



INDUSTRY TRACK

- CINI-GRISSOM ASSOCIATES, DESIGN AND MANAGEMENT CONSULTANT 1978-1981
- BRINKER INTERNATIONAL, DIRECTOR OF OPENING UNITS/FRANCHISE DIRECTOR ROMANO'S MACARONI GRILL 1991-95
- TIN STAR RESTAURANTS, INC. CO-CREATOR/RESTAURANT, 1999
"CONCEPTS OF TOMORROW"
- PEI WEI ASIAN DINER, INC. (P.F. CHANGS CHINA BISTRO, INC) CO-FOUNDING PARTNER 2000-2007
- BENGAL COAST RESTAURANTS, LP, CREATOR/PRESIDENT 2007-2010
- BISTRO BABUSAN, CO-CREATOR 2009
- VELVET TACO, CO-CREATOR 2011
- TRINITY GROVES, CONSULTANT 2012-2013
- BANH SHOP. PARTNER/CO-CREATOR 2014-PRESENT
- MARUGAME UDON, STRATEGIC CONSULTANT/PAST PRESIDENT 2019 - PRESENT

INDUSTRY AWARDS/ACCOMPLISHMENTS

- BRINKER INTERNATIONAL, DEVELOPMENT TEAM, EATZI'S 1995 - NRN "HOT NEW CONCEPT" AWARD
- CANYON CAFE, INC. DIRECTOR OF OPERATIONS 1995-1998 - NRN "HOT NEW CONCEPT" AWARD
- CREATED UPTON URBAN MARKET, DALLAS' 1ST FOOD HALL - 2016
- BEEN EITHER CO-FOUNDER OR KEY EXECUTIVE IN 5 NATIONALLY RECOGNIZED NRN "HOT CONCEPTS" AWARD
- PARTICIPATED IN OVER 150 RESTAURANT OPENINGS INTRODUCING NEW CONCEPTS NATIONALLY OVER 30 YEARS
- CONSULTANT AND MULTIPLE LICENSEE - LEGACY FOOD HALL
- DALLAS CEO MAGAZINE TOP 500 CEO'S - 2020
- NAMED ONE OF THE "MOST INFLUENTIAL RESTAURANT CEOs IN THE COUNTRY", NRN 2021
- 40/40 AMERICA'S HOTTEST START UP FAST CASUAL RESTAURANTS, QSR MAGAZINE 2021

MARK H. BREZINSKI

RESTAURANT INNOVATOR

“Innovation always starts with a vision. And that vision is merely a reflection of how good an observer you are and how much you are committed to consumerism. If I've done anything that helps me innovate, it's been to keep an open mind and to absorb as much information – through my eyes, my ears, and my mouth – as I possibly can.”

– Mark H. Brezinski



MARK H. BREZINSKI

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BANH SHOP – PARTNER, CO-FOUNDER

- Developed an entirely new concept for Yum Brands, from initial conceptualization to opening
- Co-developed menu content and tested all final menu items for approval
- Provided opening support to two restaurant openings in 2014, including a free-standing and a DFW Airport location
- Original lay-out and design supervision, construction liaison during all phases of opening
- Restaurant Hospitality 2015: “Best Meatball Sandwich in America” “Top 18 sandwiches in the U.S.”
- Travel and Leisure 2015: “12 Best New Reasons to Eat Inside Airport Security”



VELVET TACO – PARTNER, CO-FOUNDER

- Co-developed menu content for Front Burner Restaurants and tested all menu items for approval
- Original operations lay-out of 1500 square foot space, primarily kitchen design/equipment specifications
- In first year, Velvet Taco named “One of Top Ten New Restaurants” in Dallas 2011
- Continues to produce sales per square foot in excess of \$2,500/foot
- Recognized “Hot Concept” Nation’s Restaurant News 2016



MARUGAME UDON – STRATEGIC CONSULTANT / PAST PRESIDENT

- Complete concept assessment and overall growth plan strategy
- Created new prototype design and introduction to the Dallas market
- Expand brand from 9 units in 2020 to 100 units by 2025
- Responsibility for all menu and culinary innovation
- Assist in the development of up to 10 new franchise markets
- 40/40 America’s Hottest Start Up Fast Casual Restaurants, QSR Magazine



PEI WEI ASIAN DINER – PARTNER, CO-FOUNDER

- Co-developed concept in 1999 with PF Changs and Paul Fleming
- Partner in concept achieving \$65 million in sales in DFW-based market in final year 2006
- Recognized “Hot Concept” Nation’s Restaurant News 2002
- Dallas Magazine “Best of Category” Chinese food 2003
- Dallas Morning News “Alternate Choice Top New Restaurants” 2003



LEGACY FOOD HALL – CONSULTANT/LICENSEE

- Assisted in entire floor plan development
- Developed food stall economic models
- Helped develop the initial marketing package
- Worked on initial food hall budgets/forecasts
- Conducted 'open houses' to attract interested chefs/restaurateurs
- Developed and partnered in two food stall licenses:
Blist'r - Fresh Naan Wraps/Bowls; Chez Dip - French Dip Sandwiches



THE STREET – FOOD HALL CONSULTANT

- Assisted in re-programming 14,000 square foot existing food hall in Honolulu at International Marketplace Mall
- Helped develop new operating statements
- Helped develop and introduce new food stall concepts with Chef Mina
- Worked directly with Taubman Company (mall owners) to enhance the food hall space with Mina Group
- Helped make changes that resulted in YOY 20% revenue increases
- Assisted in design planning for other Taubman food hall spaces

