

Congratulations to 2004 Business of the Year Awards of Excellence Winner — J&B Restaurant Partners

This year's winners for the 2004 Business of the Year Awards of Excellence were announced in May 2004 at Rhona Silver's Huntington Townhouse. J&B Restaurant Partners was announced as one of several winners of this prestigious award. The elegant event was attended by over 500 business leaders and elected officials.

Considered the "Academy Awards" of Business for the region, The Chamber of Commerce Regional Business Partnership's Business of the Year Award of Excellence is presented to those businesses who have dedicated their efforts to achieving remarkable success, improving our quality of life and contributing to the overall economic development of the region – regardless of their size, location or membership within the Chamber.

Congratulations to everyone at J&B!



J&B Charitable Donations for 2004

Listed below are some of the organizations that received charitable donations from J&B since the last issue of J&B Today. We generally donate several gift certificates to each organization.

- The Suburban Temple, Wantagh
- Harding Avenue PTA, Lindenhurst
- Seaford Manor PTA, Seaford
- Oakwood Primary Center, Huntington
- Massapequa Fire Department, Massapequa
- Meadow School, Baldwin
- Helen B. Duffield School, Ronkonkoma
- MPS Chapter, West Babylon
- Camp Avenue Elementary School, North Merrick
- Hiawatha Elementary School, Holbrook
- Massapequa Mothers Center, Seaford
- Hadassah, Dix Hills
- West Middle Island Elementary School, Middle Island
- The Baldwin Public Library, Baldwin
- Nessakeag Elementary School PTA, Setauket
- Hadassah, Lake Grove
- Longwood High School, Middle Island
- Long Island Cares, Hauppauge
- Wenonah, PTA, Nesconset
- William E. DeLuca Elementary School, Babylon
- Bay Elementary School PTA, Patchogue
- A Mother's Kiss, Copiague
- The Interdisciplinary School, Yaphank
- The March of Dimes, Mt. Sinai
- Bellmore Elementary PTA, Mellmore
- Sachem Little League, Lake Ronkonkoma
- Sponsored Brentwood Youth Activities Inc., Brentwood
- Sandy's School of Dance, West Babylon
- Testeverde Fund for Spinal Cord Injury, Inc., Massapequa
- Catholic Daughters of the Americas, Bellmore
- The Greater Smithtown Educational Foundation, Smithtown
- East Islip High School, Islip Terrace
- The Sacred Word Church, Brentwood
- The Open Door Church of Our Lord Jesus Christ, Bellport
- The School of the Holy Spirit, New Hyde Park
- Bellmore Presbyterian Church, Bellmore
- Leeway School, Sayville
- The ATH Foundation, East Islip.
- Temple Beth David, Commack
- Gardiners Avenue School, Levittown
- Princess Ronkonkoma Productions, Lake Ronkonkoma
- Middle Island Congregational Church of Christ, Middle Island
- UCP, Hauppauge
- National Marfan Foundation, Nesconset
- Saint Isidore School, Baiting Hollow
- Yaphank Presbyterian Church, Yaphank
- Feel Better Kids, Inc., Island Park
- Huggy's Wonderland, Commack, NY
- The Sacred Word, Deer Park
- J.H. Cohn for Make-A-Wish Foundation of New Jersey.
- St. James Parish, Seaford
- Brighton Heights Reformed Church, Staten Island
- Visiting Nurse Assn. Of Long Island, Inc. 7th . . .
- Annual Charity Golf Classic, Garden City
- FILPS, Captree Island
- North Massapequa Fire Department, Seaford
- East Northport Volunteer Fire Department, East Northport
- Commack High School, Commack
- Medford ICF, Medford
- 38th Street Block Party, Lindenhurst
- Hook & Ladder Company #6, Hicksville
- Lindell Avenue Block Party, Lake Grove

New Look and Great Food At State Parks

Third New Friendly's
Opens in
Massapequa Park



Top Flight Adds New Selections

J&B Selected as 2004
Business of the Year Award
of Excellence Winner

A New Look and Great Food at Jones Beach and Robert Moses State Parks Make for Great Fun This Fourth of July Weekend

J&B Restaurant Partners Opens Doors to Renovated Friendly's Ice Cream Parlor at the West Bathouse

NEW YORK - Visitors celebrated this past Fourth of July at Jones Beach and Robert Moses State Parks and had a great opportunity to check out the new look, new selection of food and great tastes now available to park patrons.

