide you toward success and profitability.

CATERING
MRG IS A MASTER STRATEGIST IN BUILDING AND DEVELOPING OFF-PREMISE REVENUE AND CATERING SALES.

CATERING: OFF-PREMISE REVENUE
As an operator, you know that improving your current business is all about planning and execution. As skilled catering consultants, we provide independent practical advice to access your current catering operations and create a tailored catering strategy to push your sales and profits to the next level. We can even create a catering program from the ground up if you currently don’t have one in place. We will help you to find the right course of action for your business.

BY DESIGN, MANAGEMENT IS FOCUSED ON REDUCING OPERATING COSTS TO ACHIEVE GREATER PROFIT. HOWEVER, CATERING IS A BUSINESS ONTO ITSELF AND MUST BE MANAGED ACCORDINGLY. MRG INCORPORATES OUR PROVEN PROCESS INTO YOUR CATERING PROGRAM TO STREAMLINE OPERATIONS, DELIVER MEASURABLE FINANCIAL RESULTS, AND BUILD A LOYAL FOLLOWING. WE UNDERSTAND AND ARE PASSIONATE ABOUT ACHIEVING TOP RESULTS AT EVERY STEP OF THE WAY.

Seth Makowsky
CEO
DRIVING REVENUE THROUGH CUSTOMER LOYALTY

LEARN WHAT MAKES THE SYSTEM WORK
- Immersion into all aspects of the catering program

CLEARLY IDENTIFY VALUE ADDED NEEDED
- Advice to improve the financial performance, customer experience, and development of an effective catering strategy

EVALUATE PATHWAY TOWARDS OPTIMAL PERFORMANCE
- Strategic planning
- Sales & leadership training
- Menu & recipe development
- Food cost controls & SOP’s
- Marketing & media plans

BENCHMARK THE VERY BEST
- We study best in class and compare results to that standard

CREATE NEW PLATFORMS
- Whether it is a new delivery system, marketing plan or a new catering start-up, MRG can help

BUILD WORLD-CLASS TEAMS
- Focus on customer loyalty through world-class customer service
- Implementing continual education
- Nurturing relationship management
- Create and set standards

MRG MAKOWSKY RESTAURANT GROUP is an innovative, specialist catering consultancy providing independent practical advice on driving optimal performance for off-premise revenue. MRG uses the following approach to achieve world-class results.

BENEFITS
- Tap into the resources of top-notch professionals
- Get the right connections to experts at every level of your business development
- Drive optimal performance
- Create new revenue streams
- Achieve world-class results
- Improve customer loyalty

Seth Makowsky
CEO

DRIVING EXCELLENCE THROUGH STREAMLINED OPERATIONS

MRG MAKOWSKY RESTAURANT GROUP
CLIENT TESTIMONIALS

JOE C. ESSA, PRESIDENT OF WOLFGANG PUCK WORLDWIDE, INC.

"We are impressed by MRG Makowsky Restaurant Group. We engage MRG to elevate restaurant concepts within the Wolfgang Puck Worldwide portfolio. MRG swiftly identifies/solves bottleneck issues, design improvements, site decisions, catering models, and concept direction. They deliver and execute a smart, pinpointed, and powerful road map that empowers everyone. Their work is excellent to our highest standards. We love having MRG on our team. Highly endorsed!"

GREG KELLER, PRESIDENT OF GARDEN FRESH RESTAURANT CORP. OWNED BY SUN CAPITAL

"MRG Makowsky Restaurant Group streamlined our off-premise revenue model and achieved cross functional alignment in the restaurants and at corporate. They restructured the entire catering program quickly and effectively and created a highly profitable revenue stream. MRG continues to work closely with our operations, finance, and executive teams on an ongoing basis to ensure optimal performance and drive revenue. They deliver results."

MARK K. HOLDSWORTH, MANAGING PARTNER OF TENNENBAUM CAPITAL PARTNERS, LLC

"Seth Makowsky of MRG Makowsky Restaurant Group has performed important due diligence on our restaurant portfolio. We are impressed with how they engage the entire management team, guests, and benchmark competition. They are proven to be spot on with their analysis and provide a clear pathway towards quickest and smartest return on investment."

ALEXANDER L. CAPPELLO, CHAIRMAN & CEO, CAPPELLO GROUP, INC.

"MRG does highly intelligent work and creates extraordinary outside the box opportunities. CEO Seth Makowsky is one of the smartest guys in the industry."

