

# CLARK WOLF COMPANY

FOOD, RESTAURANT AND HOSPITALITY CONSULTING

CLARK WOLF COMPANY WAS FORMED IN 1986 TO PROVIDE CONSULTING SERVICES TO BOTH FOOD, RESTAURANT AND HOSPITALITY BUSINESSES AND TO ORGANIZATIONS WHICH REQUIRE THE SERVICES OF SUCH BUSINESSES.

CLARK WOLF COMPANY HELPS BUILD PROFITABLE, TOP-QUALITY VENTURES FROM THE GROUND UP AND REDEVELOPS EXISTING BUSINESSES INTO FRESH, COMPETITIVE OPERATIONS. WORKING WITH DESIGN AND MANAGEMENT AT ALL LEVELS, CLARK WOLF COMPANY LEADS A COLLABORATIVE PROCESS THAT RESULTS IN ARCHITECT AND DESIGNER SELECTION, CHEF/RESTAURATEUR SELECTION, CONCEPT DEVELOPMENT, MENU DEVELOPMENT, RESTAURANT DESIGN AND TABLETOP PROGRAMS.

CLARK WOLF COMPANY IS INVOLVED WITH BOTH TREND SETTING AND CLASSIC, ESTABLISHED OPERATIONS. CLIENTS INCLUDE RESTAURANTS, HOTELS, RESORTS, CASINOS, ENTERTAINMENT VENUES, PUBLIC INSTITUTIONS, ACCOUNTING FIRMS, SPECIALTY FOODS STORES, REAL ESTATE DEVELOPERS, PROPERTY HOLDERS & MANAGERS, SUPERMARKETS, FOOD & BEVERAGE PRODUCERS, MARKETING BOARDS AND PUBLIC RELATIONS FIRMS.

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## CLARK WOLF

CLARK WOLF HAS MORE THAN TWENTY –FIVE YEARS OF EXPERIENCE IN THE FOOD INDUSTRY AND IS FOUNDER AND PRESIDENT OF **CLARK WOLF COMPANY**, A NEW YORK-BASED FOOD AND RESTAURANT CONSULTING FIRM. HE HAS BEEN CALLED THE "SLAM DUNK, HIT CITY FOOD CONSULTANT" AND A "MERCHANDISING MAESTRO."

WOLF IS A *CONTRIBUTING AUTHORITY* TO *FOOD ARTS* MAGAZINE AND HAS WRITTEN A REGULAR CUISINE AND CULTURE COMMENTARY COLUMN FOR *FORBES MAGAZINE*. HE IS CURRENTLY WORKING ON A BOOK ABOUT AMERICA'S CHEESES FOR **SIMON & SCHUSTER**. HE HAS BEEN A CONTRIBUTING EDITOR TO *COOK'S MAGAZINE* AND *MIRABELLA*, A CONSULTING EDITOR TO THE *GOURMET RETAILER* AND *WINE & FOOD COMPANION* AND EDITORIAL DIRECTOR OF *SPICE*, A FOOD AND BEVERAGE INDUSTRY PUBLICATION. IN ADDITION TO NUMEROUS OTHER MEDIA APPEARANCES, HE HAS APPEARED ON **CNN**, THE **TV FOOD NETWORK**, AND AS A REGULAR CONTRIBUTOR ON **CNBC'S** "THE REAL STORY". HE WAS *THE CHEESE WIZARD* ON **AOL'S** WEBSITE, *THRIVE*.

TRAVELING EXTENSIVELY, HE LECTURES AND GIVES SEMINARS TO CHEFS' ASSOCIATIONS, FOOD PROFESSIONALS, COOKING AND FOOD SERVICE STUDENTS AND INDUSTRY GROUPS FROM CALIFORNIA TO PARIS ON SUBJECTS RANGING FROM FOOD TRENDS, SPECIALTY FOODS, RESTAURANTS AND MARKETING TO RESTAURANT REAL ESTATE AND FINANCE.

WOLF'S SUCCESS IN DESIGN DIRECTION HAS LED TO THE CREATION OF **THE AMERICAN COLLECTION BY CLARK WOLF**, A CUSTOM LINE OF TABLEWARE IN COLLABORATION WITH FORTESSA, ONE OF THE INDUSTRY'S LEADING DESIGN, DEVELOPMENT AND MARKETING COMPANIES.



