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NEWS

FALL 2010

On Fire!

Firestone Restaurant and Bar

an all-new concept where contemporary meets casual...

*Jeff Gliege, Owner and Co-Founder
Firestone Restaurant and Bar.*

WORDS: Michelle Greysen

Firestone Restaurant and Bar

an all-new concept
where contemporary
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On Fire!

Firestone Restaurant and Bar is a new franchise opportunity from the creators of The Cheesecake Cafe. Southern Alberta entrepreneur and owner of the Lethbridge Cheesecake Cafe, Jeff Gliege, opened the first Firestone franchise in December 2009 at the front of the new Coast Lethbridge Hotel and Conference Centre. Since then, the concept has taken off with patrons and the future of the franchises looks exceptionally bright.

firestone
restaurant and bar



In speaking with Gliege, and his Public Relations and Marketing Manager, Andrea Boras, one instantly gets a sense of the welcoming atmosphere Firestone is quickly becoming known for. Unlike any establishment before, Firestone is creating its own contemporary niche. For Gliege it is about “comfort on each and every level,... whether a customer is in blue jeans or a suit.”

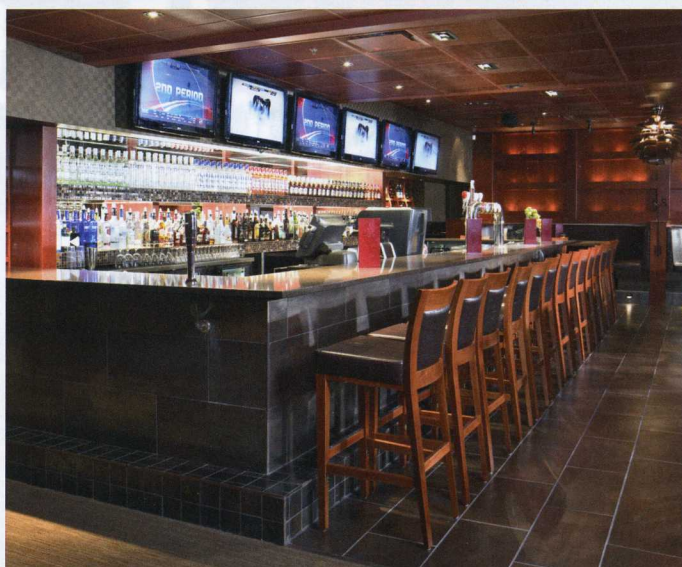
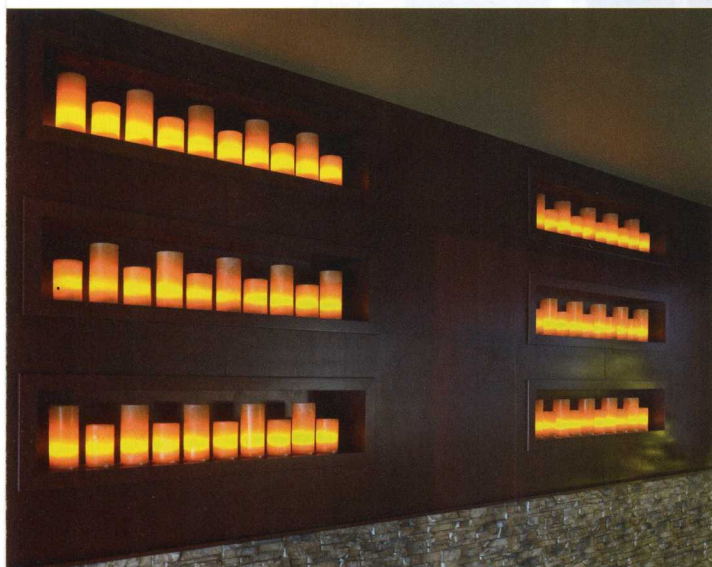
“Firestone is a new concept from a successful proven-past company, The Cheesecake Cafe. Firestone is a leader in the art of contemporary dining and fast becoming a competing force country wide,” says Gliege.

In Lethbridge the 8000 sq ft, two million dollar makeover facility seating 212 in the restaurant and bar along with 97 seat patio, was a large-scale undertaking in itself but a perfect fit for the Firestone franchise.

