

quality branded

QUALITY BRANDED

QUALITY MEATS NEW YORK / MIAMI BEACH

QUALITY ITALIAN NEW YORK / DENVER

QUALITY EATS WESTVILLAGE / UPPER EAST SIDE / NOMAD

PARK AVENUE

DON ANGIE

SMITH & WOLLENSKY

MALONEY & PORCELLI

A CHRONICLE

The Quality brand is based upon our contemporary take on classic American dining, rooted in history, in style of cuisine, service, and décor. Whether referencing turn of the century butcher shops, 1950s Italian-American feasts, or the quotidian diners that dot the American landscape, our restaurants reinterpret the quintessential American culinary experience through a modern lens. The Quality Branded team has a proven track record of conceiving, opening, and managing restaurants for profitability. There are over 160 employees in the current Quality Branded group that have been working together for over ten years. All aspects of the restaurants, from operations to marketing to finance, benefit from the invaluable knowledge these people have gained over their long tenures in the restaurant industry. Quality Branded was founded by acclaimed father-son restaurateurs Alan and Michael Stillman in 2007 as Fourth Wall Restaurants and rebranded in 2016 to more closely align the group identity with its future growth plans. The group is comprised of upscale restaurants in New York City, Miami Beach and Denver, which are owned or managed by the group, including the flagship Smith & Wollensky location, Maloney & Porcelli, Quality Meats, Quality Italian, Park Avenue, Quality Eats and Don Angie. Their extraordinary depth of experience, combined with a fresh new vision for design, hospitality and cuisine, uniquely positions these concepts from Quality Branded for success.



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**MICHAEL STILLMAN'S
EXTRAVAGANT
PRODUCTION IS ULTIMATE PROOF OF
THAT AGED MAXIM: IN THE BIG CITY,
FINE DINING IS A
PERFORMANCE ART ****

- NEW YORK MAGAZINE

**
**SMITH & WOLLENSKY NYC
CONSISTENTLY PLACES
IN THE TOP TEN
WITH NEARLY \$26 MILLION
IN SALES ****

- RESTAURANTS & INSTITUTIONS
TOP INDEPENDENT RESTAURANTS IN THE US



AND YET AGAIN,
AS WITH SINGLES BARS IN THE '60S AND '70S,
THE STILLMAN FAMILY SHOWS
THE REST OF THE COUNTRY
HOW IT'S DONE

- EATER 2016

THE FOUNDERS

MICHAEL STILLMAN

PRESIDENT AND FOUNDER, QUALITY BRANDED PARTNER

As the son of one of the country's leading restaurateurs, Michael Stillman grew up with a special vantage point on the inner workings of the industry. Michael learned from a young age how artful design, quality ingredients, and creative marketing all play a critical role in attracting and retaining a loyal clientele. Michael worked for the acclaimed Union Square Hospitality Group before learning the business of The Smith & Wollensky Restaurant Group from the ground up. After stints in the restaurants' kitchens and purchasing departments, Michael played a critical role

in the opening of the Smith & Wollensky restaurants in Houston, Dallas, and Boston. During openings, Michael participated in staff recruitment and training, menu development, and operations. Michael channeled his creative vision and business sense into the concept creation of Quality Meats, which opened in New York City in 2006 and Miami Beach in 2015. Michael led the execution of every aspect of the new restaurant, from recruiting acclaimed designers AvroKO and talented young chef Craig Koketsu to negotiating lease terms and working with

contractors to keep the job on budget and schedule. After closing the sale of The Smith & Wollensky Restaurant Group and founding Quality Branded in 2007, Michael created a succession of restaurants that achieved both critical and popular acclaim, Park Avenue Summer (Autumn, Winter, Spring), Quality Italian, Quality Meats Miami Beach, and Quality Eats with the same creative design and culinary teams. Michael's focus is the smart, effective expansion of the Quality brand.

ALAN STILLMAN

FOUNDER, QUALITY BRANDED PARTNER

Alan Stillman began his career as a restaurateur by founding and opening T.G.I. Friday's at 63rd Street and First Avenue with a \$5,000 loan from his mother. As the Friday's concept grew and expanded, he sold the rights to Friday's outside of New York City in the mid-1970's, maintaining ownership of the Upper East Side flagship, which he sold by the end of the decade. He has never regretted selling the Friday's concept and is often credited with opening the first "singles" bar. As Friday's grew, Stillman conceived sister concepts around the city: Tuesday's, Wednesday's, and Thursday's, each with a unique concept and a singular sense of fun. Soon after, Alan and his investors opened Smith & Wollensky at 49th Street and Third

Avenue in 1977, a concept which ultimately grew to nine locations around the country. At the same time, he developed a series of enormously successful restaurant concepts that withstood the test of time in Manhattan such as Manhattan Ocean Club, Maloney & Porcelli and The Post House. Alan and his son Michael partnered with some of the brightest young chefs in the business and the award-winning design firm AvroKO to transform Manhattan Ocean Club into the acclaimed restaurant Quality Meats and Park Avenue Café into Park Avenue Autumn (which was awarded two stars from New York Times food critic Frank Bruni). In August 2007, under Alan's guidance, the public company The Smith & Wollensky Restaurant Group was sold for a

sale price of \$100,000,000. Alan plays an active role in the current group's expansion strategy and critical decision making. Alan is a master of marketing in the restaurant industry. He comes up with extremely creative ideas that promote the restaurants in a way that is fun and meaningful to their customers. He once ordered the delivery of \$1 million shipment of wine in a Brinks truck. He thought up National Wine Week, in which winemakers from all over the world pour their wines at lunch in the restaurants. During the early years of the program (which is now celebrated three times a year), both Robert Mondavi and Count Antinori personally poured their wines at Smith & Wollensky.



THE PLAYERS

CRAIG KOKETSU

EXECUTIVE CHEF, QUALITY BRANDED PARTNER

FOUR-STAR KITCHEN EXPERIENCE

COUNTLESS ACCOLADES

MENTORED BY JEREMIAH TOWER,
JOYCE GOLDSTEIN, GRAY KUNZ,
AND CHRISTIAN DELOUVRIER

FORMER CHEF DE CUISINE AT
THE FAMED LESPINASSE

Craig Koketsu fostered his passion for precision, knowledge, and flavor by working with acclaimed chefs from diverse backgrounds. Koketsu stayed on Delouvrier's new team and became poissonnier, which was the post he held when Lespinasse earned a four-star review from the New York Times. Koketsu was then honored with the highest position in Delouvrier's kitchen, chef de cuisine.

Koketsu was selected to create the culinary concept and menus of Quality Meats, which he executed with a great respect for classic dishes which were transformed by his creativity. Koketsu created the culinary direction of Quality Branded's award-winning Park Avenue Summer (Autumn, Winter, Spring), Quality Italian, Quality Eats and Quality Meats. New York Magazine and Esquire Magazine have named Koketsu among New York's top up-and-coming chefs.

