cb5 HOSPITALITY CONSULTING

LIFESTYLE DINING CONCEPTS

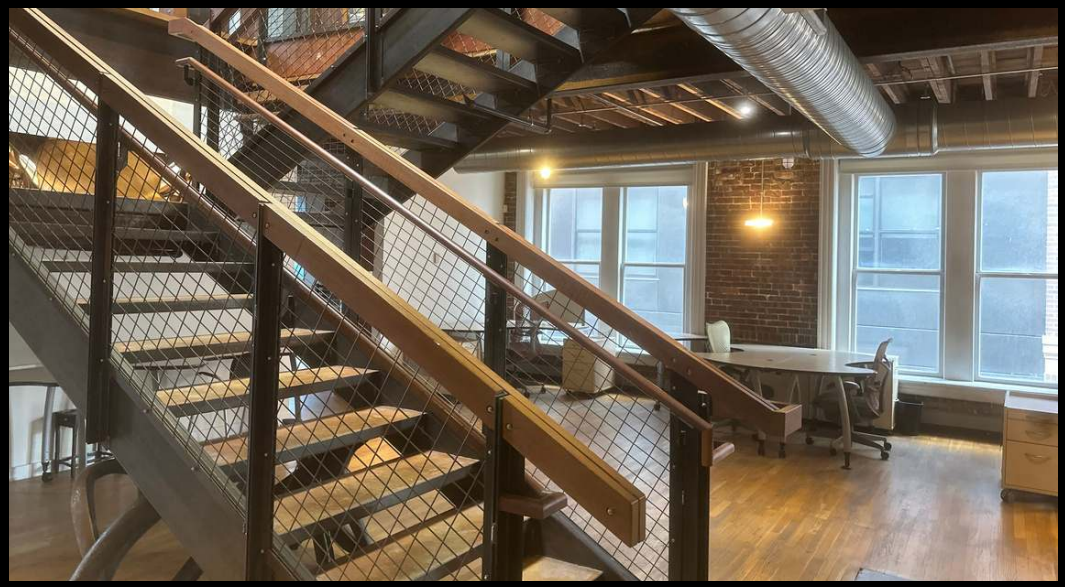
CB5 Hospitality is a hospitality concept and food & beverage strategy group specializing in hotels, resorts, casinos, entertainment venues, and lifestyle-driven public environments.

For more than three decades, we have developed hospitality experiences designed to strengthen guest engagement, social energy, local relevance, and commercial performance.

Our work spans boutique hotels, integrated resorts, casino hospitality, destination food & beverage, public-space activation, and experiential hospitality repositioning across domestic and international markets.

We approach hospitality as both a commercial and emotional system ... aligning concept, atmosphere, behavior, and operational performance to create environments that feel culturally relevant, socially magnetic, and financially durable.

PORTFOLIO









cb5 HOSPITALITY STUDIO

GREENWICH,CT

ACCOLADES

“As the leader of Cirque du Soleil’s ‘pending’ entry into Hospitality and destination resorts, I was catapulted to cb5 where their creativity and energy matched those of Cirque. Traveling and permanent shows, energized audiences, health of traveling performers, athletes most..... a major cretaive challenge...delivered! Congratulations Jody and the team on all their success.

David McMillan
Luxury Resort Developer / Former CEO International Hotel and Restaurant Association

“Jody/cb5 is a true Restaurateur ... He may be the best all-around restaurant professional from vision to creation to execution to daily operations. Top Notch!”

Jean-Pierre (JP) Etcheberrigaray
Vice President, Food & Beverage, IHG

“As a publicly traded hotel REIT FelCor took a big risk on reinventing the Oak Room at the Fairmont Copley in Boston. Because of cb5's diligence in ascertaining what the market was lacking and their expertise in developing the concept from the menu to the recipes all the way through to the logo and branding, we achieved our underwriting in the first month of operations.The OAK Long Bar and Kitchen continues to exceed our expectations three years later. Jody is truly the creative madman behind cb5 and a wonderful human being...a rare combination. I consider myself and FelCor beyond lucky to have found him!”

Debra Feldman
FelCor Hospitality

ACCOLADES

"cb5 is the best (and only) restaurant and bar/lounge one-stop-shop organization that takes you from concept (actually before), to and through successful opening and operation - I've got them on speed-dial"

Thomas DeLouise
Corporate Director, Food and Beverage - Upscale & Lifestyle Brands,
InterContinental Hotels Group

"Working with cb5 is like making a movie... Jody provides the story and creative vision... Lynn creates the drama in flavors... and the cb5 team plays the parts. They take average and make it cool... while at the same time they provide you with a working business template. We are very excited about what they have created at the Eden Roc and getting to play a role in their movie..."

