

Los Angeles Business Journal
Jeans Maker Looks to Nordstrom to Get Leg Up
By Alexa Hyland
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Restaurant Work

Jeremiah Higgins hadn't planned for a career in the restaurant industry – he wanted to be in show biz so he went to USC and studied film.

But Higgins later found success as a restaurant executive. About a year and a half ago, he teamed up with former Los Angeles Galaxy player Cobi Jones and chef Scott Leibfried to form Santa Monica consultancy HJL Group Restaurant Advisors.

HJL Group is now preparing for the August launch of an instructional website for restaurant owners and chefs. The site, called Evolve, sells how-to guides, recipes and training videos.

Higgins said HJL wants Evolve to be a one-stop site for the hospitality industry, where restaurant owners and managers can get any guidance they need. The site is designed to function as a virtual consultant, and restaurateurs should be able to call it up to learn how to manage any kind of eatery.

Meanwhile, the group is not just teaching, but doing.

HJL Group is set to open Santa Barbara restaurant Arch Rock Fish in August. The group is looking to open two L.A.-area restaurants during the next two years, a Mexican eatery called El Mundo and an oyster bar called West Coast Oysters. The partners are looking for locations.