



June 3, 2010

Red Lobster gets a new look

Published: June 3, 2010

Red Lobster on Business Route 6 in Dickson City has a new look inspired by the fishing village of Bar Harbor, Maine.

Deann Parry, general manager of the local restaurant, said the redesign is part of a nationwide remodeling of all Red Lobster restaurants. The Dickson City location and the restaurant in Wilkes-Barre are among the first in the Darden Restaurants chain to get the new look, she said. The nationwide project was launched within the past year and only a handful of the 700 restaurants, such as those in Pittsburgh and Sacramento, Calif., for example, have completed remodels.

Remodeling of both area sites started about two months ago. The Dickson City project is complete while Wilkes-Barre's is nearly done, she added.

Ms. Parry said, "The restaurant stayed open during the whole remodel. Guests saw us at every step along the way."

The exterior color changed from yellow to red with white trim plus the addition of shingle-and-stone towers, lanterns, flags and Adirondack-style benches. Inside, Ms. Parry said, "the lighting was changed to make it cozy and create a relaxing atmosphere. The lighting is exactly where it needs to be, shining on the table and not in their eyes, according to our customers." The nautical scheme of the interior has been updated with a new color palette, flags and "a true weather station in our lobby," Ms. Parry said.

To mark the redesign, she said, there will be a VIP dinner later this month.