Greg Cook
Key International

"CB5 offers, in one complete package, the most innovative concepts in the restaurant industry and a complete mastery of operational fundamentals. There is no better company at creating, designing, and operating restaurant concepts than CB5."

Reed S. Cordish
The Cordish Company, Baltimore

ACCOLADES

"After 38 years in the business and having worked with countless design firms, no one hits it out of the park like cb5! Creative designs, culinary relative, operationally functional, snappy branding, on time, no hassles, no egos, just beautiful, functional delivery. Jody Pennette just gets it."

David Neves
Corporate Director, Food & Beverage, IHG

“cb5... From concept through opening and beyond. If market leadership is your goal. cb5 is the group to make it happen“

Clyde Guinn
Stanford Hotels, San Francisco

“We couldn't be more pleased about the work that has been performed by the CB5restaurant group. They've concentrated on our objectives and proven their ability to meet criticaldeadlines. We are proud to be associated with them and the work they perform.”

Sean Sullivan
Olympia Gaming, Las Vegas

ACCOLADES

"My global experience gives a unique view of what a creative, quality driven company is,and what it means to partner with such a resource. Jody Pennette and his highly skilled team of professionals are nothing short of lightning in a bottle. When I am looking for a focused team that can be flexibly deployed with lasting effect I will always call CB5.“

Dale Hipsh
Hard Rock Hotels

"The pinnacle of stagecraft — cb5 "

Patricia Brooks
New York Times

“cb5 is comprised of culinary professionals who are talented and confident behind the line, know their vintages and procure the best domestically and globally…”

Dayna Lee
Powerstrip Design, Los Angeles

HOSPITALITY STRATEGY & DEVELOPMENT

- HOSPITALITY CONCEPT DEVELOPMENT
- FOOD & BEVERAGE POSITIONING
- PUBLIC SPACE ACTIVATION
- BOUTIQUE & LIFESTYLE HOSPITALITY
- CASINO & GAMING HOSPITALITY
- RESORT & DESTINATION DINING
- ROOFTOP & OUTDOOR ENVIRONMENTS

OPERATIONAL & EXPERIENCE STRATEGY

- GUEST FLOW & BEHAVIORAL ANALYSIS
- REVENUE CAPTURE STRATEGY
- SERVICE & ATMOSPHERE CHOREOGRAPHY
- ALL-DAY DINING SYSTEMS
- QUICK-TURN HOSPITALITY REFRESHES
- F&B REPOSITIONING
- SEASONAL ACTIVATION STRATEGY

BRANDING & CREATIVE DIRECTION

- NAMING & BRAND POSITIONING
- CONCEPT NARRATIVE DEVELOPMENT
- VISUAL IDENTITY COLLABORATION
- EXPERIENTIAL PROGRAMMING
- HOSPITALITY STORYTELLING

IMPLEMENTATION & OPENING SUPPORT

- PRE-OPENING STRATEGY
- CONCEPT ROLLOUT
- CULINARY & BEVERAGE DIRECTION
- STAFF CULTURE ALIGNMENT
- OPERATIONAL LAUNCH SUPPORT

A LITTLE NAME DROPPING

SOME PEOPLE JUDGE A COMPANY BY THE COMPANY IT KEEPS:

IAN SCHRAGER HOTELS, STARWOOD HOTELS INTERNATIONAL, INTERCONTINENTAL HOTELS, CIRQUE DU SOLEIL, FAIRMONT HOTELS, AUTOGRAPH COLLECTION MARRIOTT, W HOTEL CHICAGO,

W HOTEL NEW ORLEANS, W HOTEL LOS ANGELES, W HOTEL ATLANTA, W HOTEL SAN DIEGO, MARRIOTT HOTELS INTERNATIONAL, ONASSIS FAMILY, HARD ROCK HOTELS,SUNSTONE HOTELS, EVOLUTION HOSPITALITY, KYO-YA HOTELS, WATERFORD HOTEL GROUP, STANFORD HOTELS, TRINITY INVESTMENTS, FELCOR LODGING TRUST
HOLIDAY INN HOTELS, WESTMONT HOSPITALITY, OLYMPIA GAMING, CAPITAL HOTEL MANAGEMENT, MORGANS HOTEL GROUP, ABU DHABI INVESTMENT AUTHORITY, UNITED STATES WHITE HOUSE, EASY CRUISE, GRAND HERITAGE HOTELS, TISHMAN HOTELS, CORDISH COMPANIES



















