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The food, service, and atmosphere of

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the restaurant will change to portray the style or concept of the restaurant. As an example, it is unlikely you will walk into a McDonalds that has white, linen-covered tables, a wine list, and candlesticks. Here is a brief overview of some of the more popular restaurant concepts.

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Restaurant Types and Concepts

Restaurant concepts define the overall theme or idea behind a restaurant, including cuisine, service style, music, and menu design. Choosing the right concept is a crucial first step when opening your restaurant or refreshing your brand.

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**5 Successful Restaurant Concepts
You Need to Try | 7shifts**

1. Choose a Restaurant Concept and Brand. When starting a restaurant, it's important to have a clear concept and brand. Your restaurant concept includes the service style of your restaurant, the food you serve, and the ambiance of your restaurant. This goes hand-in-hand

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with your brand, which forms your restaurant's identity, personality, and ...

How to Open a Restaurant: 11 Steps to Success

A restaurant concept is the overall idea or theme that defines the restaurant. Concepts include the your menu's design, service style, dining room decor,

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and — of course — the style of food. Many restaurants are conceived based on a chef's personal experiences or interests. Heritage, local ingredients, traditions, or family are all common ...

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From fast food to fine dining, a restaurant concept helps outline the type of menu you're offering, the decor, and the price. Newer concepts such as food trucks, pop-ups, and family casual are among the fastest growing segments in the restaurant industry.

How to Determine a Restaurant

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Concept

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Valley-based restaurant company Born &

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Clever Koi owners to bring new Chinese restaurant concept ...

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