** CRAIG KOKETSU IS ONE OF
NEW YORK'S HOTTEST
YOUNG CHEFS

- MAXIM

*

PUBLIC RELATIONS EXPERIENCE:

FOUR-STAR CHEFS

BALTZ & COMPANY

VISA USA

PRICEWATERHOUSECOOPERS

CHARLES SCHWAB

HEWLETT-PACKARD

*

17 YEARS OF EXPERIENCE IN
FINANCIAL ANALYSIS, REPORTING,
AND BUDGETING

DIRECTOR OF FINANCE OF
STARBUCKS COFFEE COMPANY

RESPONSIBLE FOR \$3.5
BILLION IN ANNUAL REVENUES

*

INDUSTRY AND COMPANY VETERAN
WITH 30 YEARS OF EXPERIENCE

ALLISON GOOD

VP OF MARKETING & COMMUNICATIONS, QUALITY BRANDED PARTNER

After six years at leading public relations firms working for corporate clients such as Visa USA, PricewaterhouseCoopers, Charles Schwab, and Hewlett-Packard, Allison pursued her personal interest in restaurants, food and wine professionally by becoming an account director at boutique public relations firm Baltz & Company, working with Karen and David Waltuck, Terrance Brennan, Marcus Samuelsson and Scott Conant, in addition to St. Francis Winery and Hendrick's Gin. Allison joined The Smith & Wollensky Restaurant Group in 2004 to lead the public relations efforts for its New York City restaurants. Her role quickly grew to include public relations for all of the Smith & Wollensky restaurants across the country, investor relations for the public company, advertising and all marketing partnerships. At Quality Branded, Good is a partner and responsible for all public relations, marketing, advertising, partnerships and communications for all of its owned and managed restaurants, as well as creating the communications strategy for the company's growth.

STEVEN JOLTON

CHIEF FINANCIAL OFFICER, QUALITY BRANDED PARTNER

Steven Jolton is the chief financial officer of Quality Branded, where his responsibilities include overseeing all financial areas, including operational finance for Quality Branded's managed and/or owned restaurants and developing projections and budgets for new openings. Prior to his current role, Jolton was the director of finance of Starbucks Coffee Company, responsible for 3,500 stores and \$3.5 billion in annual revenues for the Eastern half of the United States. He joined Starbucks in 1994 as a financial

analyst when that company had 400 stores. During his fourteen years with that company, Jolton handled a wide variety of financial areas, including financial analysis, reporting and budgeting, as well as played an integral role in new store development. During this time, Starbucks grew to over 15,000 stores. Prior to joining Starbucks, Jolton was a financial analyst at The Coffee Connection, which was acquired by Starbucks in 1994.

KEVIN DILLON

CHIEF OPERATING OFFICER, QUALITY BRANDED PARTNER

Industry and company veteran with over thirty years of experience Kevin Dillon, the chief operating officer of Quality Branded, oversees each of the restaurant's operations. After graduating from Florida International University with a degree in hospitality management in 1982, he joined Smith & Wollensky in New York City, learning the restaurant's business from a variety of front-of-house positions. He distinguished himself with a keen eye for detail and logistics and was soon named general manager at the group's restaurants, The Post House and Manhattan Ocean Club, and was opening general manager of Park Avenue Café and Maloney & Porcelli. With

an in-depth knowledge of the restaurants' operations, Dillon was selected as director of New York City restaurant operations and was then named acting chief operating officer of The Smith & Wollensky Restaurant Group. When Quality Branded was formed, Dillon had the specialized knowledge and expertise to both oversee and be involved with the day-to-day decisions to manage its restaurant operations. In this role, he also supervises the human resources function for Quality Branded and the information technology department as it relates to restaurant operations.

CORY COLTON

EXECUTIVE PASTRY CHEF

ST. REGIS ASPEN / NEW YORK

LESPINASSE

In Maine, where Cory Colton was raised, there is not an abundance of culinary role models for an aspiring pastry chef. For Colton, the concept of making desserts as a profession was provided by Marcel Desaulniers' television show "Death by Chocolate." Colton followed his passion to the Culinary Institute of America and during his time there, interned at The Trellis in Williamsburg, Virginia. After graduation, Colton accepted a position in the pastry kitchen of the St. Regis in Aspen, which created desserts for the hotel, as well as Todd English's restaurant, Olive's. Colton

moved to New York, where he worked in the pastry kitchens of Lespinasse and the St. Regis under Patrice Caillot. Colton's theory for pastry focuses on taste and simplicity. His refreshingly simple selection of desserts for Quality Eats demonstrates that he values fresh seasonal ingredients above all else and uses them as the main components of each flavorful dessert. Cory recently attended Ice Cream University to hone his skills, as he develops the selection of housemade ice cream flavors, available by the "dressed up" scoop.

DENNIS MARTIN

DIRECTOR OF DEVELOPMENT, QUALITY BRANDED PARTNER

OVER 30 YEARS OF COMPANY
EXPERIENCE IN MANAGEMENT AND
OPERATIONS OF THE RESTAURANTS

Dennis Martin has over thirty years of experience in restaurant operations, development, and construction. He was hired as a server over thirty years ago at Tuesday's. In 1977, Martin joined Smith & Wollensky Restaurant Group grew, Martin assisted in its expansion to nine markets across the country, leading all restaurant build outs by hiring and coordinating the work of all vendors, architects, designers, and engineers. When Quality Branded was founded in 2007, Martin became a partner, in charge of all matters relating to all new construction and maintaining the physical plants of all restaurants.

for these new projects, managing multiple teams of artisans, builders, plumbers, and construction crews to bring in their work on time and on budget. As The Smith & Wollensky Restaurant Group grew, Martin assisted in its expansion to nine markets across the country, leading all restaurant build outs by hiring and coordinating the work of all vendors, architects, designers, and engineers. When Quality Branded was founded in 2007, Martin became a partner, in charge of all matters relating to all new construction and maintaining the physical plants of all restaurants.

JENNIFER RACKOFF

GENERAL COUNSEL

THE DONNA KARAN COMPANY

SIMPSON THATCHER & BARTLETT LLP

PRACTICED INTELLECTUAL
PROPERTY LAW

HOSPITALITY COUNSEL NETWORKING
GROUP CO-FOUNDER

Jennifer is General Counsel of Quality Branded. Her practice touches all areas of law affecting the hospitality industry, including managing employee relations, wage and hour matters, drafting and negotiating advertising, public relations and other related agreements, handling real estate issues and lease negotiations, and providing advice with respect to litigation and intellectual property matters. She is the co-founder of the Hospitality Counsel Networking Group and is a member of the

NYC Bar Association Restaurant & Hospitality Committee. Jennifer was previously corporate counsel at The Donna Karan Company, where she primarily focused on licensing, real estate, litigation and employment matters. Before that, she spent almost ten years at Simpson Thacher & Bartlett LLP specializing in intellectual property transactional work and litigation. Jennifer earned her B.S. degree with honors from Cornell University and her J.D., cum laude, from Fordham University School of Law.

OLIVIER FLOSSE

BEVERAGE DIRECTOR

A native of France, Olivier holds the coveted Diploma-Universitaire d' Aptitude à la Degustation à Bordeaux, the most prestigious wine diploma in Europe. Formerly the Corporate Beverage Director at the Marlon Abela Restaurant Corporation, including A Voce, Olivier directed the wine and spirit programs from inception to their current operation at four locations. Olivier partnered with world renowned wineries and wine makers to ensure high quality product and maintained successful business

relationships to maximize revenue. Olivier was twice the recipient of Wine Spectator's Grand Award for his work at A Voce and Daniel, as well as being awarded the Ruinart Trophy in 2000. He has instructed Wine Management and Appreciation at Saint John University's School of Professional Studies, as well as being invited as Guest Master Sommelier to various festivals, tastings, and fine wine dinner auctions.