IAN SCHRAGER COMPANY































BEFORE



AFTER



CASSIS JAKARTA

LORD JEFFREY INN AMHERST



BEFORE



AFTER

LORD JEFFREY INN

AMHERST



BEFORE



AFTER

LORD JEFFREY INN

AMHERST



BEFORE



AFTER

LORD JEFFREY INN AMHERST



BEFORE



AFTER

OAK LONG BAR + KITCHEN FAIRMONT COPLEY PLAZA



BEFORE

OAK LONG BAR + KITCHEN FAIRMONT COPLEY PLAZA



AFTER


PROBAT






















ESPRESSO 100 / 110
MACCHIATO 110 / 120
CORTADO 120
PICCOLO 120
CAPPUCCINO 130
HOT / ICED
LATTE 140
MOCHA 160
LONG BLACK 110
EXTRA SHOT 40




coffee.tea.
breakfast
lunch
dinner
wine.beer

















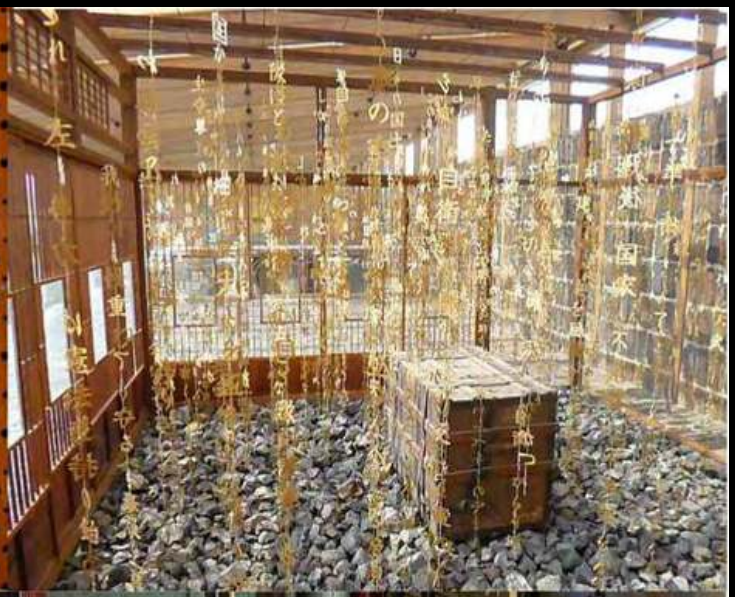