The Lethbridge franchise employs 125 staff members with Gliege and his management staff dedicated to the franchise-



Jeff Gliege, Owner and Co-Founder.

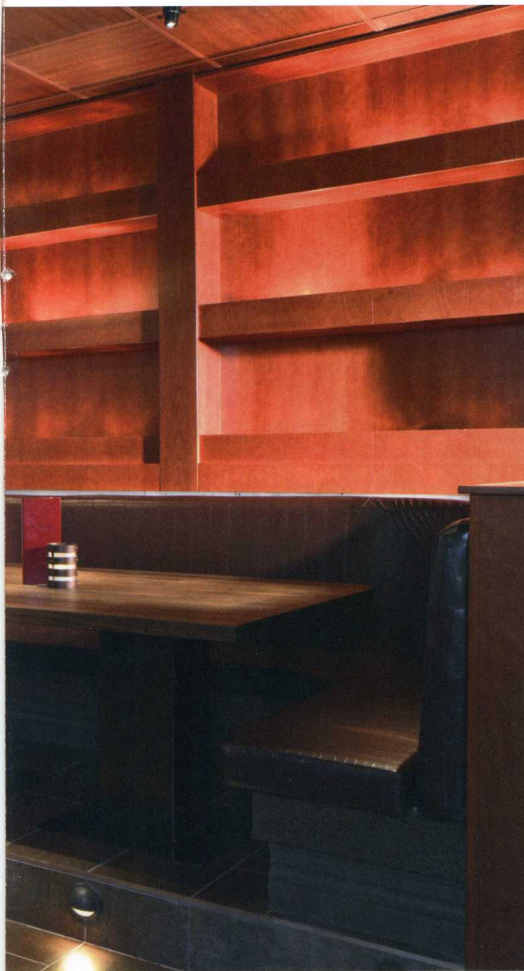


The open-concept is professionally polished yet not intimidating in a warmly lit inviting mix of leather, rustic stone and rich woodwork with the focus of course on ‘fire’.

proven system of professional training support focusing on excellence, commitment, consistency, passion, growth and learning. The result brings a family-like environment with a dedicated high output staff and the rewards of minimum supervision and little turnover.

The contemporary atmosphere at Firestone is suited not just to the Coast Hotel but also to the residents of the city of Lethbridge. The front door of the restaurant faces the street for that very reason, welcoming local guests to an upscale yet casual outing, in three very

unique experiences, a restaurant, a patio and a bar. The open-concept is professionally polished yet not intimidating in a warmly lit inviting mix of leather, rustic stone and rich woodwork with the focus of course on ‘fire’. The patio features outdoor fireplaces, fire bowls, lounge



Firestone offers an open concept in a warmly lit mix of leather, rustic stone and rich woodwork.



furniture and even an infinity pool, while over twenty premium brands theme the exciting rum bar inside.

One of Gliedge's keys to his future success with Firestone is bringing along his executive chef for the last nine years at The Cheesecake Cafe. As corporate executive chef at Firestone Restaurant and Bar, the award winning Red Seal Chef Barton Branch strives to create an exceptional experience for Firestone

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guests. His vision is that of traditional classic dishes with a fresh and exciting twist unique to the local market, changing seasonally and designed around the fire aspect of Firestone.

With a company-wide goal to deliver a remarkable dining experience anything

short of the highest standard of quality is not acceptable. With that in mind the Firestone franchise teamed up with Canada Gold Beef and were the first restaurant in the country to exclusively serve Alberta

Guests can enjoy a variety of drinks from a Caramel Apple Martini to champagne with Sunday brunch.

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Staff is happy to serve dishes with fresh and exciting twists to traditional classic dishes.

Gold Premium Beef. The Canada Gold Beef organization, (www.canadagold-beef.ca), is a private organization consumer driven, customer focused collaborative of value chain partnerships passionate to produce and deliver local superior flavour premium branded beef products.

The large menu has much to offer from Sunday Champagne Brunch Buffet, to daily home-made soups and fresh made to order sushi, forno oven pizzas, sandwiches, wraps and burgers.