BRIAN BURTON, CEO OF THREE SQUARE

"We are excited to have Seth Makowsky of MRG Makowsky Restaurant Group join forces with Elizabeth Blau and The Culinary Council. Our local restaurant participation continues to increase and our collaboration with MRG will elevate Las Vegas Restaurant Week to a National Event."

EDUARDO URIBE MESTA, VICE PRESIDENT OF BUSINESS DEVELOPMENT, AREAS USA

"Seth Makowsky and the MRG Makowsky Restaurant Group have been an integral part of our success. Seth is excellent at bringing departments together in a highly collaborative and communicative fashion. They have a track record of dramatically driving store revenues and creating new opportunities for our company. With Seth and MRG also comes a deep network of industry connections, exciting brands, and celebrity chefs. MRG is a well respected and trusted partner of Areas USA."

OMAR GUTIERREZ, VICE PRESIDENT RESTAURANT DIVISION, HAKKASAN GROUP

"MRG is a core team partner for new concept development including design, market positioning, culinary, and site locations especially in airports, hotels, and casinos. They’re an asset launching exciting concepts that deliver exceptional experiences that excel in service and style."
CREATE LANDMARKS WITH A CRAVEABILITY THAT KEEP GUESTS COMING BACK

We want to be a complete business ally that creates sustainable value. Our goal is to form a win-win alliance aimed at driving optimal performance and an outstanding guest experience. As a result, we focus on prime sites, adherence to brand standards, and elevated operations. We offer a seamless transition for brands entering and expanding into airports, food courts, parks, malls and service plazas.

MRG MAKOWSKY RESTAURANT GROUP is a team of passionate and dedicated experts. We are committed to creating a win-win environment that improves profitability, increases market share and keeps guests coming back. MRG listens and truly seeks to understand your needs.

CREATE LANDMARKS

MRG MAKOWSKY RESTAURANT GROUP has been an integral part of our success. They are highly collaborative and have a track record of dramatically driving store revenues and creating new opportunities for our company. With MRG comes a deep network of industry connections, exciting brands, and celebrity chefs. MRG is a well respected and trusted partner of Areas USA.

Eduardo Uribe Mesta
Vice President of Business Development, Areas USA
Ponce de Leon isn’t the only one who has searched for the Fountain of Youth. Once it’s gone, youth can never be recaptured, which is why admiration for people who achieve great things while they are young is widespread.

And it’s not only people searching for the Fountain of Youth. It’s communities, companies and entire industries. For nothing is sustainable unless you have young people coming up to keep it moving forward.

The gaming industry is very fortunate that there are so many qualified young executives and officials in the business. GGB’s 40 Under 40 feature, presented for the third year in conjunction with G2E’s Emerging Leaders program, is proof that youth is being served in the gaming industry.

“For the last two years, G2E, the Innovation Group and GGB have been fortunate to recognize young leaders in the gaming industry,” says Roger Gros, the publisher of GGB. “Each year, the nominations for this recognition have increased, and this year, over 160 people were nominated. It’s a testament to the bright future of the industry, and we’ve been very gratified by the response.”

David Ritvo, executive vice president for the Innovation Group, says the reaction to the program has been overwhelming.

“There has been a growing awareness about the Emerging Leaders program, sparked by G2E and GGB’s 40 Under 40 feature,” he says. “The Innovation Group recognizes that new, creative leadership is needed to reinvigorate the industry, and we believe this program will play a key role going forward.”

With so many excellent candidates nominated for G2E’s Emerging Leaders, the choice to narrow them down to 40 was daunting. But thanks to GGB’s Editorial Advisory Board, the Innovation Group, the American Gaming Association and G2E, an excellent list of deserving winners was announced in September.

This month, we feature 10 profiles of the winners. Each month hereafter, more profiles will be published until the 2017 class of 40 Under 40 is announced at G2E 2016, September 27-29, 2016. To be considered for the 40 Under 40 honor, applicants must first be nominated for G2E’s Emerging Leaders program when the call for nominations is announced in May 2016.

The following is GGB’s 2016 Class of 40 Under 40.