PROBAT

















PIZZERIA











LULU

CLASSIC CHINESE
HEALTHY INGREDIENTS

©




paloma
THE WAYBACK

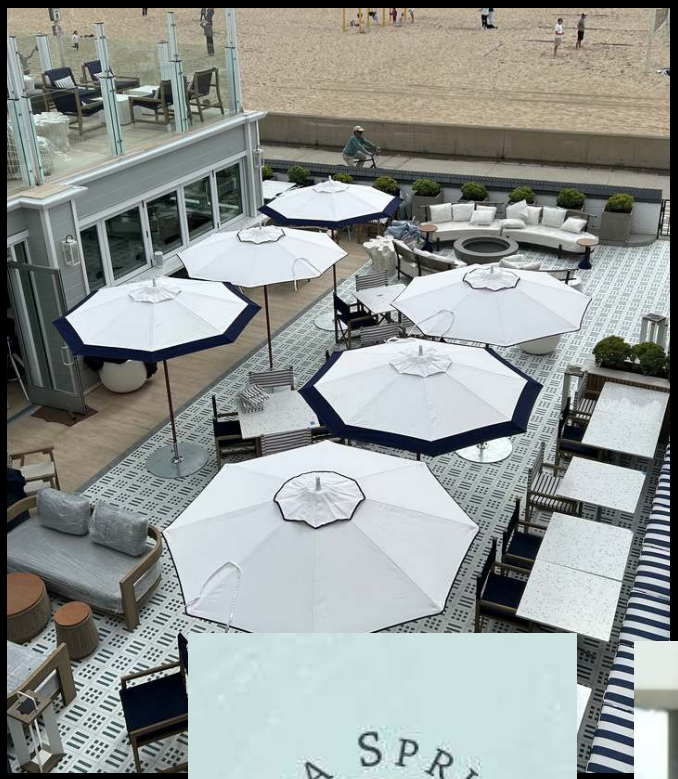

THE WAYBACK




AUG. 5, 2024
TIME
THE WORLD'S
GREATEST PLACES
100 EXCITING
DESTINATIONS
TO VISIT NOW
time.com





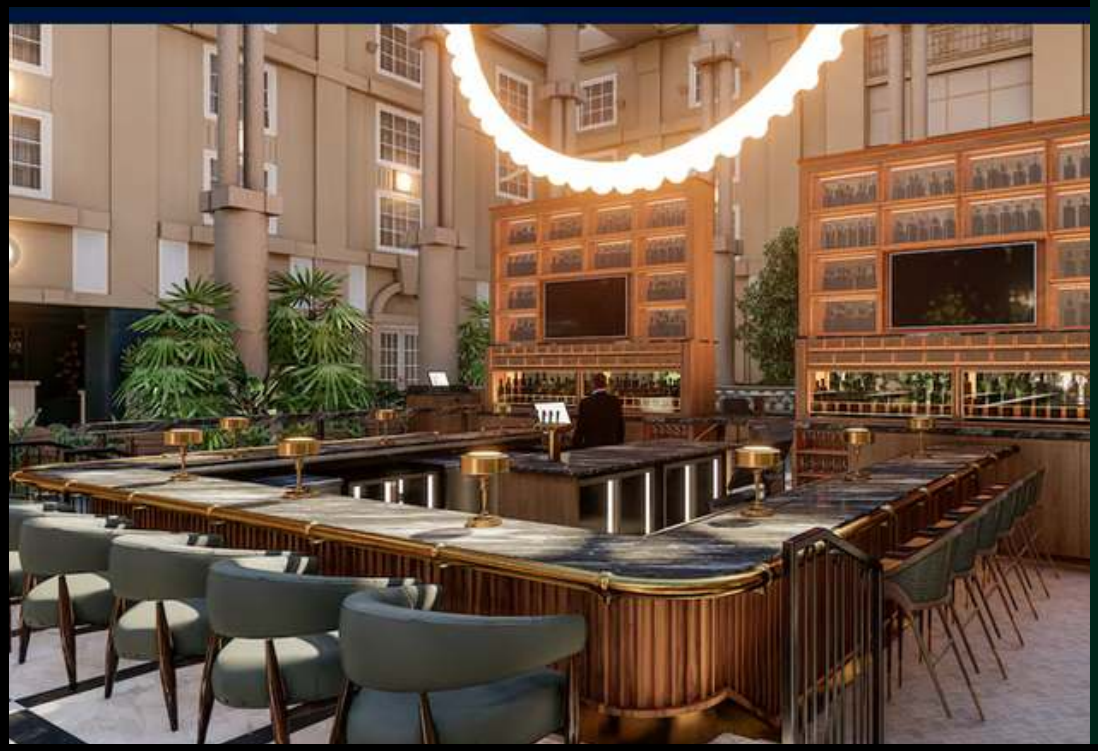




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at the J House





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TOWN KITCHEN & BAR





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BOSTON | DOWNTOWN



WUJI

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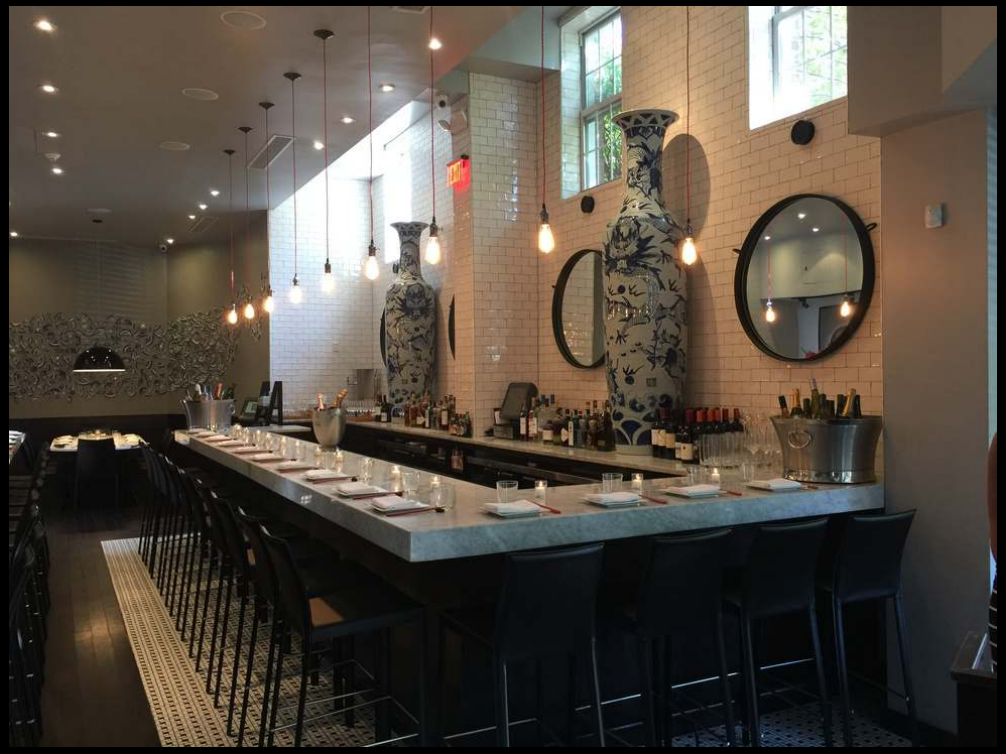
SCARSDALE

