

# Gary R. Coburn

Restaurant Concept Innovations  
San Juan Capistrano, CA 92675  
Cell: 818-400-0123  
Email: [gary@rci-consulting.com](mailto:gary@rci-consulting.com)



***Award-winning restaurant executive. Helped create, open, run, and advise hundreds of restaurants over a four-decade career. Additional expertise in restaurant franchising and commercial kitchen design/build. Concepts worked for, consulted for, owned, or created include:***

<i>Cask 'n Cleaver</i>	<i>Pangea</i>	<i>The Ball Room</i>	<i>Lily's Doughnuts &amp; Pops</i>
<i>Lord Charlie's</i>	<i>The Ballroom</i>	<i>Slick Willie's</i>	<i>Honolulu Harry's</i>
<i>El Gato Gordo</i>	<i>Juarez Grill</i>	<i>Rodeo</i>	<i>Lahaina Mai Tai Lounge</i>
<i>Pizza Pronto</i>	<i>Dickerson's Club 29</i>	<i>Jake's</i>	<i>Canyon Grill</i>
<i>Safari Bar</i>	<i>Yucatan Liquor Stand</i>	<i>Bobs on the Bay</i>	<i>Campagna</i>
<i>Restaurant</i>	<i>Zepps Atomic Tex Mex</i>	<i>Crabby Bob's Seafood</i>	<i>Huey's Grill &amp; Brewery</i>
<i>Shark Club</i>	<i>Cabo Grill</i>	<i>PizzaRev</i>	<i>Gladstone's Long Beach</i>
<i>Bull Dog Grill</i>	<i>Angel Stadium</i>	<i>Joe's Crab Shack</i>	<i>Pro's Ranch Markets</i>
<i>Stronghouse</i>	<i>In Cahoots</i>		

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## Professional Experience

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### **2020 - Present**

**Restaurant Concept Innovations, est.2004 San Juan Capistrano, CA**

#### **President & Principal**

- Partner in the creation of a new concept that will open in Santa Barbara in 2024.
- Full-service restaurant consulting business developing new concepts and rejuvenating existing ones.
  - Operations manuals, policies, and procedures.
  - Equipment design and facility layouts.
  - Menu engineering and product development.
  - Permitting assistance with Health, City, Liquor Control, and Life Safety departments.
  - Conceptual Development from the vision to execution to day-to-day operations.
- Expert Witness Practice
  - See the end of Mr. Coburn's CV for a sample of recently retained cases.

### **2019- 2021**

**Avanti Restaurant Solutions, Costa Mesa, CA**

#### **Chief Operating Officer**

- Kitchen design/build firm consulting on 100s of concepts/year.
- Initially hired as a consultant then became COO and restructured the organization.

- Created a 5-year strategic plan to increase market presence, factory relationships, and revenue diversification.
- Clients Include:
  - Del Taco.
  - Qdoba.
  - Blaze Pizza.
  - Dave's Hot Chicken.
  - Snowflake Campus.
  - Modoc Medical Center.

### **2018 - 2020**

**Restaurant Concept Innovations, est. 2004 San Juan Capistrano, CA**

**President & Principal Consulting Company**

- Provided services for restaurants and Kitchen Equipment Contractors from startups to established including:
  - Developing a Revenue diversification plan.
  - Helped Client prepare business to wind down.
  - Created full turn-key opening plans for new concepts.

### **2013 - 2018**

**TriMark USA (Formally known as RW Smith), Irvine, CA**

**VP National Accounts & Design Build**

- Kitchen equipment contractor – design/build firm
- One of the largest kitchen equipment contractors in the U.S.
- Responsible for running two business units - \$120M revenue.
- Clients include:
  - Cheesecake Factory Worldwide.
  - BJ's Restaurant.
  - PF Changs.
  - Habit Burger.
  - Jack in the Box.
  - SoFi Stadium Los Angeles.
  - Warriors Stadium San Francisco.

