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Arcoroc Foodservice Tabletop Brand Launches *Making Your Restaurant*[™]

October 2009, Cardinal International Wayne, NJ - Cardinal International, a leader in foodservice tableware, announces the launch of an exciting new program called *Making Your Restaurant*[™], sponsored by their leading brand, Arcoroc. The new program is designed to provide a valuable resource to the entire foodservice community and help foodservice operators who are opening a new hotel, bar or restaurant.

“Opening a new location is one of the most challenging projects a foodservice operator can undertake,” says Bryan O’Rourke, President and CEO of Cardinal International. “There are so many different moving parts and development stages that even the most experienced operators will have their hands full. As a provider of total tabletop solutions to the foodservice industry, Arcoroc is in a unique position to bring a variety of resources to operators of new hotels, bars and restaurants.”

Arcoroc will select a total of four “Arcoroc Originals,” foodservice operators who are taking on the ultimate challenge of opening an innovative new hotel, nightclub/bar or restaurant project. Arcoroc will provide them up to \$15,000 (list price) worth of tableware, and in return, the Arcoroc Originals will share their experiences via Twitter, Facebook, Blog and other social media tools through our new microsite www.makingyourrestaurant.com.

In addition, Arcoroc has created a special community of experts who will blog about the unique challenges of opening a new foodservice business—and provide solutions on everything from site selection and menu development, to purchasing, staffing and day-to-day operations. “There will be something of value for everyone in the foodservice industry—whether your operation is just getting started—or you’re looking for great ideas

to improve your existing business,” says Jeanette Brick, Sr. Director of Marketing at Cardinal

Arcoroc has selected it's first Arcoroc Originals, Saul Bolton and Ben Daitz. Saul is a chef, and the owner of Saul Restaurant, one of only three restaurants in the borough of Brooklyn to be awarded a coveted Michelin Star. Ben Daitz opened Num Pang Sandwich Shop, a wildly successful takeout shop featuring Cambodian-style sandwiches. Ben worked in the kitchen six years ago at Saul Restaurant, and now he's teaming up with his old mentor again to open The Vanderbilt, a market-driven small-plates restaurant and bar in Brooklyn. You can find out more about their experiences on the social media tools we have created. The remaining three Arcoroc Originals will be selected (one per quarter) between 2009 - 2010.

Operators who are interested in becoming an Arcoroc Original can log on to www.makingyourrestaurant.com and register. “We'll also have Arcoroc product giveaways throughout the year, as our way of saying thank you to participants. And, of course, the blog is loaded with valuable features and resources, providing a growing library of success-oriented information,” adds Brick.

Arcoroc is the lead brand offered by Cardinal International, the foodservice subsidiary of Arc International, based in France. Arc is the largest manufacturer and marketer of glassware, flatware, and ceramic dinnerware in the world, with manufacturing facilities in 5 countries, including the USA. The company's other brand names include Chef & Sommelier, f&d and Elemental. Please visit us online at: www.cardinalglass.com.

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