BRYAN SCHNEIDER

BAR DIRECTOR

Since 2005, Bryan Schneider has created cocktails for some of the most acclaimed bars and restaurants in New York City. From Michelin-starred Daniel, to Brooklyn's Clover Club and midtown Manhattan's Quality Italian, Schneider has collaborated with an award-winning and diverse list of chefs and bartenders, while creating some of the most original and compelling cocktails in the city. Schneider and his cocktails have been featured in top publications such as The New York Times, Time Out New York, Esquire Magazine and Tasting Table.

Known for his sense of humor and

capriciousness behind the bar, Schneider is perpetually pushing the boundaries of cocktail culture, with drinks that are simultaneously playful and satisfying. His mantra is simple – "Cocktails should be like a good joke: lighthearted, innovative, witty, and most importantly, easy to swallow." At Quality Branded, Schneider's cocktail programs are inspired by the seasonal nature of the restaurants, and he has created interesting lists of verdant and fresh drinks using a variety of herbs, homemade elixirs, and tonics.

NATHANIEL YOUNG

VP OF DEVELOPMENT & OPERATIONS, QUALITY BRANDED PARTNER

Nat was born and raised in New York City and began exploring the city's restaurant scene from an early age. During high school, Nat worked in the kitchens of Charterelle and Gramercy Tavern, before heading to culinary school at Le Cordon Bleu in Paris. After graduating from Georgetown University with a degree in Political Science, Nat worked for the NYPD Counterterrorism Bureau as an Intelligence Analyst, but after three years in that field, he followed his heart back into the restaurant business. He began with Quality Branded as Service Director at Park Avenue Winter/ Spring/Summer/Autumn, then moved to

the corporate office as Special Projects Coordinator. Shortly thereafter, he was promoted to NYC Operations Manager where he worked with the Executive Chefs and General Managers at five NYC restaurants and oversaw all daily operations in those units. Then, in his role as Director of Operations for Quality Eats, Nat led the concept development and rollout of the Quality Eats brand, as well as oversaw all daily in-store operations and business development. Nat Young became VP of Development & Operations and a Quality Branded Partner in 2016.



CERTIFIED SOMMELIER

A VOCE

DANIEL

RUINART TROPHY RECIPIENT



DANIEL

CLOVER CLUB

MONKEY BAR



ZAGAT 30 UNDER 30 ROCK STARS REDEFINING THE INDUSTRY

KEY OPERATING DATA FOR 2017

**\$98.7 MILLION IN SALES
1,082,000 COVERS**

HOW WE DO BUSINESS

Although the Quality Branded restaurants feature an array of concepts and designs, there is a common operation and management style that is practiced in all of the restaurants in order to build and maintain a loyal clientele. All restaurant management, servers and bartenders are trained to place the needs of our customers first and to provide them exemplary dining experiences. We empower our managers to make smart decisions independently to build rapport with their guests. In addition, we provide efficient systems and technology to all our managers to enable them to focus their attention on providing their guests outstanding experiences.

In order to support the efforts of the chefs, managers and servers in the restaurant, we ensure that the restaurants benefit from compelling event programming and strong public relations, marketing and advertising programs. We create advertising, marketing and public relations programs in a way that is geared to attract a cosmopolitan,

knowledgeable consumer. For example, twice a year for over twenty years, Quality Branded has celebrated National Wine Week, a lunch event during which guests are offered ten samples of wine for \$20. We create a calendar of interesting wine dinners and events throughout the year for our customers. Quality Branded is one of the only restaurant groups that invests in promoting restaurants through full-page ads in leading publications, such as the New York Times. We partner with extremely creative advertising agencies to keep our message witty, true to the brands, and relevant to our business objectives. Two distinctive programs also support the restaurants: one targeting hotel and private concierges and the other, our best customers. Quality Branded conducts regular outreach and events with the leading concierges to keep them informed of our offerings and also to keep our restaurants on top of their minds when making recommendations to their clients. We also have an exclusive,

invitation-only VIP for our best customers. As a VIP member, guests are given a private toll-free number that is staffed twelve hours a day for access to priority reservations and a members-only section of our website with special VIP experiences and offers. In addition, we orchestrate one-of-a-kind offerings that are exclusive to our restaurants. We partner with boutique or well-known winemakers to create custom blends of wines that are only available at our restaurants and work with graphic designers at award-winning AvroKO to design labels for a unique product. We have also worked with specialty breweries to create custom bottlings of beers for our restaurants. These creative, unique offerings set our restaurants apart. We continually challenge ourselves, our chefs and our bartenders to create new and compelling ideas to create dining experiences unlike any other for our guests.

YEARS IN THE BUSINESS

42

SMITH & WOLLENSKY
NEW YORK CITY

26

PARK AVENUE

23

MALONEY & PORCELLI

13

QUALITY MEATS
NEW YORK CITY

6

QUALITY ITALIAN
NEW YORK CITY

4

QUALITY MEATS
MIAMI BEACH

3

QUALITY EATS
WEST VILLAGE

GONE, BUT NOT FORGOTTEN

34
THE POST HOUSE

21
MANHATTAN OCEAN CLUB

18
CITE

**

NEWBORNS
QUALITY EATS
UPPER EAST SIDE

DON ANGIE

QUALITY EATS
NOMAD

**

**THERE ARE OVER
160 EMPLOYEES
IN THE CURRENT QUALITY BRANDED
GROUP THAT HAVE BEEN
WORKING TOGETHER
FOR OVER 10 YEARS ****





QUALITY MEATS

NEW YORK | MIAMI BEACH

*"THIS IS PRECISELY THE PLACE TO GO WHEN
YOU WANT TRADITIONAL STEAKHOUSE FOOD,
WITHOUT THE AGING MEN'S CLUB ATMOSPHERE."*