This year, Jones Beach and Robert Moses State Parks added some of the country's most popular national restaurant brands to their facilities. J&B Restaurant Partners now manages all thirteen of the parks' concessions. And just in time for the Fourth of July, J&B completed renovation to its Friendly's ice cream parlor, located at the West Bathouse..

"Since we were awarded the task of managing the park's concessions, we have been hard at work renovating and improving the concession program at these two beautiful parks," said Joe Vitrano, President and CEO, J&B Restaurant Partners. "We feel our commitment to the Long Island community, combined with the bold vision for the evolution of the Jones Beach and Robert Moses State Park food concessions will allow us to far surpass any previous food concession operators." J&B's renovation plans include cleaner restaurants, quicker service and a variety of mobile carts that will be available to beach visitors throughout the boardwalk. In addition, J&B will ensure that the concessions are open more days and that better quality food and customer service will be available at the beach, than ever before.

J&B's Recipe for Success at the State Parks

"Our plan is to make Jones Beach and Robert Moses as well known for their food and fun activities as they are for their beaches," explained Vitrano. According to Vitrano, during the first year, the following nationally known brands will be featured within the parks:

- **Pizza Hut Express (2 locations)**
- **Nathan's Famous (9 locations)**
- **Friendly's Ice Cream (9 locations)**

Note - After the first year, visitors to the beach will be able to select additional national brands that J&B will add to the concessions.

In addition, visitors to the beach will be able to select from a quality of traditional concession foods which will include mouth watering burgers, delicious hot-dogs, fresh fries, a variety of cold beverages and more.

J&B plans to create stunning educational "theme exhibits" at several of the parks' concessions. Specific concessions will be known for their striking interior designs, educational elements, destination appeal and great food, encouraging repeat business by visitors to the state parks. Their décors will include eye-catching exhibits that include items of interest to both children and adults. This year, concession themes at Robert Moses State Park and Jones Beach State Park will be developed and will include:

- **Extreme Sports and Surf Exhibit - Robert Moses State Park: Field 5**
 - Visitors will experience the thrill of excitement that extreme sports and surf has to offer when you enter the state of the art exhibition of extreme sports and surf related items and pictures.
- **Long Island Deep Sea Diving - Robert Moses State Park: Field 2**
 - This "real life" exhibit will bring the mysterious under water environment of the sea surrounding Long Island to life with a display of items that have been found under water by local divers.
- **Friendly's Ice Cream Parlor** which features a pictorial of Jones Beach from the 1930's to the present and which will serve Friendly's Full Dessert Menu and appetizers.

J&B has also booked live local music six nights a week, with a special focus on supporting local area artists. In addition, J&B is offering special programs, such as Line Dancing, Square Dancing, Swing and Rock and Roll. All of these programs and many of the State Parks beach activities are being publicized in each of J&B's Friendly's restaurants located throughout Long Island.



Garden City High School Students Work Miracles with Some Help From J&B Restaurant Partners

Two hundred Garden City High School students raised an amazing \$31,000 at the third annual Michael J. Tenaglia Miracle Miles walkathon, which was held recently at the school. The event has become a seminal rite of passage for these altruistic and community-minded students. This year's walkathon was the single biggest fundraiser in the school's history.

Each student secured a minimum of \$100 in donations to participate in the walk. Michael A. McCarthy and Jack McAuliffe teamed their talents to raise \$3,100. McCarthy said, "The goal of the Miracle Foundation is to help others. We took that commitment seriously and so did the people who

supported us." According to McAuliffe, the fundraising was a challenge. "Mike and I asked who raised the most money last year and then set out to raise more," he said.