RYE

GREENWICH







VOTED TOP 50 BEST DISHES
WESTCHESTER MAGAZINE

WINNER BEST CHINESE FOOD
MOFFLY MEDIA

WINNER BEST CHINESE FOOD
WESTCHESTER COUNTY 2016

WINNER BEST CHINESE FOOD
GREENWICH MAGAZINE 2017

WINNER BEST CHINESE FOOD
GOLD COAST FAIRFIELD COUNTY 2017

"MODERN CHINESE, BOLD AND FLAVORFUL"
"CANTONESE CLASSICS FOR 21ST-CENTURY FOODIES."
-THE NEW YORK TIMES

CHIGO

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HAWTHORNE, NEW YORK 10532

@EATCHIGONOW @CHIGO_CHINESE

THE NEW YORK TIMES
"MODERN CHINESE BOLD AND FLAVORFUL
CANTONESE CLASSICS FOR 21ST CENTURY FOODIES"

FRESH LOCAL
ORGANIC CHINESE CLASSICS
TO GO

NO
GROWTH HORMONES
NO
ANTIBIOTICS
NO
ARTIFICIAL FLAVORS
NO
ARTIFICIAL INGREDIENTS

CHIGO





MUSIC & INDUSTRY

SERVING THOSE WHO SERVE

BAR/BRASSERIE/BANDS







foodstudio®



MODERN WORKPLACE DINING

BEACH HOUSE HAWAII

LOLITA

SOUTH BEACH MIAMI

FOUR FOOD STUDIO NEW YORK



FOUR FOOD STUDIO NEW YORK



BONGOS HARDROCK CASINO

BONGOS HARDROCK CASINO