- DETAILS





BEST NEW STEAKHOUSES IN AMERICA

- DETAILS



QUALITY MEATS

NEW YORK

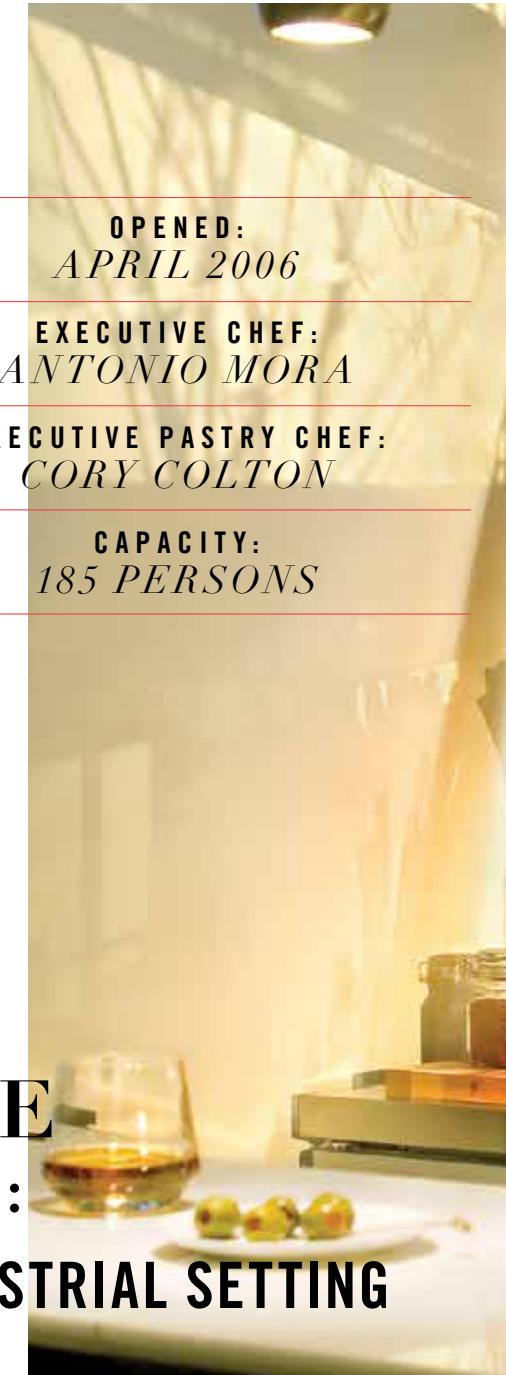


OPENED:
APRIL 2006

EXECUTIVE CHEF:
ANTONIO MORA

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
185 PERSONS



**

QUALITY MEATS PROVED
THE MOST RELIABLE
OF THE NEW BREED:
SOLID STEAKS, AN INDUSTRIAL SETTING
FAR COOLER
THAN THE CLASSIC COW PALACES

- BUSINESS WEEK



** A SKILLFUL BLEND OF
DOWNTOWN STYLE
AND UPTOWN FINESSE

- CRAIN'S NEW YORK



**
In April 2006, the Stillmans partnered with award-winning design firm AvroKO to create the decor and graphics for Quality Meats, a rustic new American concept in Midtown. Chef Craig Koketsu created a menu with contemporary versions of classic flavor combinations and was recognized as one of the best new steakhouses in America by Details Magazine.



QUALITY MEATS

MIAMI BEACH



OPENED:
FEBRUARY 2015

EXECUTIVE CHEF:
GIANNI LAMBOY

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
220 PERSONS

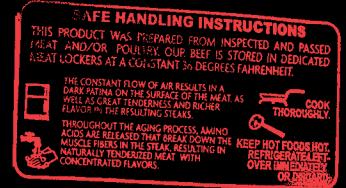


**
IN A TOWN WHERE
THE STEAKHOUSE IS KING,
QUALITY MEATS IS
WORTHY OF ITS THRONE

- MIAMI HERALD



In February 2015, the second location of acclaimed Manhattan restaurant Quality Meats opened in a historic Art Deco hotel in the heart of South Beach. The family-owned butcher shops found throughout New York City inspired the flagship Quality Meats, and here the concept is married with the beauty of worn Art Deco details in a Miami setting.



QUALITY ITALIAN

NEW YORK | DENVER
CHICAGO (WINTER 2019/2020)

*"QUALITY ITALIAN
IS JUST THAT."*

- FORBES





WHERE TO POWER LUNCH IN MIDTOWN

- THE INFATUATION



QUALITY ITALIAN NEW YORK



**

THE ABSOLUTE BEST
PASTA DISHES IN NYC

- THRILLIST

THE ABSOLUTE BEST
CANNOLI IN NEW YORK

- GRUB STREET

OPENED:
JULY 2013

EXECUTIVE CHEF:
NICK GAUBE

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
200 PERSONS



** LIKE OTHER
RED-SAUCE TEMPLES,
THE ONLY THING
MORE GENEROUS THAN ITS
PORTIONS IS ITS “HOSPITALIANO”

- TIME OUT NEW YORK

Quality Italian presents a menu of modern day adaptations of traditional Italian-American steakhouse fare. Continuing the tradition of sister restaurant Quality Meats, Quality Italian references old-world butcher shops in its unique design, drawing inspiration from the traditional butcher guilds found throughout Italy.



QUALITY ITALIAN DENVER



OPENED:
FEBRUARY 2017

EXECUTIVE CHEF:
BJ WOJTOWICZ

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
150 PERSONS



**

DENVER'S
BEST STEAK

ONE OF THE 25
BEST RESTAURANTS
IN DENVER

- 5280



** THE FOOD AND BEVERAGE
PROGRAMS ARE
ELEGANT, WHILE THE
SETTING IS RELAXED
AND JOYOUS.

- EATER DENVER



Quality Italian found its second home in 2017 in Denver's Cherry Creek neighborhood. Through welcoming reclaimed wood doors, the warm, industrial interior has unique art features throughout and wine storage as a visual attribute to the space. A large central bar with a dynamic cocktail program and extensive wine offerings brings a convivial tone to the dining room. The full menu is served in the adjacent lounge. In the warmer months, the exterior garage doors are open for an indoor/outdoor dining ambience. In addition to a la carte dining, Quality Italian offers both private and semi-private dining options for events and special occasions.

QUALITY MEATS

WEST VILLAGE | UPPER EAST SIDE | NOMAD

*“QUALITY EATS IS THE FUTURE
OF THE NEW YORK STEAKHOUSE.”*

- EATER





THE ONLY
STEAKHOUSE
CATHERING TO
MILLENNIALS

The 22 Best Restaurants in New York City

We count the length of a trip not in days, but in terms of how many lunches and dinners we'll have. We're guessing you do the same. Here's a list of 22 of our favorite places to eat in New York City. You won't find many big-name-chef, Michelin-starred affairs here (you know those already). Rather, these are the spots we come back to again and again, the places that always get it right, the places that, when asked by a friend where they should eat, we don't hesitate a beat in naming. Because when you're in town for just a few days, you can't afford to waste a single meal.



Quality Eats

The first sign that you're in a steakhouse that doesn't take itself too seriously comes at the bar, where they've pre-carved graffiti into the maple: anthropomorphic burgers say "you're freaking rare"; a banana reminds you that things are, indeed, about to get "bananas." Soon enough, you'll be ordering a Cracker Jack Old Fashioned—served, naturally, with a disappointing toy prize—or a rum-heavy Hemingway Spritz. (They also have an excellent selection of wine, all on draft and ordered by the quartino.) The steaks themselves—the short rib dramatically served on the bone, the iron-rich hanger, and the high-roller "Don Ameche," a filet served with foie gras mousse—are almost an afterthought to sides like creamed spinach hush puppies, scalloped sunchoke, and cacio e pepe orzo. Any remaining whiff of pretension is whisked away by the birthday cake dessert, a pint of chocolate ice cream topped with angel food, frosting, and sprinkles. You may not carve your own witty graffiti into the Quality Eats bar top after finishing it, but you get the sense nobody would mind if you did. —P.B.

January 25, 2017

GUIDE: 12 Restaurants Perfect For Literally Everyone

"You can't be all things to all people" is something you'd told if you ever take a business class or start entrepreneurship how to make your brilliant app idea a reality. But unlike your succulent-sharing service, all of these restaurants are actually good for all human beings, and all occasions. The spots on this list (along with the rest of the places noted with this tag) are the kinds of places where you can bring anyone—cool younger people, cool older people, un-cool people, picky people, dates, groups—and know you've made a choice that will please. Put yourself on the back for making the first good decision of your night.

