



John Dickson's Food News Blog

The Restaurant Guy.com

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The Restaurant Guy

July 13, 2010

<http://www.santabarbara.com/Dining/news/>

RESTAURANT ADVISOR GROUP LAUNCHED: Longtime restaurant and hospitality veterans Jeremiah Higgins, Cobi Jones and Scott Leibfried have joined together to form **HJL Restaurant Advisors Group**, a new partnership that will counsel new and existing restaurant owners and management on how to improve their business. With 35 years of combined experience in the restaurant and hospitality industry, the partners will advise restaurant entrepreneurs with developing restaurant concepts, preparing business plans, achieving operational efficiencies, as well as branding and marketing.

"Opening a restaurant can be one of the more challenging business ventures to undertake," said Higgins, HJL Group operations advisor and partner. "It takes as much passion and commitment as it does the right knowledge, especially of the best tools available. That's where HJL Group comes in. We look forward to sharing our combined knowledge and experience to help restaurants thrive."

Recent local projects assisted by the HJL Group team include Marquee, Blush and Savoy. The team recently successfully opened sports bar On The Side in Isla Vista and will open Arch Rock Fish on Anacapa Street later this year. To learn more about HJL Restaurant Advisors Group or to contact the team for a consultation, visit hjlrestaurantadvisors.com.