**RW Smith, Costa Mesa, CA**

**General Manager, Commercial Kitchen Design/Build Division**

- Managed the kitchen design/build division in a turnaround to a profitable award-winning division.
- Clients include:
  - High Desert Regional Health Center – DBIA National Award of Merit.
  - Los Colinas Detention Facility – DBIA Design Excellence Award and Distinction Award.
  - Los Angeles College Monarch Center – DBIA National Award of Merit.
  - Edson Range and Chappo Dining Facility Camp Pendleton – Multiple Awards.

### **2011 – 2013**

**Pro's Ranch Markets**

**Executive Director of Food Services, National Locations**

**Consultant**

- Responsible for \$56 million Food Services Division of one of the top Hispanic grocery store chains in the country, which includes Taqueria's, full-service bakeries, commissaries and tortilla factories in each store and perimeter department sales. Comprising of almost 2000 employees and 170 managers oversaw all aspects from operations, product development, training, fiscal reporting and performance, budgeting, marketing, and concept development.
- Created a centralized Tamale operation and distribution.
- Established a bakery commissary to take the pressure off the in-store bakeries.
- Migrated from heavy labor-intensive food production to partnering with high quality manufactures.

### **2004 – 2011**

#### **Restaurant Concept Innovations, *Ladera Ranch, CA***

##### **President & Principal Consulting Company**

- Provided services for restaurants from startups to established including:
  - Full menu concept development, R&D, product selection, plate styling and presentation, creating opening and operations manuals, training and implementation, pre-opening oversight, Front of House & Back of House training, and full restaurant accounting and ongoing operations.
  - Oversaw construction of ground-up 10,000 sq. foot waterfront location through successful opening of Gladstone's Long Beach including all FOH and BOH training systems, menus and fiscal performance.
  - Earned various awards such as "Best Fine Dining" by the California Restaurants Association and the "La Fourchette D'or" Award and a "Sterling Silver" Award from the Southern California Restaurant Writers.

### **2009-2012**

#### **Restaurant Concept Innovations Group Purchasing Organization (RCIGPO), *Ladera Ranch, CA***

##### **Owner**

- Created a strategic partnership with the Orange County Restaurant Association, Restaurant Concept Innovations (RCI), a group purchasing organization, that enabled members to leverage buying power and lower costs.

### **2007-2011**

#### **Lahaina Restaurant Group, DBA *Lahaina Mai Tai Lounge, Maui, HI***

##### **Founder and Member**

- Created all aspects of the concept specifically for LRG's one-of-a-kind, waterfront location on Front Street, in Lahaina, Maui.
- Won "The Best Mai Tai in Maui" and was recognized as runner-up for "Best New Restaurant in Maui" by the Maui Times.

### **2002-2004**

#### **HBRG, *Corona, CA***

##### **President/Founder**

- Part of an investment banking group that had invested in Pacific Ocean Restaurants to create and expand restaurant concepts. It also acquired Pacific Ocean Restaurants and CBSI to convert from an existing restaurant base.

### **2001-2002**

**CBSI, Oceanside, CA**

**President**

- A wholly owned subsidiary that was spun off from Pacific Ocean Restaurants in the purchase of two Locations.
- Client concept development and restaurant operations of numerous concepts.

**1998 - 2001**

**Pacific Ocean Restaurants (POR), Capistrano Beach, CA**

**President & COO**

- A multi-concept restaurant management and holding company engaged in the operation, development, and franchising of multiple restaurant concepts in the high-growth, quick-service, quick-casual or casual segments of the restaurant industry.

**1986 - 1998**

**SUSA, Houston, TX**

**President & COO**

- A restaurant management company with more than \$60 million in annual revenues with various types of ownership ranging from fee-based management contracts to conceptual development and full ownership.
- Helped create and operate more than 20 different types of concepts in specialty restaurants and entertainment facilities from Sacramento to San Diego, Chicago to Tampa, and in between including *Joe's Crab Shack (sold to Landry's in 1992)*, *In Cahoots*, *Huey's American Grill*, *Crabby Bob's Safari Bar & Restaurant*.

**1981-1986**

**Cask n' Cleaver, Rancho Cucamonga, CA**

**Regional Manager**

- C&C Organization operated 32 restaurants throughout the state of California.

