

# New Restaurant Chain Breaking Ground in Illinois Tilted Kilt Pub & Eatery Hottest New Franchise

The original Tilted Kilt Pub and Eatery opened its doors in 2003 inside the Rio Hotel and Casino in Las Vegas. The hotel is one of the jewels in the portfolio of the giant gaming conglomerate of Harrah's Entertainment. The idea for a modern American, Irish, Scottish and English sports pub was the brain child of successful restaurateur Mark DiMartino.

Wanting to impress Harrah's hotel executives, Mark dressed in his finest T-shirt, ripped Levi's and well-worn Chuck Taylor sneakers and pitched his idea of a contemporary, Celtic theme sports pub staffed with beautiful servers. And guess what the uniforms would be... knee-high socks and short, sexy plaid kilts with matching plaid halter tops under white shirts tantalizingly tied to show off the midriff. After an hour of contemplation, Harrah's top decision makers were obviously impressed with the proposal from this veteran restaurateur. They invited Mark back, wanting to know when he could start the project...and the rest is history.

Mark knew to be successful in this endeavor he would need to assemble the finest restaurant management team to impress Rio executives. He immediately turned to Shannon Reilly, a free spirit and conspiracy theorist and John Reynaud, the original One Shot Johnny—a golf pro who hadn't made a dime on the mini-tour in such a long time he'd forgotten where his bank was. Several evenings and many cold beers later, Mark had formed the crack team he needed.

The successful launch of the Rio Hotel and Casino Tilted Kilt caused a commotion with those interested in bringing the concept to their city and community. This, in turn, left our dynamic trio wondering how to accomplish this task.

In walked Ron Lynch, an experienced restaurant and franchise developer. This, they thought, was a man who they could look up to. However, it wasn't because of his vast restaurant, franchise, and development experience, but because he was so damn tall (6'6").

After several months of double-dealing, cheap shots, low blows and self-serving positioning, the "trio plus one" accidentally agreed long enough to establish a company, the goal of which, was to move forward and improve the image of the sports pub forevermore. They would prove that "A Cold Beer Never Looked So Good" at the Tilted Kilt.

A new "Pub & Eatery" is rapidly becoming one of the fastest growing retailers in Illinois (and the country) with several new restaurants opening in the Chicago metropolitan area and downstate.

A franchisee group comprised of Paul DiBenedetto, Joe Perry, Biagio Savarino, Dan LaMore, Ed Daly and Ken Daly has purchased the Will County, Kankakee County and parts of Cook County territories for expansion of the pub and has also purchased the former Bennigan's restaurant located at 95th Street and Ridgeland in Chicago Ridge where they will open a Tilted Kilt in September 2009. The group also plans store openings in New Lenox and Bourbonnais in 2010.

The Tilted Kilt currently has 29 locations in 11 States with 10 new locations opening by 2010. Stores generally range from 6,000 square feet to over 10,000 square feet. Average annual gross sales per store exceed \$3.5 million.

Selling the fun of a pub experience is what makes the Tilted Kilt different from other bar/ restaurant concepts—that, and the uniquely designed, theme-driven costumes. But, the customer's experience encompasses much more than simply an outfit, it's about having fun! The atmosphere and the timeless design that incorporates a Celtic theme with humorous limericks, along with American, Irish, Scottish and English curiosities lining the walls, create the type of surroundings where customers can let loose.

Sports fanatics love the Tilted Kilt, with HDTV screens everywhere. Add pool tables and dart boards to the mix, combined with contemporary music, and the end result is a dynamic, fun, and exciting atmosphere. This fun atmosphere is reflected in the architectural features of the building and its unique décor—all part of the Tilted Kilt brand. A complete merchandising program also perpetuates the brand.

Likewise, the food is fun, upscale, and delicious. The Tilted Kilt menu includes a variety of moderately-priced and savory choices. The menu features items such as "Sloppy Janes," "Drunken Clams," and "Signature Wings." The philosophy of high standards in using the best and freshest quality ingredients equates to an enjoyable dining experience. As expected, the Tilted Kilt wait staff provides an appealing visual experience as well as unparalleled customer service. Customers experience that "welcome back" feeling whether they have just arrived from a construction site or an intense corporate meeting.

The Tilted Kilt's goal is to be the best, most recognizable and entertaining sports pub in America.