AFTER LEAVING HIS SOUTHERN CALIFORNIA HOMETOWN FOR THE SAN FRANCISCO BAY AREA TO COMPLETE A DEGREE IN ENGLISH LITERATURE, WOLF WAS A WAITER ON THE RAILROAD, WORKING EIGHTEEN-HOUR DAYS ON THE LINE FROM OAKLAND TO CHICAGO. HE THEN OPENED AND MANAGED A CHEESE AND WINE SHOP AT THE BASE OF NOB HILL, WHERE A CHANCE MEETING LED TO A LASTING FRIENDSHIP WITH THE LEGENDARY JAMES BEARD.

WOLF NEXT OPENED THE SAN FRANCISCO BRANCH OF THE **OAKVILLE GROCERY** AND RETOoled THE ORIGINAL NAPA VALLEY STORE. HE WAS THE FIRST TO RETAIL LAURA CHENEL'S CALIFORNIA CHEVRE AND SPENT COUNTLESS HOURS FINDING AND SAMPLING FOODSTUFFS WITH THE  
LIKES  
OF MARION CUNNINGHAM, ALICE WATERS, RUTH REICHL, JEREMIAH TOWER AND CATHERINE BRANDEL.

IN 1982, HE WAS BROUGHT TO MANHATTAN BY BARBARA KAFKA TO OPEN AND RUN **STAR SPANGLED FOODS**. ONE YEAR LATER, WOLF BEGAN TRAVELING, LECTURING, CONSULTING TO SPECIALTY FOOD RETAIL STORES AND DOING SOME ANCILLARY RESTAURANT CONSULTING. AFTER BEING RECOMMENDED TO THE SANTO GROUP BY JOHN MARIANI, WOLF AND JOE SANTO CREATED **ARIZONA 206**. THEY THEN COLLABORATED ON THE RE-DO OF **THE SIGN OF THE DOVE** (EARNING THREE STARS IN THE *NY TIMES*) **YELLOWFINGERS**, AND **ARIZONA CAFÉ**.

IN 1986 WOLF FORMED CLARK WOLF COMPANY. IN 1989 HE BEGAN CONSULTING TO JONATHAN TISCH AND LOEWS HOTELS, WITH WHOM HE HAS WORKED ON EIGHTEEN HOTELS, INCLUDING FOUR NOW IN DEVELOPMENT. IN 1994, HE OPENED HIS OWN RESTAURANT, **THE MARKHAM**, IN NEW YORK CITY. AFTER A SUCCESSFUL TWO YEAR RUN, WOLF SOLD HIS PART OF **THE MARKHAM** TO REFOCUS ON CLARK WOLF COMPANY.



SINCE 1996, WOLF HAS SERVED AS CHAIR OF THE ADVISORY COMMITTEE TO **NEW YORK UNIVERSITY'S DEPARTMENT OF NUTRITION & FOOD STUDIES**. AFTER FOUNDING THE NEW YORK CHAPTER OF THE **AMERICAN INSTITUTE OF WINE & FOOD**, HE SERVED ON ITS NATIONAL BOARD AND MOUNTED SIX INTERNATIONAL CONFERENCES. OTHER PRO BONO WORK INCLUDES: CONSULTING TO ANNUAL FUNDRAISING EVENT FOR **THIRTEEN/WNET** FOR THE LAST SIXTEEN YEARS, CREATING THE SUNDAY NIGHT SUPPER FOR **GOD'S LOVE WE DELIVER** AND SERVING ON THE EXECUTIVE COMMITTEE OF **AID & COMFORT** BENEFITS IN SAN FRANCISCO AND BOSTON.