GABRIELE'S ITALIAN STEAKHOUSE GREENWICH



EDGAR BAR + KITCHEN MAYFLOWER HOTEL



TATU HARD ROCK HOTEL & CASINO

TATU HARD ROCK HOTEL & CASINO



VERTIGO CHICAGO













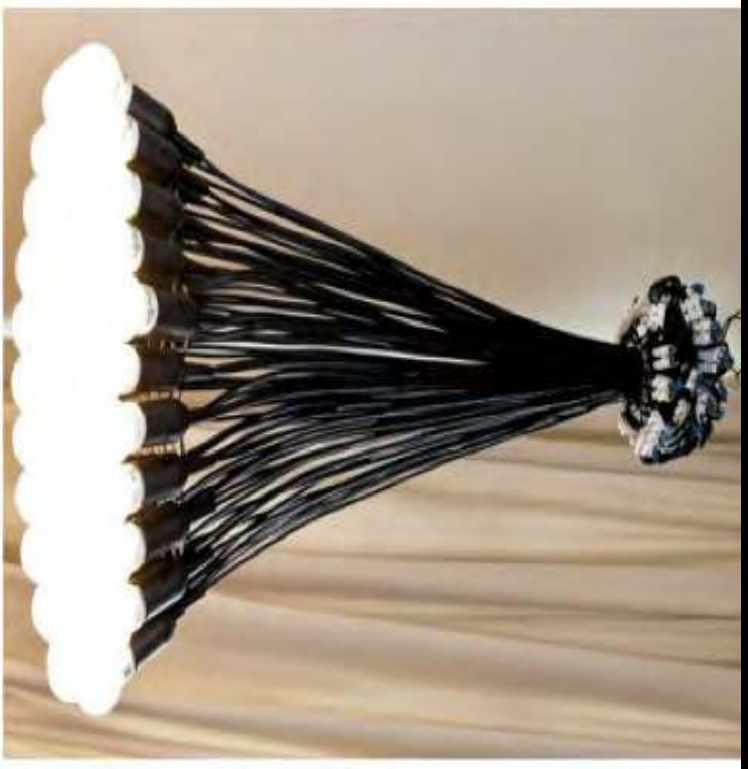
KARMA CHICAGO



MORTY & MINGS CONNECTICUT







POV BAR W HOTEL WASHINGTON DC

POV BAR W HOTEL WASHINGTON DC



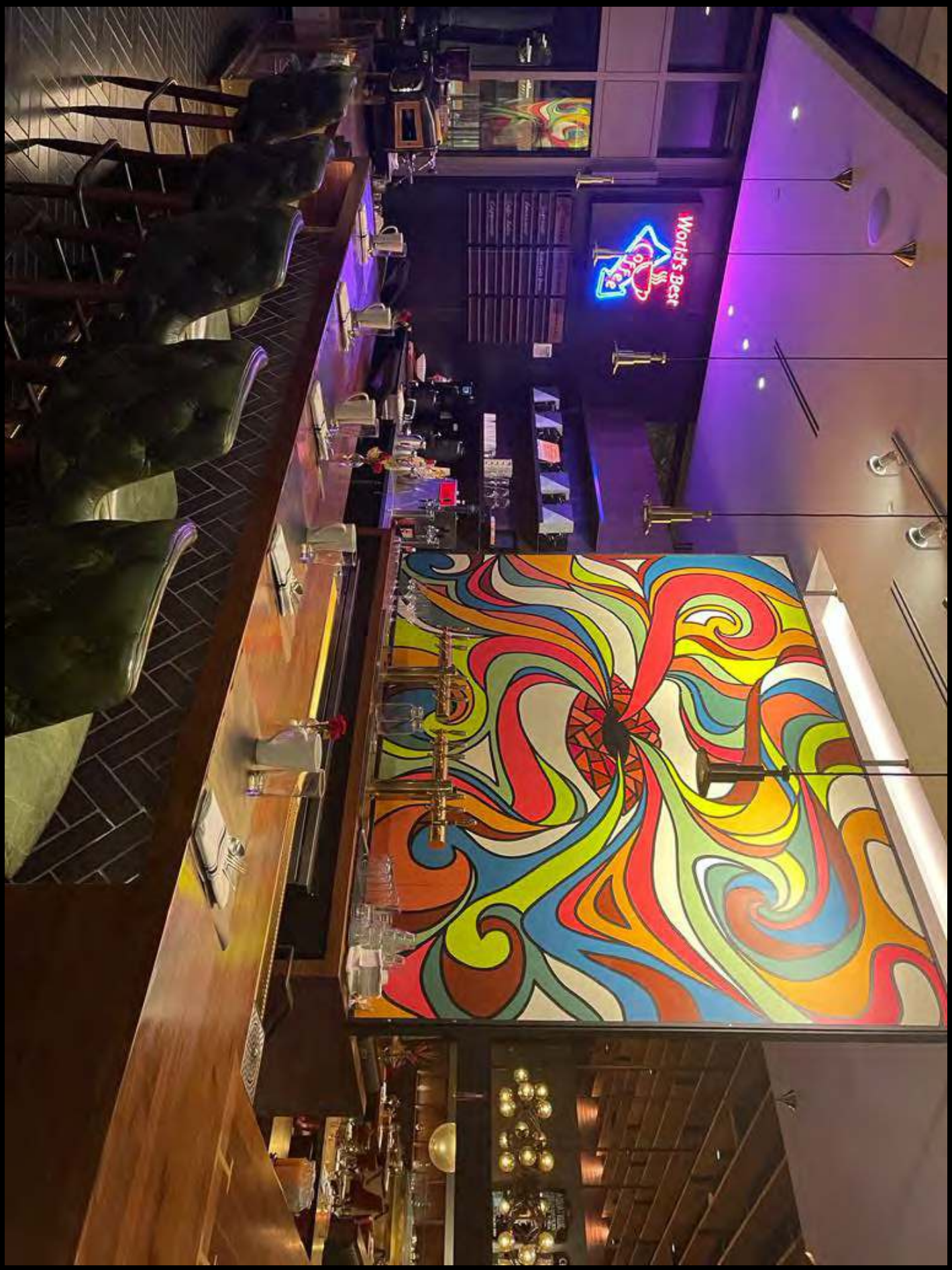
WEYANOKE HOTEL VIRGINIA

CONTINUUM HOTEL JACKSON HOLE

CONTINUUM HOTEL JACKSON HOLE

CONTINUUM HOTEL JACKSON HOLE

ABIGAIL DUNIWAY HILTON PORTLAND



GROUND ZERO BLUES CLUB

Clarksdale, Mississippi



Ground Zero Blues Club

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Satisfying Emotions... Not Just Hunger...
Virgin
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clubhouse
MAGAZINE
THE WELL "RED" TRAVELER
"Oh, baby, baby— it's a wild world"
24/7
FEEDING AN APPETITE FOR ADVENTURE
VIRGIN-I-TEA
clubhouse
REFLECTING THE BRAND'S ABILITY TO TAKE SHAPE AS A MIRROR TO MODERN LIFESTYLE



