

Would You Like Fries With That Social Network?

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FohBoh, a new social network for the restaurant industry, has kicked open its virtual doors.

Santa Clara, California-based FohBoh on Wednesday launched its social network and industry information site that targets everyone from wait staff to meat vendors.

'When you go to general social-networking sites like Facebook and MySpace, it's really all about you,' CEO and co-founder Michael Atkinson said. 'FohBoh is for you and by you ...Our focus is on the industry rather than the consumer.'

The site features forums, blogs, and videos on topics ranging from fast food to artisan cheese making. And even though the site is focused on industry insiders, it also includes a restaurant review section. 'We can't help it,' said Mr. Atkinson.

According to the National Restaurant Association, the restaurant industry employs an estimated 13.1 million people, making it the nation's largest employer outside of government. FohBoh hopes to tap into this \$500 billion-plus U.S. market.

'It's a big industry and it's interesting that it's been overlooked,' Mr. Atkinson said.

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