CURRENT AND RECENT PROJECTS INCLUDE: **MANDALAY RESORT GROUP** IN LAS VEGAS; **PARK PLACE ENTERTAINMENT** IN LAS VEGAS AND OTHER LOCATIONS NATIONALLY, INCLUDING **CAESAR'S PALACE**, **THE FLAMINGO**, **BALLY'S** AND **PARIS LAS VEGAS**; **EAST WEST PARTNERS** IN NORTH LAKE TAHOE, DENVER AND BEAVER CREEK, CO; THE RECENTLY OPENED **ROYAL PACIFIC RESORT**, **PORTOFINO BAY HOTEL** AND **THE HARD ROCK HOTEL** FOR **LOEWS HOTELS** AND UNIVERSAL/MCA IN ORLANDO; THE **LOEWS MIAMI BEACH HOTEL** AND THE **LOEWS PHILADELPHIA HOTEL**; **THE SAN JOSE MARRIOTT**; THE **CALIFORNIA MILK ADVISORY BOARD**; THE **WALNUT MARKETING BOARD**.

**CLARK WOLF**  
SELECT QUOTES

**WHERE MAGAZINE SAYS**

*"IF THERE'S ONE MAN WHO CAN BE COUNTED ON TO KNOW  
THE LATEST FOOD AND RESTAURANT TREND...HE'S THE ONE  
- CLARK WOLF, THE FOOD FASHIONISTA"*

**NEW YORK MAGAZINE CALLS CLARK WOLF**

*"THE SLAM-DUNK HIT CITY FOOD CONSULTANT"*

*"THE SOL HUOK OF FOOD"*

*"THE KITCHEN COACH"*

*"A FOOD-WORLD HIT-MAKER WHO PACKAGES RESTAURANTS,  
CHOOSING CUISINE, CHEF, AND DESIGNER"*

**FOOD WATCH SAYS HE'S A**

*"MERCHANDISING MAESTRO"*

**NEWSDAY CALLS CLARK WOLF A**

*"RESTAURANT DOCTOR"*

**AMERICAN WAY MAGAZINE SAYS HE'S A**

*"RESTAURANT DESIGNER, CONSULTANT AND ALL-AROUND  
AUTHORITY ON THE GOOD LIFE"*

**GAULT MILLAU CALLS HIM**

*"THE WELL-KNOWN FOOD CONSULTANT WITH MAGIC HANDS"*

**THE ZAGAT NEW YORK RESTAURANT SURVEY AGREES,  
CALLING CLARK WOLF THE**

*"STAR RESTAURANT CONSULTANT"*



**CLARK WOLF**  
 SCHEDULE OF APPEARANCES  
 2002 - 2003

FEB 06, 2002	NEW YORK CITY, NY	NYU OPEN FORUM
FEB 11, 2002	SEATTLE, WA	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
FEB 13, 2002	PORTLAND, OR	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
FEB 18, 2002	WASHINGTON, D.C.	HOTFAB – KEY NOTE SPEAKER
FEB 21, 2002	NEW YORK CITY, NY	NEW YORK WOMEN’S CULINARY ALLIANCE - LECTURE
FEB 25, 2002	LAS VEGAS, NV	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
FEB 27, 2002	PHOENIX, AZ	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
MAR 03, 2002	SAN FRANCISCO, CA	AIWF – MODERATOR: FRENCH V. CHINESE CUISINE
MAR 10, 2002	SEATTLE, WA	BRIAN POOR’S “POOR MAN’S KITCHEN” RADIO SHOW
APR 23, 2002	STAMFORD, CT	WOMEN’S CULINARY ALLIANCE – LECTURE
APR 29, 2002	LOS ANGELES, CA	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
MAY 06, 2002	DENVER, CO	CALIFORNIA MILK ADVISORY BOARD - PRESS TOUR
JUN 22, 2002	LAS VEGAS, NV	LES KINKAID RADIO SHOW
SEPT 9, 2002	BOSTON, MA	CULINARY GUILD OF NEW ENGLAND
OCT 06, 2002	NEW YORK, NY	BAUM CONFERENCE
OCT 07, 2002	SAN FRANCISCO, CA	SAN FRANCISCO PROFESSIONAL FOOD SOCIETY <i>CONVERSATIONS WITH FOOD INFLUENTIALS:</i> <i>MICHAEL BAUER</i>
OCT 15, 2002	CHICAGO, IL	<i>RESTAURANT HOSPITALITY’S</i> CONCEPTS OF TOMORROW CONFERENCE
OCT 26, 2002	NEW YORK, NY	NEW YORK TABLETOP SHOW
NOV 13, 2002	ATLANTA, GA	ATLANTA RESTAURANT ASSOCIATION
JAN 19-21, 2003	SAN FRANCISCO, CA	FANCY FOOD SHOW
FEB 14-18, 2003	FRANKFURT, GERMANY	INTERNATIONAL HOUSEWARES SHOW
FEB 26-28, 2003	SONOMA, CA	HOSPITALITY DESIGN MAGAZINE LEADERSHIP SUMMIT
MAR 20, 2003	NEW YORK, NY	RESTAURANT WINE TRENDS LECTURE
MAR 31, 2003	SAN FRANCISCO, CA	SAN FRANCISCO PROFESSIONAL FOOD SOCIETY <i>CONVERSATIONS WITH FOOD INFLUENTIALS:</i> <i>MARION NESTLE</i>
APR 26-MAY 1, 2003	NEW YORK, NY	NEW YORK TABLETOP SHOW
APR 28, 2003	SAN FRANCISCO, CA	SAN FRANCISCO PROFESSIONAL FOOD SOCIETY <i>CONVERSATIONS WITH FOOD INFLUENTIALS:</i> <i>MARION BURROS AND MARIAN CUNNINGHAM</i>
MAY 1-3, 2003	LAS VEGAS, NV	HOSPITALITY DESIGN CONFERENCE RESTAURANT TRENDS PANEL
MAY 5, 2003	NEW YORK, NY	JAMES BEARD AWARDS
MAY 13, 2003	NEW YORK, NY	CMAB/FCI SEMINAR

