

March 17, 2011

## Red Lobster holds grand opening for restaurant at Plaza at the Speedway



Sarah Washington, Unified Government Commissioner Mark Holland, Bonner Springs Mayor Clausie Smith, Edwardsville Mayor John McTaggart, Howard Hohman and Robert Carver of Red Lobster, U.S. Rep. Kevin Yoder, R-3rd Dist., Kansas City, Kansas, Mayor Joe Reardon and Unified Government Commissioner Mike Kane participated in a recent ribbon-cutting at Red Lobster restaurant. (Photo courtesy of Cindy Cash)

Red Lobster opened its latest restaurant in Kansas City, Kansas at the Plaza at The Speedway with a ribbon-cutting on Monday, March 7.

The new Red Lobster seats 250 and employs over 140 staff members. More than 90 percent of the staff are Wyandotte County residents, a spokesman said. In addition to the dining room, the restaurant has a semi-private room for meetings up to 10 and a full bar.

The general manager is Alicia Stull. The restaurant is located on Parallel Parkway, a half-mile west of I-435 in Kansas City, Kansas.

The new restaurant has a design reminiscent of the seaside village of Bar Harbor, Maine.

Along with a fresh, updated look, Red Lobster is introducing new lunch and dinner menu items that range in price from \$8.99 to \$18.50.

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, according to a spokesman.

New exterior features include 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. Guests will also notice new signage, featuring a contemporized logo with an updated lobster icon and a new modifier highlighting Red Lobster's signature fresh fish and live lobster.

Interiors now feature booths, warm wood paneling, softer lighting and nautical décor such as signal flags and seaside-inspired artwork.

"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 Howard Hohman, Red Lobster's senior vice president of operations for the Dallas Division. "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."