

# Herald-Citizen

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## Red Lobster unveils new look



*Cookeville's Red Lobster recently celebrated the completion of an eight-week renovation project, giving the restaurant a whole new look. Red Lobster employees, from left, are Jeff Lourekovic, server/bartender; Mariphie Chua, server; Debbie Wrasman, server; Kevin Simmons, server; Armando Chua, grill master; and Butch Curtindale, general manager. Herald-Citizen Photo/Ty Kernea*

COOKEVILLE -- With the completion of a weeks-long renovation project, those who frequent Red Lobster on Interstate Drive can enjoy a fresh new atmosphere in a style reminiscent of the seaside village of Bar Harbor, Maine.

In addition to this new image, there is also some new menu items for customers to browse through.

"We began the renovations around late August," Butch Curtindale, general manager of the Cookeville Red Lobster, said. "It took about eight weeks."

According to Curtindale, pretty much everything at this location was remodeled.

"We were one of the first restaurants in Cookeville when liquor-by-the-drink was passed around 16 years ago," he said. "So we had the original siding and a lot of the original building material still here they had to work with."

All of these renovations went on in the background -- with absolutely no service disruptions.

"Everyone was very coordinated in doing the work," he said.

Nearly five years in the making, the new Bar Harbor design was first developed in 2005 by an internal team of architects and designers, and was selected after a rigorous, multi-year process that included guest focus groups, qualitative surveys and market testing.

The Cookeville location is in the first 33 percent of restaurants that is to be remodeled by June of 2011, with the goal of Red Lobster restaurants receiving a remodel by 2014.

"All the feedback we've gotten has been absolutely positive," Curtindale said. "It's been huge."

Other Tennessee restaurants, such as the ones in Madison, Tullahoma, Franklin and Clarksville, have already undergone the redesign.

Among the new exterior features are a stone tower, ship lanterns, Adirondack-style chairs, and unique window decals that spell out what different types of seafood is offered. There is also a new logo featured.

On the inside, there is warm wood paneling, softer lighting and nautical decor, such as signal flags and seaside-inspired artwork.

"There are also some great new menu items, with our locally big sellers being the cedar plank salmon and the parmesan-cruste d tilapia," he said.

Among the new lunch and dinner items added to the menu are:

Maple-glazed salmon and shrimp,

Pecan-cruste d jumbo shrimp,

Cedar plank salmon,

Parmesan-cruste d tilapia,

New England lobster rolls,

Shrimp flatbread and grilled shrimp salad.

The Cookeville Red Lobster is located at 1410 Interstate Drive and can be reached by calling 520-8422.