1) Brett Abarbanel, Head, Social & Recreational Gambling, Research, UCLA Gambling Studies Program *
2) Joshua Anderson, Senior Manager of Corporate, Surveillance, Cherokee Nation Entertainment
3) Sheila Bangalore, Assistant General Counsel, Aristocrat Technologies
4) Mike Bolsover, Chief Executive Officer, Silver Heritage Limited *
5) Chris Calitri, Slot Manager, Grounds Race Course and Slots
6) Jessica Cipolla-Tario, Vice President of Corporate, Surveillance, Cherokee Nation Entertainment
7) Eian Counts, Vice President of Product Strategy, The Rainmaker Group
8) Felix Danciu, CEO, Elmcore
9) Trevor De Giorgio, Managing Director, Greentube Malta Ltd.; and Head of International Legal Compliance, Greentube Internet Entertainment Solutions GmbH
10) Daniel Duffrey, Surveillance Manager, Grand Traverse Resort & Casinos
11) Geoffrey Duncan, Director of Marketing, Penn National Gaming
12) David Farahi, Chief Operating Officer, Monarch Casino & Resort, Inc.
13) Ian Feldman, Executive Director of Strategy and Operations, Las Vegas Sands
14) Nicole Fields, Assistant Marketing Manager, Cintas
15) Chris Freeman, Security Director, Tropicana Evansville
16) DeJuna Frye, Gaming Agent Supervisor, Cherokee Nation Gaming Commission
17) Joshua Greenberg, Content Lead, Incrediplay
18) Vernon Hill, Jr., Slot Manager, Shoshone Rose Casino
19) Andre Jackson, Assistant Director of Hotel Operations, Flamingo Las Vegas
20) Dave Jacoby, Chief Operating Officer, Lucky Dragon Hotel & Casino
21) Crystal Janier, Researcher/Policy Analyst, Federation of Saskatchewan Indian Nations
22) Benjamin Koff, Assistant Marketing Manager, Golden Nugget Casino Resort-Lake Charles
23) Erica Kosemund, Director of Marketing Operations, Chicksaw Nation
24) Patricia Laland, Senior Associate, Loya *
25) Jacob Lanning, Vice President, Strategic R&D and Sales Strategy, IGT
26) Seth Makowsky, CEO, Makowsky Restaurant Group *
27) Rosalyn Montero, Executive Administrator, Sycuan Gaming Commission
28) Daniellle Parsons, Director of Field Operations, JoinGo
29) Kahili Philander, Director of Social Responsibility, BCLC
30) Brent Pinkston, Chief Operating Officer, Wind Creek Hospitality
31) John Policicchio, Senior Vice President of Marketing, MotorCity Casino Hotel
32) Rory Shanahan, Director of B2B Product Marketing, Scientific Games
33) Dan Shapiro, Director of Business Development, William Hill US
34) Kevin Sweet, Vice President of Slot Operations and Marketing, Cosmopolitan Las Vegas
35) Leslie Tanyan, Executive Director, Absentee Shawnee Tribe
36) Diana Ulloa, Consultant, ULAC
37) Patricia Ulrich, Assistant Vice President of Slot Operations, The Strat
38) Ronald Washington, Table Games Shift Supervisor, Eagle Mountain Casino
40) Michael Zhu, VP of Operations, Planning and Development, The Innovation Group

By GGB Staff   Wed, Oct 21, 2015
Food & Beverage

Food & Beverage Program Stalling Out? Shift Gears!
by Seth Makowsky

“To achieve world-class results one cannot settle for mediocre. Being world class means being the very best.”

Drive optimal performance through a process of engaging, evaluating, benchmarking, and sustaining. Doing so will improve profitability and help an organization compete at the highest level. Here’s how:

Engage Employees
It’s very important to study every aspect of what makes a casino tick. The best way to do that is to engage employees. The troops on the front line have a deep understanding of the current system. They know the pain points intimately. Many front line employees have great insights into how to fix and improve things. How should casino management motivate the team to share feedback? Ask employees and value their insights.

The more casino management cares, the more the team will bring together a cross functional group from within the organization — people with different backgrounds, experiences, and perspectives. Take down the silos and listen to everyone regardless of title. In the 1980s the car industry was revolutionized with improvements when executives sought feedback and insights from factory workers. Engage and empower the team and the results will be exponential.

Evaluate Paths to Optimal Performance
Begin to evaluate pathways towards optimal performance. Where are the bottlenecks and what’s getting in the way? For example, take a look at the new space shuttles. They’re nothing like the old ones, and have been completely redesigned with every inch. A business can be looked at the same way. Attack and remove the barriers getting in the way of peak performance.