9 Quality Eats
84

Quality Eats is a steakhouse that's pretending not to be a steakhouse. Their playlist is great, their nachos credo on the menu, there's an excellent cocktail list, and the overall vibe is one that could get you laid—but not in an over-the-top way. On the people-pleasing spectrum, this restaurant covers everyone from the client who calls himself a "heat and potatoe guy" to a third date who you're actually kind of nervous about to a bimbo who only cares about the photo she's going to take for her Instagram (literally the ice cream with the birthday cake candle).



Quality Eats, a modern steak-centric twist on the classic neighborhood joint, aims to change the notion that a visit to a steakhouse is exclusively a special occasion experience. The menu features familiar steakhouse and grill dishes with a focus on affordable and lesser-known cuts of meat, priced under \$30. The combination of the diverse menu, innovative cocktail program, and Dressed Up ice cream scoops result in a neighborhood restaurant showcasing delicious, inventive yet approachable food and drink.

THE WALL STREET JOURNAL.

The Inside Story Behind a Wine List's Creation
Putting together a restaurant wine list requires more than a few famous names and popular grapes, as Lettie Teague discovered when she followed the opening of New York restaurant Quality Eats.

By LETTIE TEAGUE
Nov. 19, 2015

HOW HARD CAN it be to put a wine list together? A few famous names, some popular grapes priced at a profit, and the job is done. But a really good wine list—that excites and challenges diners (but not overmuch) and offers great bang for the buck—is much harder to pull off. It takes time and effort. In the case of Quality Eats, a new restaurant in New York, it took almost three months.

That's how much time I spent, off and on, in the company of restaurant owner Michael Stillman and wine director Marc Passer, both 35, as they created Quality Eats' wine list, menu and the restaurant itself.

The Greenwich Village eatery, conceived as an "affordable steakhouse," is the most recent addition to the seven-restaurant portfolio of Fourth Wall Restaurants, where

Mr. Stillman is president and Mr. Passer has been corporate wine director since 2011. The two men have put together many notable wine lists over the years at the group's other Manhattan restaurants, which include Smith & Wollensky New York, Maloney & Porcelli, Quality Italian and Quality Meats.

Quality Eats' wine list would be a departure of sorts for the team. Mr. Stillman said when I met the men for the first time in September. Unlike their other wine lists, which are quite large (Smith & Wollensky's has almost 1,000 bottles) and full of fancy, four-figure selections that appeal to expense-account diners, the Quality Eats list would be small and modestly priced. The selection, Mr. Stillman said, would have "a real neighborhood feel," mixing well-known wines that comforted diners with ones that challenged them, a formula designed to entice patrons to return again and again. For example, to nudge diners out of their comfort zone, Mr. Passer might offer a Cabernet but not one from a famous region like Napa, sourcing it instead from a less popular—and cheaper—place.

One of the highlights at the just-opened Japanese-tinged bistro *Bird Dog*, in Palo Alto, CA, is the four-ounce Wagyu ribeye "heart" with red peanut romesco. Chef Robbie Wilson transforms the entire middle of the ribeye into a refined slab of beef resembling a loin. Likewise, while New Orleans steakhouse *La Boca* offers guests the choice of an always satisfying prime flank or Angus T-bone, the Argentine-style grill also turns out the *Entraña Fina con la Piel*, a gamey skirt steak specialty shellacked in a crunchy membrane.

Quality Eats, the newest addition—and first downtown venture—for New York-based Fourth Wall Restaurants, exemplifies the modern, boundary-pushing steakhouse. With its patty melt burgers and scalloped sunchoke, the vibe, befitting of its location, is decidedly more casual than swank Midtown siblings *Quality Meats* and *Maloney & Porcelli*. The stars of the dining room, however, are chef Ryan Bartlow's untraditional steaks, including a batteau cut, top sirloin-culotte and long-bone short rib (pictured at top).

"I don't think it's unconventional as much as it is expanding on convention," says Fourth Wall president and founder, Michael Stillman of Quality Eats' mission. "Diners have a growing interest in sustainable eating and the nose-to-tail cooking movement has opened minds to new options."

ZAGAT

November 24, 2015

FEATURE The Modern Steakhouse: Why Off-Cuts Are In



An oversized porterhouse, accompanied by an obligatory mound of creamed spinach, will always remain the clubby steakhouse's tempting calling card. But lately, more and more chefs are giving the once neglected offcut the limelight to spare both the environment and your wallet.

When acclaimed British chef Fergus Henderson opened *St. John* in London, the visionary restaurant was praised for its offal creations. While this nose-to-tail culinary approach has been embraced by myriad restaurants in the States since then, now even revered steakhouse classics are making way for underutilized yet craveable cuts of meat.

One of the highlights at the just-opened Japanese-tinged bistro *Bird Dog*, in Palo Alto, CA, is the four-ounce Wagyu ribeye "heart" with red peanut romesco. Chef Robbie Wilson transforms the entire middle of the ribeye into a refined slab of beef resembling a loin. Likewise, while New Orleans steakhouse *La Boca* offers guests the choice of an always satisfying prime flank or Angus T-bone, the Argentine-style grill also turns out the *Entraña Fina con la Piel*, a gamey skirt steak specialty shellacked in a crunchy membrane.

Quality Eats, the newest addition—and first downtown venture—for New York-based Fourth Wall Restaurants, exemplifies the modern, boundary-pushing steakhouse. With its patty melt burgers and scalloped sunchoke, the vibe, befitting of its location, is decidedly more casual than swank Midtown siblings *Quality Meats* and *Maloney & Porcelli*. The stars of the dining room, however, are chef Ryan Bartlow's untraditional steaks, including a batteau cut, top sirloin-culotte and long-bone short rib (pictured at top).

"I don't think it's unconventional as much as it is expanding on convention," says Fourth Wall president and founder, Michael Stillman of Quality Eats' mission. "Diners have a growing interest in sustainable eating and the nose-to-tail cooking movement has opened minds to new options."

Time Out



VOGUE



People



ZAGAT

April 27, 2016

FEATURE 8 Hottest New Brunches in NYC

For most New Yorkers, brunch is a crucial part of the weekend agenda. It's the one meal of the week that rewards laziness: sleep until noon and you can still find fancy eggs on just about any corner (and a Bloody Mary to boot). Here are some of the hottest new places to indulge, from towers of bagels and lox to a Peruvian-inspired feast in Williamsburg.



