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## Syracuse should get a little Bar Harbor with the re-do plans by the Red Lobster chain



Charles Dharapak / AP

A crowd gathers to watch as President Barack Obama and his family leave a restaurant after dinner during their weekend vacation in Bar Harbor, Maine, Friday, July 16, 2010. Now, Red Lobster is bringing a little of Bar Harbor to its restaurants.

Syracuse, NY -- It's not that I don't like **Red Lobster** or anything. It's just that I don't eat seafood. Period. But **I DO love Bar Harbor**, so when the RL re-do is done, I will at least stop by. Read on...

From **Chain Store Age**:

### **Red Lobster to remodel nearly 700 locations to updated design**

Orlando, Fla. -- Red Lobster announced a plan to remodel all of its nearly 700 restaurants across the United States and Canada to a design inspired by the seafaring village of Bar Harbor, Maine.

Thirty-three percent of the chain's restaurants will be remodeled by June 2011, with the goal of all Red Lobster restaurants receiving a remodel by 2014.

The new design, first developed in 2005, was selected after a rigorous, multi-year process that included guest focus groups, qualitative surveys and market testing. Interior features include cozy booths, warm wood paneling, softer lighting and nautical décor such as signal flags and seaside-inspired artwork.

Among the exterior features are a stone tower, ship lanterns, Adirondack-style chairs to encourage guest conversation and mingling, and window decals that spell out the types of seafood guests will find inside. Also featured: new signage with a contemporized logo and updated lobster icon and a new modifier highlighting Red Lobster's signature fresh offerings.

"Our guests are at the heart of everything we do, and while their love for our delicious seafood and friendly service has never been stronger, they've expressed a desire for a more up-to-date atmosphere," said Red Lobster president Kim Lopdrup. "We listened to their feedback and are very proud to now offer guests this beautiful new setting in which to enjoy a refreshing seaside dining experience."

**My comments:** What's not to like about this plan, should it be done properly -- and not cheesily? If your wondering about the mix of Maine seacoast and the Adirondacks -- Adirondack-style chairs -- well, why not combine two of the best places in the U.S.?

That is all.

Talk to me.