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## **Business Buzz: Red Lobster is getting a makeover**

Red Lobster is getting a makeover.

The company plans to remodel all of its roughly 700 U.S. restaurants by 2014, including the one on North McPherson Church Road in Fayetteville.

According to the company's website, the new design is inspired by Bar Harbor, Maine, creating "a warm, inviting, seaside atmosphere."

A new menu is launching

this week that provides "a larger number of affordable items," a spokeswoman said, perhaps a nod to the many families who are still living with tight budgets.

Charlotte was a test market for the new Red Lobster concept, so about a half-dozen locations there already are redesigned, the spokeswoman said.

The earliest that Fayetteville's restaurant will be redesigned is fall 2011 or 2012, she said. Red Lobster has been on McPherson Church Road since about 1978.

RestaurantNews.com reported that the Bar Harbor design includes features such as a stone tower, ship's lanterns, Adirondack-style chairs and new signs with an updated lobster icon.

The company invites the public to give feedback on the design on its Facebook page, which has 182,645 "fans." Most comments thus far seem positive.

By the way, using social media websites such as Facebook and Twitter can work toward a company's advantage but can also backfire embarrassingly, as demonstrated recently when McDonald's reportedly paid \$80,000 to have its McRib sandwich relaunch made into a trending topic on Twitter - basically an ad that solicited feedback to get a buzz going.

The campaign turned into a McRib hate-fest, though, with derogatory tweets that turned viral and perhaps out-buzzed any rejoicing among loyal McRib fans.