QUALITY MEATS

WEST VILLAGE

OPENED:
NOVEMBER 2015

CHEF/PARTNER:
CRAIG KOKETSU

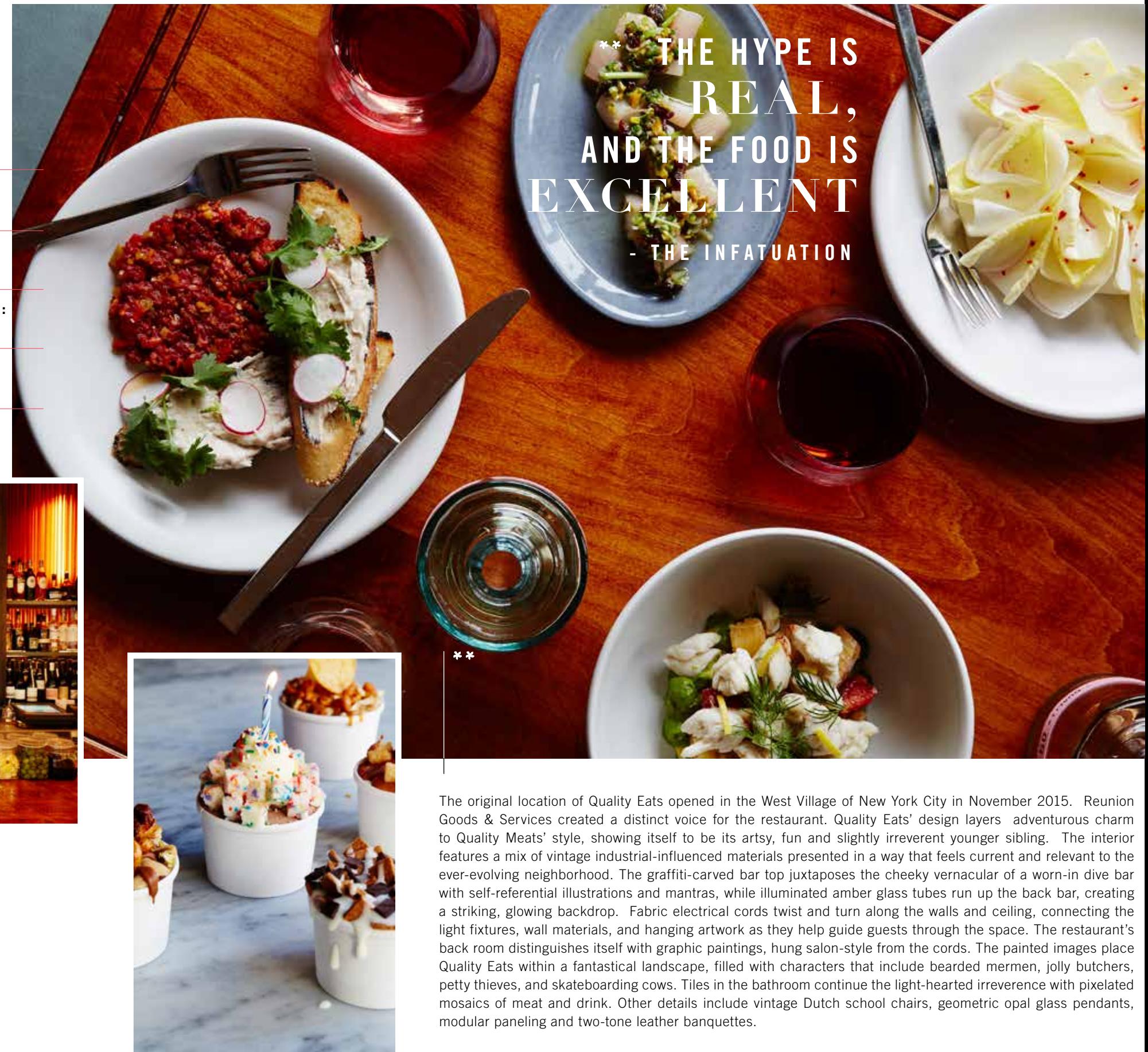
EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
65 PERSONS



10 HOTTEST
NEW STEAKHOUSES
OF 2015 AROUND THE U.S.

- ZAGAT



** THE HYPE IS
REAL,
AND THE FOOD IS
EXCELLENT

- THE INFATUATION

The original location of Quality Eats opened in the West Village of New York City in November 2015. Reunion Goods & Services created a distinct voice for the restaurant. Quality Eats' design layers adventurous charm to Quality Meats' style, showing itself to be its artsy, fun and slightly irreverent younger sibling. The interior features a mix of vintage industrial-influenced materials presented in a way that feels current and relevant to the ever-evolving neighborhood. The graffiti-carved bar top juxtaposes the cheeky vernacular of a worn-in dive bar with self-referential illustrations and mantras, while illuminated amber glass tubes run up the back bar, creating a striking, glowing backdrop. Fabric electrical cords twist and turn along the walls and ceiling, connecting the light fixtures, wall materials, and hanging artwork as they help guide guests through the space. The restaurant's back room distinguishes itself with graphic paintings, hung salon-style from the cords. The painted images place Quality Eats within a fantastical landscape, filled with characters that include bearded mermen, jolly butchers, petty thieves, and skateboarding cows. Tiles in the bathroom continue the light-hearted irreverence with pixelated mosaics of meat and drink. Other details include vintage Dutch school chairs, geometric opal glass pendants, modular paneling and two-tone leather banquets.

QUALITY MEATS

UPPER EAST SIDE

OPENED:
JULY 2017

CHEF/PARTNER:
CRAIG KOKETSU

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
80 PERSONS



THE 22
BEST RESTAURANTS
IN NEW YORK CITY

- CONDÉ NAST TRAVELER

** FIVE GREAT
NEW YORK
STEAKHOUSES

THE VILLAGE VOICE

Quality Eats ventured uptown in 2017 to open their second location. While keeping the menu's greatest hits, Quality Eats Upper East Side added dishes to appeal to the neighborhood. New fish options and local collaborations put a personalized spin on this outpost. Collaborations include a new apricot rugelach ice cream flavor with longtime Upper East Side bakery, Orwashers, and a specialty brunch item featuring neighbor Sable's smoked fish.

QUALITY EATS

NOMAD



OPENED:
FEBRUARY 2018

CHEF/PARTNER:
CRAIG KOKETSU

EXECUTIVE PASTRY CHEF:
CORY COLTON

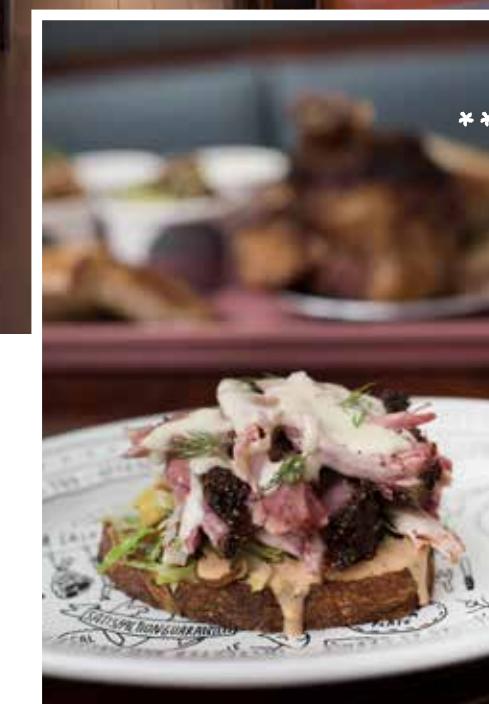
CAPACITY:
120 PERSONS



**

THE THIRD QUALITY EATS IS UPON US:
STILL FULL OF OUTSTANDING
STEAK, STILL OFFERING INCREDIBLY
ON-TREND DISHES AND NOW WITH SOME
INCREASINGLY INSTAGRAMMABLE
COCKTAILS ON THE MENU

- URBAN DADDY



Quality Eats opened its third outpost in February 2018. The largest of the three NYC locations, Quality Eats NoMad still keeps the familiar feeling of well-loved steakhouse classics with a modern spin. Specialty items at NoMad include the Reuben for two with sproutkraut (the chef's version of sauerkraut, made with brussels sprouts), and a slew of custom cocktails and rarefied whiskeys for the bar.