To achieve world-class results one cannot settle for mediocre. Being world class means being the very best. With menu offerings, strive for craveability the way an Olympic athlete competes to win. Delicious food is the gold for each and every menu item. What’s on the menu that is honestly mediocre? Identify and then remove or improve.

There is no room for so so. Why? Because removing mediocre will increase orders and create an extraordinary experience for customers. Customers should be excited about special products and spread the message through word of mouth and social media. The best part? Not only will customers keep coming back, but also employees become better at making those items. Casinos will go through more ingredients, so these ingredients will be fresher. It will also be easier for customers to order, making the whole process less stressful, quicker, better, and more profitable.

Benchmark the Best
Once the menu has been pared down to only the best and the core business has been clearly defined, benchmark top competitors and clearly identify the added value needed to move to the next level. What does optimal performance look like, not as a small change from the current system, but with an entirely new perspective? To find out, look at whom does it best in the industry and study them.

Learning from other industries can also be very helpful. If a restaurant follows assembly line production, study who has the fastest and best customer satisfaction scores and seek to understand how they achieve results. And when the code has been cracked for restaurants, study unrelated industries. If it’s about faster production, study Henry Ford and the process he went through on his assembly lines. Why? Because it’s all related and bringing in fresh perspective from the outside is important. Never settle for less and believe in continuous improvement. Ask, “How can we be better? What else can we do?” Be bold, experiment, challenge and reward performance.

Sustain Performance
Finally, to sustain performance build a culture of strict standardization and systematic improvement. Once a casino has a winning formula, it is important for that property to reinforce what works best. Then materialize the process so future classes of new employees can learn all of the tips from the past. This takes the guesswork out and the team will get better, faster, and sharper. It becomes fun to improve and become faster and achieve strong competency. By systematically removing the grind from the business, a casino will have more energy to focus on creating a stronger culture and better customer experience.

Seth Makowsky is CEO of Makowsky Restaurant Group. He can be reached by calling (321) 436-6925 or email Seth@makowskyrg.com.

Indian Gaming
August 2014

Whether it is working for a mentor or eventually becoming a business partner, Seth Makowsky, founder of Makowsky Restaurant Group (MRG), has proven that he can make restaurants and food and beverage concepts successful. Makowsky started MRG after working for some of the top companies in food and beverage, including Coca-Cola, Food Systems Unlimited and Earl of Sandwich.

MRG is a boutique food-and-beverage advisory and management group specializing in improving workforce capability, process management, and leadership. MRG’s gaming clients include the Hakkasan Group, Hollywood Park Casino and Delaware North Companies. Outside of the gaming business, MRG’s hospitality clients include Hilton Worldwide, Panda Express, Wolfgang Puck and Gate Gourmet.

The breadth and success of MRG are directly related to Makowsky’s formidable business acumen and previous work experience.

Makowsky began his career at Coca-Cola straight out of business school at Emory University. After four years at Coke, Makowsky left to join one of his clients, Food Systems Unlimited, where he worked in both operations and corporate restructuring. During his tenure with the company, Food Systems grew four-fold.

In 2007, Makowsky was appointed CEO of Earl Of Sandwich, a burgeoning sandwich chain started by Robert Earl. During his tenure, he was instrumental in growing the brand with placements in Disney (on both coasts), major airports, casinos, malls and travel plazas.

Throughout his career, Makowsky has always sought out new challenges. “A willingness to venture into the unknown and start the next chapter has led to my biggest breakthrughts,” Makowsky says of his career path. “Fulfillment and growth are really what drives me.” This edict led him to branch out on his own to start a restaurant consulting practice.

Since starting his restaurant consulting group, Makowsky has continued to grow a strong portfolio of clients and projects. While the top-line success has been great for MRG, Makowsky has learned that “culture is everything.”

“We embrace principles like reciprocation, civility, collaboration and incentives,” he says. “We strive to be the best partner to one another and our clients.” By developing this culture, Makowsky hopes to continue to bolster the success of MRG.

Concurrent with the strong corporate culture of the company, Makowsky is grateful for the relationships he has with his partners, co-workers and clients. “I am most proud of how my teammates and partners have grown over the years. It’s very fulfilling and inspiring to see people develop, flourish and accomplish wonderful achievements.”

By David Rittvo
MAKOWSKY RESTAURANT GROUP

DRIVE. OPTIMAL. PERFORMANCE.

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