A number of last year's graduates came back to support the walkathon, which lent the event the appeal of a reunion. Another selling point is the

event's pro bono sponsorship by J&B Partners who provided free ice cream sundaes for the participants. "Even though it was an overcast and dismal day, the rain held off, which, like these kids, is a miracle in itself," said Joe Castronovo, Miracle Foundation president.



Taco Bell New Arrivals Bringing the BIG VALUE to life in 2004!

What do all recent value initiatives from the burger boys have in common?

That is right – they think that value is only about price. This year to strengthen our leadership position Taco Bell has redefined VALUE. Value is about much more than just ‘cheap’ food – it’s about taste excitement, variety, filling, choice, quality and price. Unlike other value menus, Taco Bell’s Big Bell Value Menu offers approximately seven items including screamingly desired Cheesy Fiesta Potato Bites, Bean Burrito Especial and Hot Caramel Apple Empanada all for under a dollar. Although we are providing a value product it is also designed to elevate our food quality, appeal guaranteed to fill any appetite. The BBVM has succeeded to make a substantially positive impact on customer transaction since its introduction on June 28th, 2004.

Try the Mountain Dew Baja BLAST!

On July 29th, Taco Bell and Pepsi are joining hands to introduce a new beverage flavor exclusively for Taco Bell, Baja Blast. This new green concoction is guaranteed to make our competitors, with generic flavors, envious.

Taco Bell Celebrations

Customer Mania celebrations help our organization achieve 100% C.H.A.M.P.S. with a YES! Attitude by creating a greater bond between our team members and their customers. This year’s second quarter focus was Cleanliness. These celebrations involve highly interactive activities that elevate the focus of our team members to achieve operational excellence. A special thanks to Hillary (RGM at Ridge) for an exceptional celebration and community involvement on June 27th, 2004.

The C.H.A.M.P.S. mystery shop program had experienced some technical issues during Period Five in the Second Quarter. The combined shops in Period 5 and 6 put us back on track for the year. Our scores continue to track above our targeted goal of 92% with a current year to date average of 94.5%.

Every period Taco Bell provides every region with a sweepstake drawing for two candidates that achieve a perfect C.H.A.M.P.S. to win \$1000. Congratulations to Ralph and his team at 17396, Hickville who received \$1000 for perfect C.H.A.M.P.S. in Period 5. Also congratulations to Vivian and her team at 5284, Queens Center Mall for winning the sweepstakes in Period 5.

CHAMPS Evaluation Reviews (CERs) have had some astounding results on their second visits this year. All visits have received a 90% or greater score.

- 18546, Hylan Blvd., Fred & Team 90%
- 16479, Farmingdale, Nick & Team 92%
- 21034, W. Islip, Ed & Team 96%
- 1517, E. Northport, Chris & Team 93%

Keep Up The Great Work.

Congratulations

We would like to congratulate Elsa Bonilla from Glen Cove, on her promotion to Assistant Manager, Joel Morales from Farmingdale to Assistant Manager, Bivian from Rocky Point on her promotion to Shift Lead and Bertha Vasquez on her promotion to Shift Lead in Selden. Best of luck.

Customer Mania Celebration at Ridge



Back Left to Right: Hillary G., Dawn B., Maria, Bill B., Mike K., Pedro C., Melissa F., Wes B., Nancy F. Front Left to Right: Shannon V., Lena P., Jackie D., Crystal P., Yolanda C., Tiffany B.

Dale Pinty Awards



Dale Pinty awards Ralph Italiaio (Hicksville Mall) with Perfect Period Award



Dale Pinty awards Vivian Mack (Queens Center Mall) with Perfect Period Award.

Upcoming Events

The following is a list of nonprofit organizations that we will be supporting during the next few months:

- **Breaking the Silence; Teaching the Next Generation About Mental Illness (BTS)**
- **American Heart Association Jump Rope for Heart**
- **WBLI’s 5th Annual Steve & Maria’s “Adopt-A-Kid” Program**
- **The John Thiessen Children’s Foundation and WBAB**
- **Easter Seals**



Taco Zen Says:

100% PREP & HOLD = QUALITY & CONSISTENCY

Breaking News!!!!