PARK AVENUE

AUTUMN/WINTER/SPRING/SUMMER

“THE RESTAURANT STRIVES TO CAPTURE THE SEASONS NOT JUST IN THE INGREDIENTS USED -BUT IN THE SPIRIT THE DISHES PROJECT.”

- THE NEW YORK TIMES





SEASONALITY FROM THE OUTSIDE IN

- THE NEW YORK TIMES



PARK AVENUE

AUTUMN/WINTER/SPRING/SUMMER

ORIGINALLY OPENED:
JANUARY 1992

RE-OPENED:
SEPTEMBER 2014

EXECUTIVE CHEF:
ZENE FLINN

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
170 PERSONS



**

BEST
UP AND COMING
CHEFS

- NEW YORK TIMES / NEW YORK MAGAZINE



** ONE OF THE
BEST NEW
RESTAURANTS

- NEW YORK TIMES/ NEW YORK OBSERVER

Park Avenue Café originally opened on Park Avenue and 63rd Street in 1992 to much critical and popular acclaim. The fine dining restaurant with Americana décor flourished for many years as one of New York City's best restaurants for New American cuisine. Park Avenue re-opened its doors at Park Avenue and 26th Street in the fall of 2014. The beloved restaurant will again transform with the seasons, changing menus, décor and beverage programs to create a comprehensive transition. Dining at Park Avenue during each season has become a coveted must-visit "only in New York City" occasion.

Don *Angie*

*"DON ANGIE IS FOR APPETITES EAGER TO
EXPERIENCE A NEW SPIN ON ITALIAN CUISINE
WITHOUT CLICHÉS BUT FULL OF ITS SPIRIT."*

- NEW YORK POST





10 MOST IMPORTANT RESTAURANT OPENINGS IN 2017

Don ~~Angie~~



OPENED:
OCTOBER 2017

EXECUTIVE CHEFS:
ANGIE RITO &
SCOTT TACINELLI

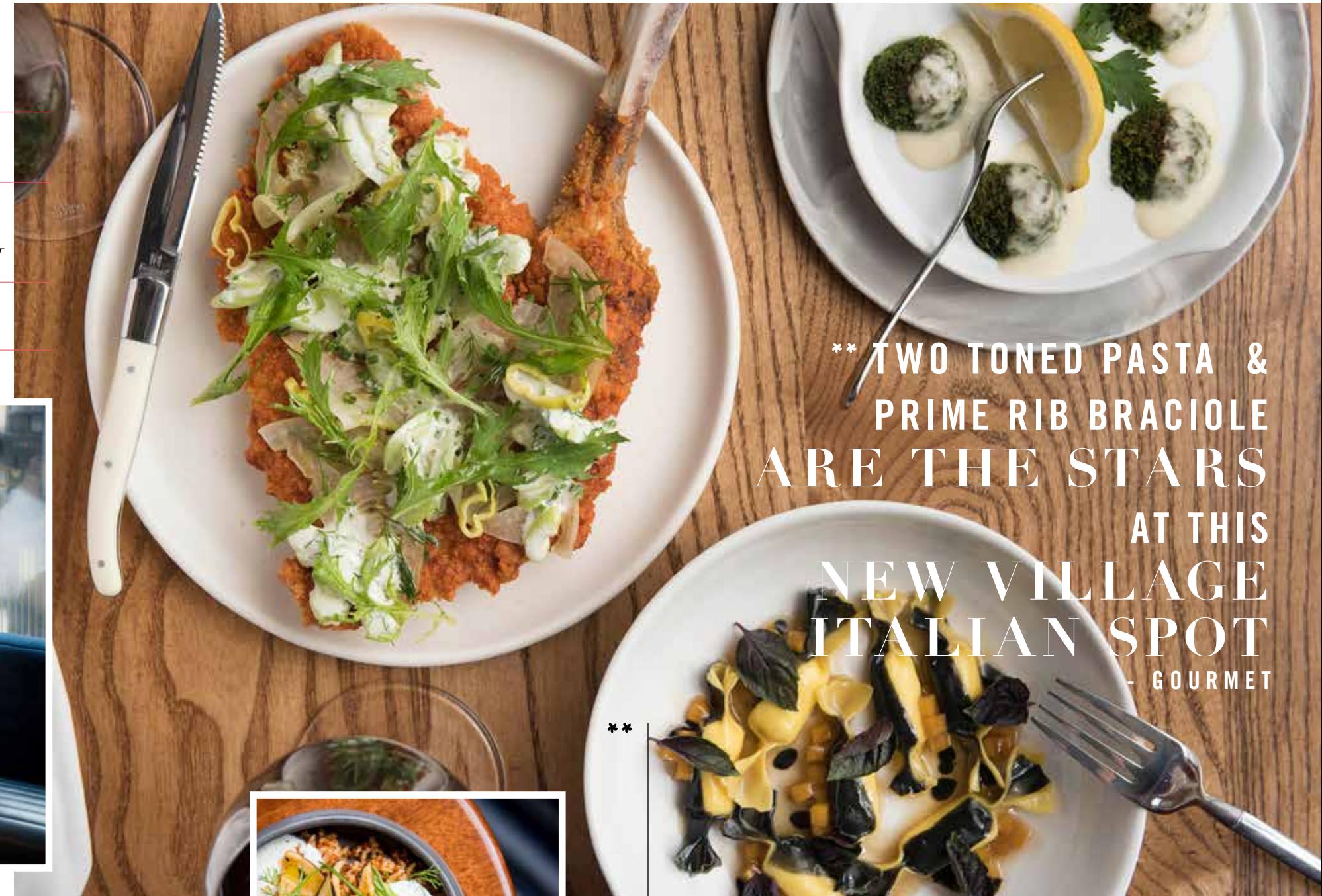
CAPACITY:
58 PERSONS



**
**NEW YORK CITY'S
BEST NEW RESTAURANTS
OF 2017**

- THE INFATUATION

** 15 BEST DATE SPOTS
IN NEW YORK CITY
- ZAGAT



** TWO TONED PASTA &
PRIME RIB BRACIOLE
ARE THE STARS
AT THIS
NEW VILLAGE
ITALIAN SPOT
- GOURMET

**
Growing up in her family's Italian bakery in Cleveland, Angie Rito's passion for Italian cuisine and cooking grew naturally from a young age. Being brought up in New Jersey in an Italian-American family with a mother and grandparents who were avid cooks, Scott Tacinelli has always had a deep love for food, especially Italian. Before graduating culinary school, he was hired as a line cook under Craig Koketsu at the newly opened Park Avenue Summer. Angie started her restaurant career in the front of the house, and ended up in New York City, with the job of captaining at Park Avenue. Her strong interest in food and cooking drew her to the kitchen, where she met and fell in love with Scott. They always dreamed of opening a small, special place where they could really showcase their unique style of modern Italian American cuisine. That vision comes to fruition in Don Angie.

