

Heavy Restaurant Group Drives Growth

2008-08-22

Purple Cafe and Wine Bar Owners Form Group to Direct Expansion and New Concepts

Purple Cafe and Wine Bar owners Larry and Tabitha Kurofsky have enjoyed tremendous success since opening their first location in 2001, with each location building excitement for the next: first Woodinville, then Kirkland and Seattle. In February of this year, the Kurofskys answered the community's insatiable appetite for their form of sophisticated, yet approachable fare with the announcement of a new, Mexican-inspired concept, Barrio, slated to open this Fall on Capitol Hill.

Then in April 2008, when owners Larry and Tabitha Kurofsky signed leases for three additional projects in the heart of downtown Bellevue's prime business and residential real estate sector, they formed the Heavy Restaurant Group to address the corporation's fast growth. Not coincidentally, the group's name connotes durability -- with inspiration from past successes as well as the restaurants' signature materials: solid, metal furnishings, concrete and wood, brick and mortar.

With four locations opening within the next year (a fourth Purple, two Barrios, and a yet-to-be-named dessert concept) in two hot restaurant markets, the Pike/Pine corridor and downtown Bellevue, Heavy Restaurant Group has geared up for success. The group will stay true to their proven conceptual elements, rely on its strong local and community roots, and attract and retain talented employees with their substantial benefit and advancement programs.

Heavy Restaurants offers a generous benefits package to all employees. This includes management positions and full- and part-time hourly positions alike. Says Larry Kurofsky, "By extending the same benefits to the entire team, everyone knows they're a valued member of the Heavy Restaurant Group. It's just the right thing to do, and the way we want to run our business."

Health insurance includes both medical and dental, and the 401K plan encourages team members to prepare for retirement, Heavy manages a program that offers a competitive "match."

Heavy Restaurant Group will be adding approximately 250 additional personnel as new locations open. Individual property requirements are estimated to be: Barrio Capitol Hill -- 45 to 50, Barrio Bellevue -- 60, Purple Cafe Bellevue -- 100, Dessert cafe concept -- 40.

The management team is composed of people who have been integral to Purple Cafe and Wine Bar's success:

Managing Partners: Larry and Tabitha Kurofsky

Executive Chef: Robb Kirby

Culinary Director: Harry Mills

Executive Pastry Chef: Natalie West

Director of Liquids: Christene Prentice

Controller, Operations Development: Karen Gibson

Director, HR: Rachelle Rue

Director, Event Planning: Lindsey Winters

Director, Restaurant Operations: Daniel Kezner

Director, Marketing and PR: David Yusen

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34227.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html