Congratulations Perry Tucciarone!

Perry is the new Operations Manager for J&B Restaurant Partners, Top Flight Foods at Nassau Community College. Perry began his career with J&B Restaurant Partners when the company was first created in 1997. His dedication and knowledge made him the obvious choice to become Operations Manager at the college. He has worked hard to develop Top Flight Foods at Nassau Community College into the successful entity it is today.

Please join us in congratulating Perry on his promotion. We are confident that under his leadership Top Flight Foods at Nassau Community College will operate at a level above our highest expectations.

Also, Congratulations to Greg Alagna!

Greg Alagna, Director of Operations for all quick serve restaurants/Jones Beach & Robert Moses Food and Beverage concessions has assumed responsibility to oversee our businesses at Nassau Community College. Perry will report directly to Greg.

We applaud and congratulate both of these gentlemen for their efforts this year in improving operations and driving sales for J&B Restaurant Partners.

Top Flight Adds New Selections

Our Treat Street has become such a success on campus that we decided to add another one to Top Flight Food Court at Nassau Community College. In response to increased student requests for another Treat Street on campus, J&B has decided to add a new Treat Street Express to our Top Flight Food Court in place of our former Friendly’s. Treat Street Express will serve those important items every student needs that is necessary for successful studying – Starbucks Coffee, candy, hot dogs, danishes, rolls and school supplies.

Fun In The Sun at Jones Beach!

It’s not everyday that a company can have a beach party at their own location! The first ever J&B Beach Party and Outing took place on August 19th at the new Friendly’s Ice Cream Parlor at Jones Beach. There was beautiful weather, delicious food (of course!) and a really great party as all of the Friendly’s and Taco Bell General and District Managers came together for a day of fun in the sun on the beach!! Thanks to all who made this party possible!

Friendly Restaurants Promotions

Jamie Fahey, Senior Executive Director of Operations for Friendly's LI, is pleased to announce the following General Manager Promotions:

Ron Gavilanes — Massapequa Park,
Rami Kranz — East Northport
Gladys Gil — Franklin Square
Frank Ioco — Bellmore
Donna Insigne — Seldon
Nancy Oddo — South Shore Mall
Barry Volker — Coram
George Pagonas — Sayville
Ritchie Rodriguez — Bay Shore

Larry Greene joining as a new District Manager

Congratulations.

Good Luck Paul Richter

Paul recently retired after over 34 years with Friendly's LI. Paul had been a District Manager for over 30 of those years. His commitment and knowledge of the Friendly's brand helped Paul to diligently provide his managers with outstanding support and a positive attitude. One of Paul's unique traits was that no matter how busy his schedule was or how difficult a day could be, Paul always made time to spend time with his employees. He was compassionate and passionate about his work and those who worked with him. He would make it a point to know those he worked with as well as their families. Paul Richter is a special person, was loved and will be missed by everyone here at J&B. We wish you much luck, happiness and success!

Third New Friendly's To Open On Long Island

New Friendly's LI Restaurant Opens In Massapequa Park

J&B Restaurant Partners just opened another new Friendly's LI restaurant in Massapequa Park. It is the third Friendly's LI restaurant to open since J&B became the operator of all Friendly's restaurants on Long Island. It is also the third new Friendly's restaurant that has been opened on Long Island in over 12 years. The new restaurant, located at 4812 Sunrise Highway in the Massapequa Park, has been designed to reflect Friendly's "New Impact" design that is being used throughout the United States. This new look is designed to appeal to teens, singles as well as the tradition family with children. It resembles a family feeling that pays homage to Friendly's soda fountain past. The interior feel is cozy and contains high ceilings; a warm mixture of both carpeting and ceramic tile; large booths; a family friendly addition that allows for plenty of seating. It also includes a nostalgic ice cream parlor counter with bright lighting.