THE ORIGINALS



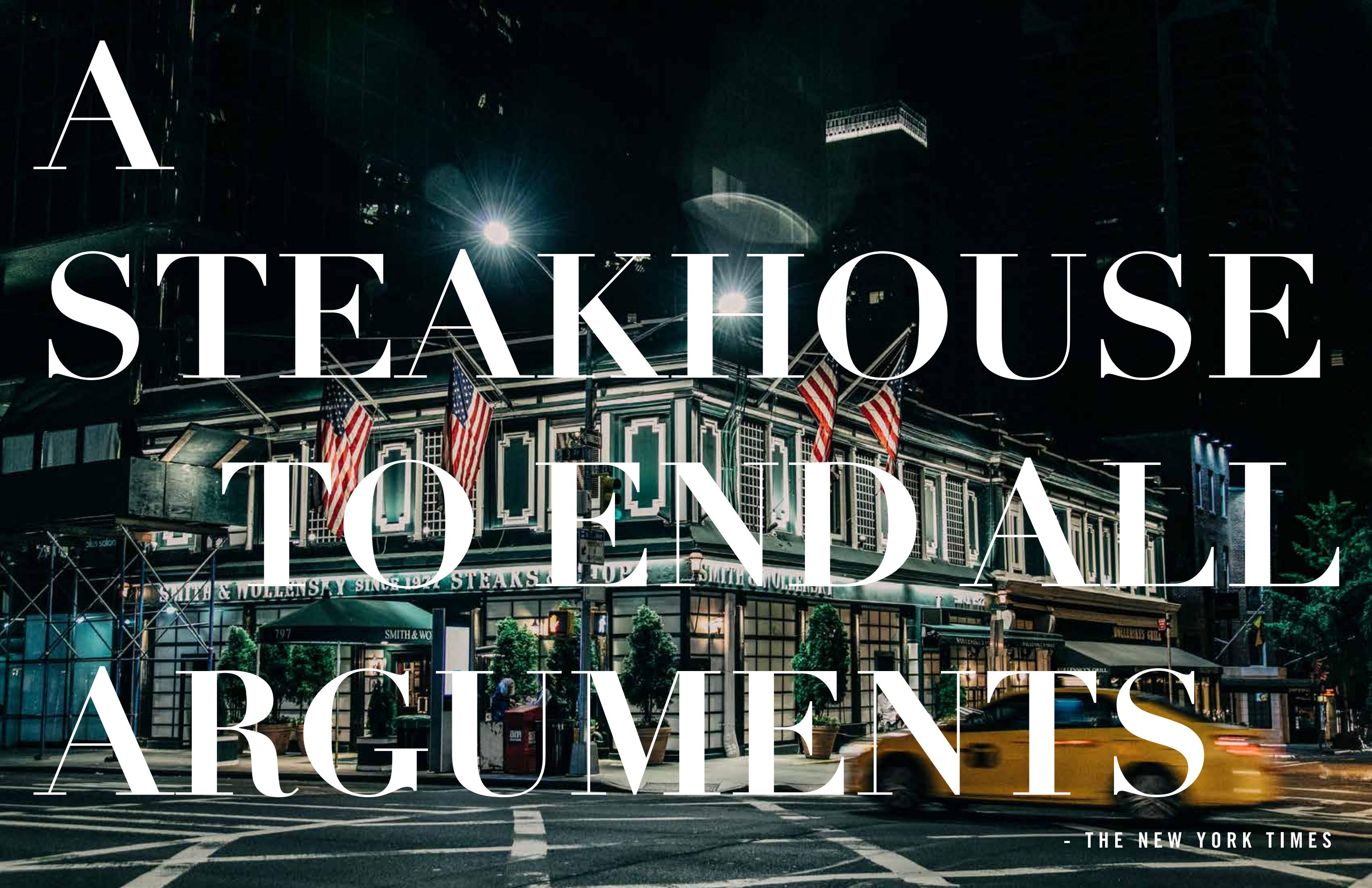
Smith & Wollensky
New York City

EST. 1996
MALONEY
—
Porcelli

*“SERIOUS WINE, SERIOUS BEEF, SERIOUS DEAL-MAKING...
THAT ABOUT SUMS IT UP FOR THIS CLASSIC NEW YORK
STEAKHOUSE WHOSE GREEN-AND-WHITE FACADE MIGHT AS
WELL BE ON THE LIST OF CITY LANDMARKS.”*

- NEWSDAY





A STEAKHOUSE
TO DIE FOR

- THE NEW YORK TIMES



Smith & Wollensky
New York City



OPENED:
OCTOBER 1977

EXECUTIVE CHEF:
ELMAN GALLARDO

EXECUTIVE PASTRY CHEF:
CORY COLTON

CAPACITY:
420 PERSONS



THE 20
BEST STEAKS
IN AMERICA

- ESQUIRE



** THE
QUINTESSENTIAL
NEW YORK
STEAKHOUSE

- GOURMET

The names Smith & Wollensky were randomly selected from a New York City phonebook late at night. The first page turned to? Smith! Next? Wollensky! And a legendary steakhouse was born. Smith & Wollensky prides itself on legendary service and the caliber of its steaks. USDA prime grade beef is dry-aged and hand-butchered in-house to ensure unparalleled quality, tender texture, and outstanding flavor. This method is the most time-consuming and expensive way to age beef, yet the results are superlative. At any given time, Smith & Wollensky NYC is aging 7-12 tons of beef on premises.

EST. 1996

MALONEY & Porcelli



OPENED:
AUGUST 1996

EXECUTIVE CHEF:
AARON BASHY

EXECUTIVE PASTRY CHEF:
CORY COLTON

MAIN DINING ROOM CAPACITY:
195 PERSONS

SKYLIGHT ROOM CAPACITY:
180 PERSONS



**

NYC'S CARNAL OBSESSION IS STILL HONORED
AT STEAK HOUSES LIKE
MALONEY & PORCELLI.

- GAEL GREENE



Named after founder Alan Stillman's two New York State liquor license attorneys, Maloney & Porcelli does justice to American dining, bringing the charm and grandeur of the 1950's to today's table, presenting menus that offers playful takes on traditional American classics. The dinner menu offers guests a selection of crowd-pleasing supper club-inspired dishes. Offerings range from the more straight forward—like raw bar items and steaks—to the creative, like the signature Crackling Pork Shank with Fire Cracker Apple Sauce, Spicy Sopressatta Pizzette with Fennel & Guindilla Peppers, and The Bronson Pinchot—our version of a steak au poivre, finished tableside.



The dessert menu, created by executive pastry chef Cory Colton serves up nostalgia in its sweetest form, with confections like the Almond Joy, Banana Cream Pie and \$100,000 Bar ice creams, the Zoot Suit Crème Brûlée, and a personal-sized Red Velvet Cake. Maloney & Porcelli's centrally located bar enlivens the dining room, bringing a convivial cocktail culture back to midtown. The cocktail menu is comprised of innovative reinterpretations of the classics. The bar is also home to a wide selection of bourbons, ryes, Irish and Japanese whiskies and scotches. The bustling, two-story midtown restaurant also has two available private rooms, perfect for smaller or larger events. Carefully curated installations feature eclectic collections of clubhouse staples like pocket watches, shoe horns, canes and matchbooks that seamlessly set the tone for a dining experience that transports guests to a simpler time.



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