## **STEPHEN H. ZAGOR**

**FINANCIAL SERVICES SPECIALIST**

**CLARK WOLF COMPANY**

STEPHEN ZAGOR HAS OVER TWENTY-FIVE YEARS OF EXPERIENCE IN VARIOUS ASPECTS OF THE HOSPITALITY INDUSTRY AND HAS EXTENSIVE FINANCIAL EXPERIENCE IN THE PLANNING, DEVELOPMENT AND MANAGEMENT OF A WIDE VARIETY OF LEISURE TIME INDUSTRY PROJECTS WITH PARTICULAR EMPHASIS ON THE MULTIPLE ASPECTS OF THE FOOD SERVICE INDUSTRY.

ZAGOR'S BACKGROUND INCLUDES DIVERSIFIED EXPERIENCE IN FOOD AND BEVERAGE OPERATIONS AND HOTELS. HE DEVELOPED AND OWNED A MULTI-CONCEPT RESTAURANT/RETAIL/CLUB GROUP, WAS THE GENERAL MANAGER OF A \$10 MILLION RESTAURANT AND HAS OWNED AND OPERATED AN AWARD-WINNING LIMITED SERVICE RESTAURANT AND RETAIL MARKETPLACE.

ZAGOR HAS A MASTERS DEGREE FROM THE CORNELL SCHOOL OF HOTEL ADMINISTRATION AND WAS THE DIRECTOR OF HOSPITALITY CONSULTING FOR TEN YEARS FOR LAVENTHOL AND HORWATH AND LATER FOR COOPERS AND LYBRAND. HE IS ALSO THE DIRECTOR OF MANAGEMENT PROGRAMS AT THE INSTITUTE OF CULINARY EDUCATION IN NEW YORK CITY AND HE IS A CLINICAL ASSISTANT PROFESSOR IN THE COLLEGE OF FOOD SCIENCES AND MANAGEMENT AT NEW YORK UNIVERSITY, TEACHING COURSES IN RESTAURANT ENTREPRENEURSHIP, RESTAURANT MARKETING, BEVERAGE MANAGEMENT, FOOD AND BEVERAGE COST CONTROLS, AND HOSPITALITY OPERATIONAL PROBLEMS.

HE HAS PERFORMED NUMEROUS OPERATIONAL/MARKET ANALYSES AND STRATEGIC FINANCIAL POSITION STUDIES FOR A VARIETY OF OPERATIONS FROM SMALL AND LARGE INDEPENDENT RESTAURANTS TO CHAIN OPERATIONS AND LARGE COMPLEXES. MR. ZAGOR'S VARIED EXPERIENCE ALLOWS HIM TO COMBINE THEORETICAL KNOW HOW WITH PRACTICAL KNOWLEDGE AND SOLUTIONS. HIS CLIENTS ARE PUBLIC CORPORATIONS AND PRIVATE COMPANIES AND INCLUDE DEVELOPERS, BANKERS, LAWYERS, OWNERS, LANDLORDS, OPERATORS, ENTREPRENEURS, MANAGERS AND DREAMERS.