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## Organizations

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- Mr. Coburn has participated in Vistage (Formerly TEC International) since 2000 and has been a guest speaker at numerous hospitality industry conventions including NRA and Nightclub and Bar in Las Vegas.
- Board of Directors - Meals on Wheels Orange County
  - Governance Committee Chair - Meals on Wheels Orange County
  - Former SeniorServ Strategic Planning Committee
  - Former SeniorServ Food Service Advisory Council
- Cash Flow Management, Chapman College
- California TIPS and RBS certified.
- SEAK Expert Witness Training.

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## Recent Expert Witness Cases

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### Recent cases retained by Plaintiff:

- Slip and Falls:
  - Regional full-service restaurant. Slip and fall and the proper protocols industry standards foreseeability of harm for cleaning floors and maintaining floors in a public area.
  - Global full-service restaurant chain. Slip and fall standard of care and foreseeability of harm, adequate warnings, and training of staff while seating customers.
  - International QSR case on standard of care, safety protocols, and procedures, use of reasonable care as to patron slip and falls, foreseeability of harm, industry standards, and adequate warnings while cleaning and maintaining floors.
  - International QSR Guest incident regarding the standard of care including safety, protocols/procedures, adequate warnings, and related issues.
  
- Burns:
  - International QSR. Proper cooking, training, and servicing of food fried at high temperatures and standard of care and foreseeability of harm.
  
- General:
  - Church Café. Conceptual feasibility and buildout timing, reasonability of achieving prospectus originally planned.
  - International hotel chain. Case regarding policies, practices, and best practices, including those of Omni Hotels, related to IDing a patron to best assess whether they are of age, and to overpouring generally.
  - Local independent restaurant. Case regarding safety and security duty, foreseeability of harm, the likelihood of injury, notice, and reasonable intervention required for business proprietors to patrons and all other invitees. Additionally, breach, and proper standard of care required to secure businesses to ensure the safety of patrons and invitees under the circumstances as well as causation.

### Recent cases retained by Defendant:

- Slip and Falls:
  - International furniture manufacturer.  
Case regarding maintenance, industry standards, policies, and procedures of furniture handling within a high-volume restaurant. Including duty, foreseeability of harm, and likelihood of injury from the lack of procedures to ensure proper maintenance of high-use items. Additionally, designer's roles in FF&E selection standards regarding use and life safety for the proper standard of care for proprietors, patrons, and all other invitees.

- National QSR Pizza chain. Case regarding review of surveillance video footage depicting the incident and premises, knowledge of premises liability, restaurant operations, standards, policies, procedures, and safety, opinions as to the subject restaurant's operations, policies, and procedures on the date of the subject incident, and the standard(s) of care and related issues and analysis.
  - International Hotel. Slip and fall and the ensuring safety of its patrons and duty to use reasonable care in keeping premises reasonably safe.
- Burns:
    - National coffee chain. Case relating to industry standards regarding the preparation and provision of hot beverages for sale to and consumption by, the public, training of restaurant personnel, expectations related to parental supervision of minor children while utilizing restaurant services, and liability, as it relates to the incident at issue.
    - International QSR. Proper training and delivery of hot beverages, securing lids and coffee temperature. Reasonable standard of care, industry protocols, policies and procedures
    - Regional QSR. Training cooking and delivering of french fries at appropriate temperatures. Reasonable standard of care, industry protocols, policies, and procedures.
  - General:
    - Independent full-service restaurant. Plaintiffs' liability and damages claims, claimed loss of business, loss of profits, the restaurant market, Plaintiffs' mitigation of damages, and industry standards and standards of care applicable to commercial restaurants/kitchens.
    - Independent full-service restaurant. Case regarding the transactions and conduct that relate to the parties' pleadings, and the conduct of the parties, particularly regarding restaurant operations, management, ownership, standards of care, industry standards and practices, and fiduciary duties.
    - City Entity. Breach of lease and assignment. conceptual viability, proforma budget, business, and operating experience to support a lease assignment.