At Firestone the signature menu features Canadian classic meals using not only Alberta Gold Premium Beef, but also rotisserie chicken and a long list of grilled seafood all prepared in a unique profes-

sional kitchen themed for the 'fire' and equipped with a wood-fired grill, woodstone and forno ovens, and a rotisserie.

The large menu has much to offer from Sunday Champagne Brunch Buf-

fet, to daily home-made soups and fresh made to order sushi, forno oven pizzas, sandwiches, wraps and burgers. Owner Jeff Gliege wanted offerings for every taste "We have rustic pizzas,

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prime rib, rotisserie pork chops, forno baked salmon, rum ribs and more!"

The appetizers are plenty from tapas to fish tacos and lobster dip to coconut shrimp. The desserts range from made to order mini-donuts with a dipping sauce of chocolate, raspberry and Bavarian rum cream to cheesecake and crême brulee.

The extensive wine list is a read all in itself and to prove the accommodating theme of comfort Firestone even offers a special 'Wine Class in a Glass' flight of three or four glasses of a two-ounce tasting in a progression of wines from different and unique regions around the world.

The bread and pizza dough are made fresh daily, the soups, sauces and salad dressing are made from scratch as are the delectable desserts. The meat is fresh, the water is purified and chilled and the glasses of wine are aerated.

There is a private dining room that can accommodate up to 20 guests around a lush setting and is ideal for family gatherings, business celebrations or hosting



special occasions. Perfect for accommodating working lunches, this dining room comes complete with an exclusive server, private custom music, wireless internet and a big screen television with laptop connection.

Also unique to Firestone is their signature Red Box Reward loyalty program where their best return guests can collect points based on their dollars spent at the restaurant while earning gift cards for loyalty.

This new Firestone concept of high quality is a familiar one to the sister group at The Cheesecake Cafe chain. With the Firestone Grill Inc. corporate head office in Edmonton, this Western Canada venture has plans underway for future sites in Calgary, Edmonton and Vancouver. The complementing professional level of service from Firestone will welcome guests not only in the door for lunch through to late evening, but servicing the high volume hotel guests with a large selection of breakfast and room service.

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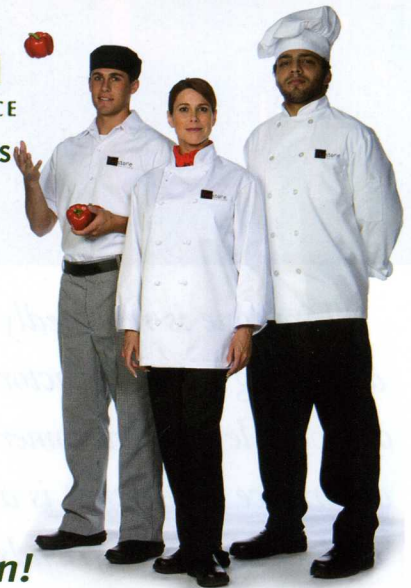
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The restaurant and bar seats 212 guests.



Jeff Gliege, along with Bob Beeson, president of The Cheesecake Cafe, developed the concept for Firestone Restaurant and Bar. With the first in Lethbridge now well established almost a year in, there are future franchising opportunities available for spring of 2011 in many targeted markets country-wide. The Firestone group is especially open to conversion of existing restaurants to a Firestone Restaurant and Bar under the well-proven Firestone model designed to teach their unique proven management system and ensure continued ownership success.

The patio features an infinity pool, fireplaces, fire bowls and lounge furniture.



Firestone is repeatedly delivering a 'wow' factor on every level of customer experience whether it is a quick drink with friends in the bar or on the patio, a working business lunch or a romantic late night dinner.

"We are confident we stand alone in creating a unique polished contemporary experience," states Gliege "with our repeat word of mouth customers showing us our concept is right on target."

With the majority of their business from local city residents surprisingly surpassing their busy hotel guest service, the Firestone Restaurant and Bar franchise is fast proving that a professionally orchestrated concept of an inviting contemporary casual experience is overwhelmingly their own successful niche.

For further information on this contemporary franchise opportunity visit www.firestonerestaurant.ca

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