Jody Pennette

Food & Beverage Development for the Hotel Industry

Founder / CEO

cb5 Hospitality Group LLC

INDUSTRY SPECIALTY

Business Valuation
Creative Concept Creation
Strategic Planning
Design & Construction Management
Project Management
Interior Design & Graphics
Training
Financial Analysis
Market and Feasibility Studies
Customer Surveys/ Client Satisfaction
F&B Operations
Interim and Long Term Management
Property Level Systems
Due Diligence
Marketing and Social Media

SECTORS

Bed and Breakfast
Boutique Hotels
Casinos
Conference Center
Convention Hotels
Destination Resorts
Destination Casino Hotels
Golf Resorts
Green Hotels
Holiday Villages
Independent Hotels
Corporate Dining
LImited Service Hotels
Free Standing Restaurants
Cruise Ships
Special Events and Galas

SPEAKER TOPICS

Consumer Trends
Food Service Industry
Boutique Hotels
Greening of Hospitality
Hospitality Design
The Speakeasy

ISHC
INTERNATIONAL SOCIETY OF HOSPITALITY CONSULTANTS

ISHC
INTERNATIONAL SOCIETY OF HOSPITALITY CONSULTANTS

GEOGRAPHIC AREAS Global

SPEAKING ENGAGEMENTS How hotel dining can be put to work as an effective marketing tool

MISSION STATEMENT
To impart a sustainable relevance in hotel dining through inspired story telling and blueprinting the minutiae that provides the spirit and soul of every great dining venue

EXPERTISE To transform creative conceptual visions to actualized execution strategy with built in operational playbooks

PAST EXPERIENCE 30 years professional experience

EDUCATION New York University

PROFESSIONAL MEMBERSHIPS BLLA / ISHC / Various mentor programs

REPRESENTATIVE LIST OF CLIENTS Ian Schrager Hotels / Virgin Hotels/ W Hotels / Hard Rock Hotels / Hyatt / Starwood / Marriott/ Hilton/ Fairmont / IHG /

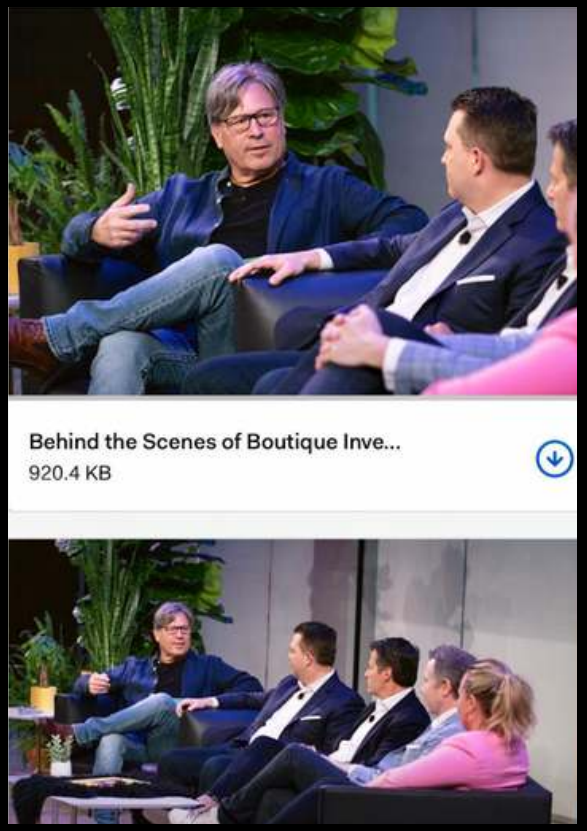
ARTICLES AND PUBLICATIONS Penguin Press Text Book Opening & Running Restaurants

