



Leading Restaurants Select Newmarket

Shouldn't You?

Sales & Catering Software Empowers Restaurants to Maximize Return on Assets and Build Better Customer Relationships

STAYING AHEAD OF THE COMPETITION

In the highly competitive and ever-changing restaurant business, leading restaurants have matured and understand what it takes to compete. They are focused on making the most out of their existing assets by growing their special events and catering business. By enabling restaurants to fill their space in advance, special events and catering increase revenues and improve revenue and expense forecasting. However, a successful banquet, events and catering business requires a well-managed sales and operations effort. Restaurants are turning to Newmarket International for our group sales and catering software and years of expertise in the business.

Recently, a number of leading companies have signed on with Newmarket, adding to our already robust restaurant portfolio. They include:

- The Boulder Cork
- B.R.Guest
- Dickie Brennan & Co.
- Elway's
- The Glazier Group
- Harbor Drive Restaurants
- Joe's Crab Shack
- Modern Mexican Restaurants
- Morton's The Steakhouse

This is just a handful of the many restaurant businesses using our technology. They represent both large chains and single-property restaurants, showcasing how our solutions scale to fit every restaurant business model and size.

INCREASE REVENUE WHILE LOWERING OPERATING COSTS

Newmarket's software solutions help restaurants to increase revenue, lower operating costs and provide the best in customer service. Our solutions improve account management, forecasting and reporting for independent or multi-unit restaurant companies.

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Robert Kurtz, CFO, The Glazier Group

Robert Kurtz, CFO of the Glazier Group states, "We needed a solution to help us streamline our sales process, provide accurate and efficient forecasts, and allow our users to share information by being on a single database. When we saw Newmarket's solutions we knew immediately that it would not only fit our current needs but also scale with our restaurant's future growth strategy. Newmarket's team understands this industry and our needs."

Newmarket provides customizable, flexible solutions which completely automate the sales and operations processes from beginning to end. With our technology, your catering and event sales team can identify and target key customer accounts backed by extensive knowledge of those accounts' needs and preferences. This not only leads to better service, but it makes for more targeted marketing efforts to attract and win the business.

Newmarket's technology centralizes the data on all of the meetings, dinners and parties that a corporate account, association, or frequent planner has held at each of the locations within a multi-unit restaurant company's portfolio. For single property restaurants, you can gain a clearer understanding of your best customers and your ideal target market. This critical information is at the fingertips of the sales and catering staff, creating capabilities and efficiencies that set your restaurant apart.

RELATIONSHIPS ARE KEY TO SUCCESS

In order to stay ahead of the competition, it is critical to recognize and build strong relationships with the individuals and organizations that drive meetings and events. Newmarket helps restaurants to manage that business proactively and consistently while also providing a tool for maximizing the utilization of space and resources.

Are you doing all you can to leverage your existing assets and take advantage of the booming banquet and events business? If not, call us at 1-800-829-8871 or email us at salesinfo@newmarketinc.com. We are happy to discuss your unique business opportunities and help you to identify the best solution for your needs.

ABOUT NEWMARKET INTERNATIONAL

Newmarket International, Inc. (www.newmarketinc.com) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas, and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 8,500 installations in 92 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Barcelona, London, Shanghai, Singapore and Sydney.



For more information on Newmarket International and our industry-leading products and services, please visit us online at www.newmarketinc.com or call 1.888.829.8871.

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