



**We better ourselves, our guests, and community**  
*by bringing together*

delicious **FOOD** and **DRINK**  
**PEOPLE** you **LOVE** to see  
**SERVICE** that makes you **SMILE**  
in a **PLACE** that feels like **HOME**

The Beliefs and Values that support this Purpose fall into six general categories: People, Food and Drink, Service, Place, Community, and Smart Business.

## **PEOPLE**

*Whether it's the staff, the guests, our investors, or our purveyors, this is a business entirely dependent on people and nurturing the relationships between them.*

*How we choose to walk through the world and interact with those around us determines our individual success and that of our business.*

**Good Manners** are a crucial set of behaviors that all successful people must master, and are the very core of BRF culture. We practice the most genuine display of manners to both our guests and fellow employees. Ladies and gentlemen serving and working alongside ladies and gentlemen.

**Respect and Professionalism** are two indisputable tenets of the BRF. Respect is the basis for our relationships with employees, guests, and our facilities. Professionalism is the practice of rehearsing, dressing, and acting every part of the theater that is workin' in these restaurants. We use appropriate language and demonstrate deep knowledge, thorough preparation, and are always ambassadors of the company, whether at work or play.

**Accountability and Follow-Through** are two tools we use to get things done. We hold ourselves and each other accountable to the standards as we define them, and we do what we say when we say we'll do it. We use open and honest communication to ensure that expectations are exceeded and deadlines met.

**Hustle** is working quickly with precision, accuracy and grace while being mindful of the guest experience.

**Family** is what we are. It is generational and growing. Our family is successful because it is built around a set of common goals and beliefs while celebrating individuality. Nurturing this family means paying attention to individual and group needs, allowing every voice to be heard, and letting everyone in on the big picture.

**Smarts** is something we value as a group; book smarts, street smarts, intuition and curiosity. Big brains filled with knowledge, passion, and excitement are all required in this group. Our combined intelligence is what drives our success and collectively we will never stop learning and will always be teaching others what we have learnt.

And, don't forget about . . .

**Fun** is why we are here and it is our job to create it. If you don't know what it is, you are in the wrong business.

## **FOOD & DRINK**

*Through sourcing great products and knowing what to do with them,  
we create undeniably delicious food and drinks.*

**Integrity** of ingredient is what drives intelligent choices bringing quality and value to our guests. The relationships that we create with farmers and purveyors are as crucial to our success as are those with our guests and staff.

**Craft and Skill** are not things that can be faked. Just sourcing great products is not enough. Each member of our team is committed to doing their very best work, practicing the highest standards for quality, ensuring the best possible guest experience.

## **SERVICE**

*"People go out to eat and drink. It is everything else that creates a memory." -DQ*

**Selfless Service** reminds us that the guest comes first. They are not here for us, we are here for them. They are the very reason for everything we do. To serve them is an honor, never an inconvenience; and their pleasure is our victory.

**Unconditional Hospitality** is the tireless and unwavering commitment to going above and beyond to exceed the expectations of the guest.

**Awareness and Empathy** are tools that we use to provide an exceptional experience to each and every guest. We are observant, present, and put ourselves in the guests' shoes to anticipate their each and every need and desire.

## **PLACE**

*Somewhere that feels like home and enhances the guest experience.  
We provide exceptional food, drink, and service in a room that inspires people and brings them closer together.*

**Cleanliness and Safety** are un-debatable in our "homes away from home". There are no "degrees of clean", and no such thing as "safe enough". We maintain and communicate an organized plan to assure that the highest standards are met.

**Energy** is a turn-on to our guests. Positivity and the intentional maintenance of the exciting pace that we create are what make these dining experiences so memorable. We throw a party daily and combine elements in perfect measure to create fantastic energy. Appropriate music, perfect lighting, comfortable temperatures, welcoming smiles, individuality, selfless service and unconditional hospitality all contribute to creating rabid, raving fans out of our guests.

**Design** is something of which we are keenly aware. We have a constant and critical eye focused on keeping these joints relevant and fresh. Evolution and change are necessary and encouraged to push our facilities forward while remaining faithful to our values.

## **COMMUNITY**

*The communities where we conduct business are wholly responsible for our success.  
Being committed neighbors means supporting our communities through donations,  
participation, and involvement.*

**Sustainability** is our commitment to reducing the wake of our progress. We achieve it through reducing emissions by buying locally and purchasing as a group, lowering contributions to landfills, and using mindful habits and practices.

**Philanthropy** is our obligation and privilege. We actively support charities and create events that positively impact the lives of others within our communities.

## **SMART BUSINESS**

*We use our years of industry experience to guide our business decisions.  
We recognize that adaptability, patience and efficiency, with a long term commitment to success,  
are the keys to longevity, happiness, and realized opportunity.*

**Efficiency** means always looking to minimize and streamline processes and effort while sometimes taking risks, employing new technology, and implementing unique tools to make our businesses leaner, faster, cleaner and more profitable.

**Growth and Change** are key to a successful business. We must be nimble and open-minded to stay relevant, vital, and fresh. Be open to change, or die in the same shoes.

**Opportunity** for our employees is important to our growth and success. It means providing our intelligent and highly motivated people, with a chance for advancement. It is not only an option within the BRF, but is a goal and motivating force for each of us.