"We wanted to retain that special family ambience that Friendly's on Long Island has always offered while adding a layer of sophistication to the surroundings," explained Joe Vitrano. "I remember feeling something special about eating at the local Friendly's as I was growing up because it was such a bright and familiar place. The new design builds on that feeling but adds something distinctive that parents will enjoy as well."

"Friendly's restaurants have always been part of Long Island's history," explains John Frohnhoefer, the restaurant's District Manager. "We are excited about joining the Massapequa Park community, and we want our customers to feel they are in for a special time when they dine with us. We feel that our strength is our ability to serve a variety of delicious, tasty foods and ice cream at affordable prices. And



in addition, we also offer our meals in an attractive setting," added Ron Gavilanes, the General Manager for the new restaurant.

J&B is the driving force behind the Friendly's renaissance that has been taking place on Long Island during the last few years. Formed in 1997 by Joe Vitrano and William Murphy, J&B Restaurant Partners has a reputation in the industry for dynamic innovation and customer service. "We see our Friendly's as an important part of every Long Island community," explains Joe Vitrano.

The real strength of Friendly's is its delicious food and large selection. The restaurant's menu boasts such items as Colossal Burger Baskets and Triple Sundae Sensations, along with their signature Big Beef burgers, SuperMelts and fabulous Fribbles. For the traditionalist, every restaurant continues to offer the famous Jim-Dandy sundae and an extensive selection of the world's most wonderful ice cream made by Friendly's and served exclusively at their restaurants.

The children's menu is even more of a treat. Being aware of the tastes and nutrition needs of children, Friendly's designed the Kids Menu in collaboration with children and nutritionists to provide fun, healthy food for youngsters. The menu has been tremendously successful, garnering awards such as the "Best Kids Menu in America" from Restaurant Hospitality magazine. Children can even order grown-up sounding beverages such as the Slammer and Royal Razz, which are delicious concoctions served in a tall frosted mug and topped with a cherry.

Friendly's Long Island Celebrates Jump Rope For Heart

Long Island students jump-roped their way to a healthier lifestyle while raising over \$500,000 for the American Heart Association through its Jump Rope For Heart program. J&B Restaurant Partners, supporter of this year's event, honored students, principals and coordinators with a special awards luncheon on Thursday, June 17 at 12:00 noon at Jonathan's Restaurant, 3000 Jericho Turnpike, Garden City Park, NY 11040.

The top **Jump Rope For Heart** fundraising school on Long Island, Sawmill Mandracchia Intermediate School in Commack, raised an astounding \$24,000 for the American Heart Association. J&B Restaurant Partners' Friendly's Long Island awarded them with a \$2,000 gift certificate for sports equipment. In addition, they awarded each of the top five fundraising students on Long Island with a new bike. "We are very excited to have supported the program and to have contributed to its success," explains Joe Vitrano.

The money the students raised will go toward cardiovascular research, community service and educational programs such as "Snack Attack: A Balancing Act," which focuses on healthy snacks and fighting obesity in children. Heart disease and stroke are still the No. 1 and No. 3 killers in our nation.

As part of the luncheon, the "Gift of Life" organization was honored for outstanding efforts on behalf of children throughout the world by facilitating free medical services to children suffering from heart disease and other similar or allied diseases, regardless of race, creed or national origin, and who would otherwise lack access to such services.

J&B Restaurant Partners is a proud supporter of **American Heart Association's, Jump Rope for Heart Program** in Nassau and Suffolk Counties. J&B Restaurant Partners contributed funds, materials, prizes and held a month-long collection campaign at all its Friendly's Long Island restaurants and acted as hosts at this special thank-you awards luncheon.

Since 1924 the American Heart Association has helped protect people of all ages and ethnicities from the ravages of heart disease and stroke. These diseases, the nation's No. 1 and No. 3 killers, claim more than 930,000 American lives a year. The association invested more than \$348 million in fiscal year 2002-2003 for research, professional and public education, and advocacy so people across America can live stronger, longer lives.