## **TIM SHAW**

**ASSISTANT TO CLARK WOLF  
TABLETOP COORDINATOR**

**CLARK WOLF COMPANY**

TIM SHAW HOLDS A BACHELORS DEGREE IN CLASSICS AND ARCHAEOLOGY FROM WILLIAMS COLLEGE, A MASTERS IN FOOD STUDIES FROM NEW YORK UNIVERSITY AND THE GRANDE DIPLOME FROM THE FRENCH CULINARY INSTITUTE.

HIS EXTENSIVE FOOD SERVICE EXPERIENCE INCLUDES BOTH FRONT OF THE HOUSE AND BACK OF THE HOUSE WORK IN RESTAURANTS SUCH AS OSTERIA DEL CIRCO AND ONE IF BY LAND, TWO IF BY SEA IN NEW YORK CITY, THE MILL ON THE FLOSS AND THE ORCHARDS IN WILLIAMSTOWN, MASSACHUSETTS AS WELL AS MOOD FOOD, DAVID KRON AND MARCEY BROWNSTEIN CATERERS. HE IS AN ADJUNCT PROFESSOR IN THE DEPARTMENT OF FOOD AND NUTRITION AT NEW YORK UNIVERSITY AND A TEACHER AT COOKING BY THE BOOK - AN AVOCATIONAL COOKING SCHOOL LOCATED IN TRIBECA. MOST RECENTLY HE TAUGHT A COURSE IN FOOD SERVICE SANITATION TO THE ENTIRE STAFF OF THE FRENCH CULINARY INSTITUTE AND WILL BE TEACHING THE SAME COURSE TO STUDENTS STARTING IN THE SUMMER OF 2003.

IN 1998, TIM BEGAN HIS OWN PRIVATE CHEF SERVICE WHICH GREW TO INCLUDE OVER 30 FAMILIES, INCLUDING MEMBERS OF THE SOROS FAMILY, THE LEFRAK FAMILY, DENISE RICH, KURT RUSSELL AND GOLDIE HAWN, AMONG OTHERS.

IN ADDITION TO COORDINATING COMMUNITY OUTREACH AND PROFESSIONAL CONFERENCES, ASSISTING IN THE ACTIVITIES OF THE ADVISORY COMMITTEE TO NEW YORK UNIVERSITY'S DEPARTMENT OF NUTRITION & FOOD STUDIES AND OVERSEEING ALL OFFICE ACTIVITIES, TIM MANAGES THE SELECTION, ACQUISITION, SPECIFICATION AND PRESENTATION OF TABLETOP PROGRAMS FOR HOTEL AND RESTAURANT CLIENTS.



## SCOTT MITCHELL

VICE PRESIDENT  
PARTNER

CLARK WOLF COMPANY

SCOTT MITCHELL HAS EXTENSIVE EXPERIENCE AT THE CORE DEVELOPMENT OF CREATIVE AND TREND-BASED SMALL BUSINESSES.

AS A DESIGN PARTNER AT THE LEADING CUSTOM BRIDAL DESIGN HOUSE IN NEW YORK HE WAS INSTRUMENTAL IN DOUBLING THE SALES WITHOUT INCREASING STAFF SIZE. DURING HIS YEARS AS ASSISTANT TO THE DESIGNER JOHN BARTLETT, MITCHELL WAS KEY TO THE LAUNCH OF A NEW DIVISION AND THE TRANSFER OF THE PRODUCTION TO ITALY AND MANAGED THE NEW YORK HEADQUARTERS.

MITCHELL STUDIED DESIGN AT THE UNIVERSITY OF TEXAS AT AUSTIN AND HAS LED SEVERAL ACADEMICALLY-BASED NATIONAL ORGANIZATIONS.

FOR CLARK WOLF COMPANY, MITCHELL OVERSEES STRATEGIC PLANNING AND BUSINESS OPERATIONS, AS WELL AS ACTING AS THE COMPANY'S TREASURER.