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## **Lobster = Maine, right?**

Close your eyes and imagine the perfect location of a [Red Lobster](#) restaurant.

If Maine popped into your head, you're not alone. A number of guest focus groups thought of the same image and now Red Lobster is embarking on a systemwide redesign of all 694 of its restaurants, according to a company spokeswoman.

Red Lobster officials got their inspiration for the exterior and interior renovations from a little hamlet called Bay Harbor, north of Portland, Maine.

The renovations, expected to cost about \$500,000 per restaurant, will be completed by 2014. Only one Florida market, Tampa, is scheduled to be renovated in 2011. Four out of five of the Jacksonville area restaurants will not be renovated until 2012, or possibly 2013.

But if you're curious to see what the new and improved Red Lobsters look like right now, you can check out the St. Augustine location. That restaurant on the corner of U.S. 1 and State Road 312 was one of the few that have already gone through the renovation as part of a pilot program.

Red Lobster is one of the restaurant chain brands owned by [Darden Restaurants Inc.](#) (NYSE: DRI), based in Orlando.