BILA

ADVISORY BOARD



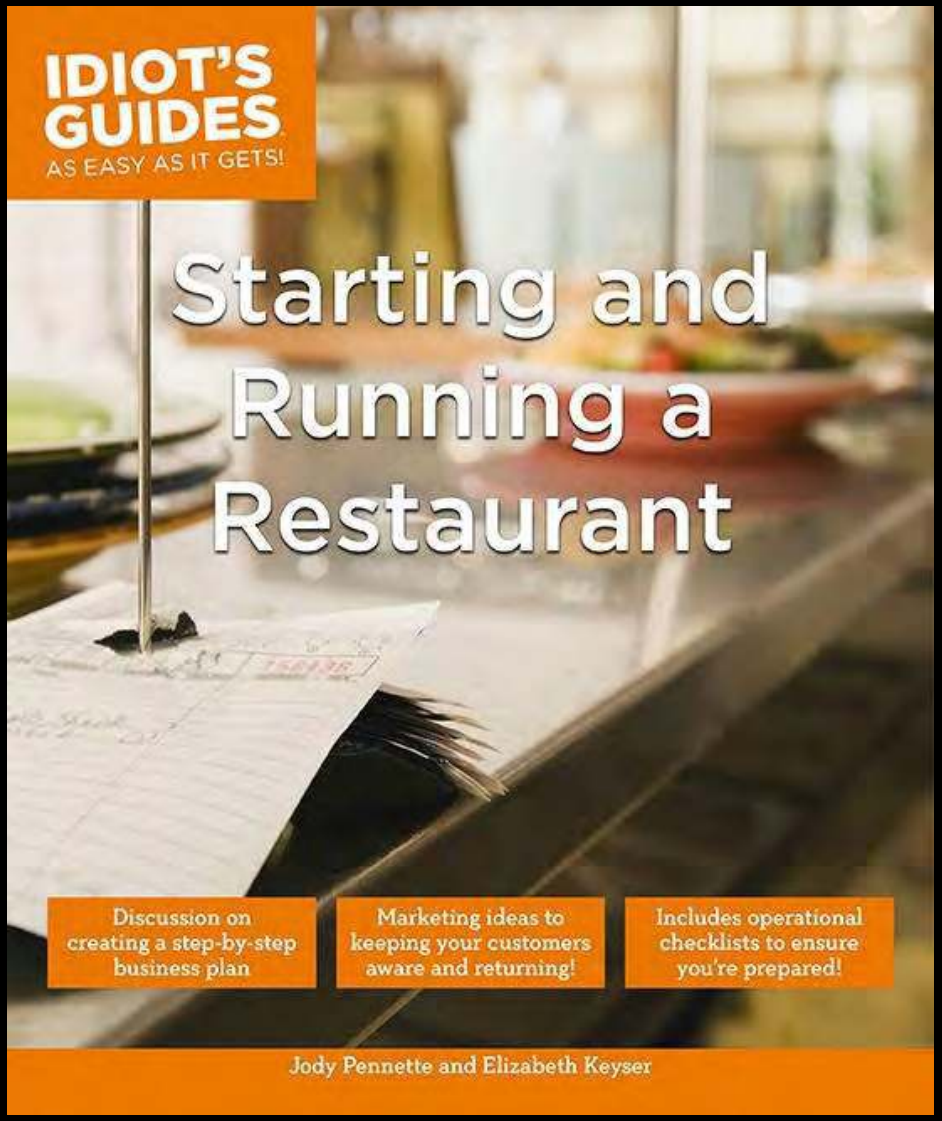












NEW BOOK RELEASE

1st Place Winner
Connecticut Book Club

5.0 out of 5 stars
If you want to open a restaurant read this!!
By Andrea on October 26, 2015

I got this as a present for a friend who plans to open a restaurant because it's incredibly thorough in its scope – yet easy-to-read and entertaining. Jody Pennette , who has opened more than 250 restaurants, has got to have the best stories in the restaurant industry, and he shares the lessons he's learned from every one of them. This is the newest and best book on the subject of Start & Running a Restaurant.

5.0 out of 5 stars
I hoped this book would be useful to help my husband and I understand the basics ...
ByTraci Arbioson September 9, 2015

Preparing to open our own small venue, I hoped this book would be useful to help my husband and I understand the basics of the industry. Flat out, the book exceeded my expectations, and I highly recommend it to anyone embarking on starting their own restaurant. WHAT I LIKED: The book outlines step-by-step what a new restaurateur needs to know, what to expect and how to accomplish the myriad tasks of opening a restaurant. It's really well organized and intelligently written, outlining the necessary tasks, in order. And there is a ton to know! Each element of the process is colored by the experiences of expert restaurateur Jody Pennette (a restaurant consultant with over 300 restaurants to his credit). Unlike other books I've read -- where the expert is god-like and infallible -- this book uses Pennette's successes AND failures to illustrate its points. It provides call-outs, defining industry terms, noting potential pitfalls and includes sidebars with extra facts/important items of note. WHAT I LOVED: The book is knowledgeable, super easy to read -- and entertaining. I felt like every paragraph offered great insight and advice. Especially note worthy: The chapters on choosing a location and negotiating your lease. And the appendices-- which include a pre-opening checklist and other operational checklists and forms. If you're thinking of opening your own venue, buy this book. It's a great investment.

PROTOTYPES

HAVING A WORKING STUDIO TO EXPLORE IDEAS IN FULL SCALE, WE HAVE BEEN INVOLVED WITH PROTOTYPING INNOVATIVE HOSPITALITY METHODS TO IMPROVE THE GUEST EXPERIENCE AND ADDRESS THE UNIQUE AND VARIED CHALLENGES THAT EXIST WITHIN THE FIELD.









OPENING TASK FORCE



CONCEPT CATALOGS

CRAFT COCKTAIL STAGING





CONTACT

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