



## The Restaurant Group Expansion

Bunker Hill Capital, a Boston-based private equity firm, recognized the expansion opportunities with the iconic Smith & Wollensky brand and added the business to its investment portfolio in 2007. Mark DeBlois, a managing partner, said “We are proud to play a role in the growth of this classic steakhouse, which has a tremendous following and rich heritage. With less than a dozen restaurants, the brand offers exceptional potential here in the U.S. and abroad. Our commitment to the brand is evident with the opening of our new Boston Atlantic Wharf location in September, 2011.”

Over the past few years, Bunker Hill Capital reorganized the Smith & Wollensky Restaurant Group (SWRG) and moved its corporate offices to the Boston financial district. SWRG also made several key corporate hires, first appointing a new CFO to spearhead the financial strength and integrity of the company. Next, a new VP of Marketing, Kim Lapine, was brought on board to lead the marketing effort for SWRG. Michael Feighery, a 25-year veteran and now President of SWRG, says “It is important to treasure the brand equity and maintain its swagger while making it more visible. Our restaurants offer unparalleled hospitality, the best USDA Prime dry-aged steaks and an impeccable dining experience. Kim Lapine led the charge to identify a new marketing agency partner that understood this. A year later we are very pleased with the elevation in all the creative, media activation, our redesigned website and digital presence. We truly have a marketing partner with Noble Communications.”

Kim Lapine adds, “Our restaurant is iconic and has a rich history of memorable and tangible elements. We want

to stay true to our reputation as the premier American steakhouse, while educating new patrons on the uniqueness of our dry-aged signature steaks.”

Continuing with significant additions to the corporate team, a tenured SVP of Private Events and Catering was hired to position SWRG as a premier event facility with impressive event capacities across the country. A new National Director of Wine & Spirits was added and tasked with taking the beverage program beyond expectations. SWRG is also adding more than 100 employees to operate the new Atlantic Wharf restaurant, to be led by seasoned 14-year Smith & Wollensky veteran, David Doyle as the GM. He and his family relocated from Washington, D.C.

A group of local entities are also credited as partners in the endeavor. SWRG worked with CB Richard Ellis/Grossman Retail Advisors and Boston Properties in locating and identifying the Atlantic Wharf iconic location. The revitalization of Boston’s waterfront under Mayor Menino’s leadership, planned the perfect combination of business, convention, tourist and residential traffic. Working with the Friends of Fort Point Channel and other local organizations, the restaurant will be central to the rejuvenation of the waterfront environment. Notable designer, Peter Niemitz, created the inviting space with classic steakhouse appeal. TriMark was strategic in the selection of furnishings and equipment in the European-style kitchen.

SWRG is proud to be part of the historic waterfront and to support the restaurant industry and community with new jobs and dining excitement.