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*Superior Hospitality  
Management*



***“Exceeding the Needs and  
Expectations of our Customers”***

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Company Profile

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Superior Hospitality Management, LLC is the premier hospitality management company in the Southeastern United States and the Caribbean.

*“Our mission is to provide the highest quality hospitality management and facilitate the partnering of other companies, to ensure the hospitality needs of our clients are delivered in a manner that exceeds the expectations of our clients and their customers.”*

Our mission is based upon the principals of valuing our clients and their customers, an expectation of excellence, and the deliverance of a product that exceeds the needs and vision of our customer.

Superior Hospitality is renowned for servicing the tourist and entertainment populations of major metropolitan areas and the brokering of hospitality relationships to provide a broader spectrum of services that meet the diverse needs of our clients.

Our successful experience ranges from fast food operations to entertainment/convention operations to large-scale commercial services and include:

- **High-quality, efficiently-operated food and beverage concessions operations in airports, convention centers and other large-scale tourist attractions;**
- **High-quality, cost-efficient, plated specialty meals for conventions, large banquets, dinners, etc.,**
- **High-quality, pre-portioned meals for large-scale government/commercial operations.**

Each year over 15 million tourists, conference attendees, travelers and vacationers are served and have access to our hospitality services.

## Customer Service Philosophy

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*“Exceeding the needs and expectations of our customers”*

The staff of Superior Hospitality Management, LLC believes that our respective successes are directly attributable to a firm commitment to 100% customer satisfaction. We understand the importance of pleasing the customer from their first glimpse of our operation throughout their stay. We consider the customer first, from product quality to customer service, from architectural design to business systems.

*Well trained, courteous, efficient staff*

*High-quality and reasonably-priced products*

*Sparkling clean facilities*

*100% Customer Satisfaction*

Accordingly, the single most important key for success in providing hospitality service is outstanding customer service. We believe our ability to provide unmatched customer service ensures that our operations flourish and provide perpetual benefit to our clients and our customers.

Our ultimate goal at Superior Hospitality is to “exceed the expectations of our customers, partners and clients”. This inherent value in our organization has resulted in the development of a number of successful relationships. Examples of our customers, partners and clients include:

## Company Operations

**Superior Hospitality** owns and operates a number of diverse subsidiary companies that target specific markets in the hospitality industry. This intricate and unique operational diversity is designed to ensure targeted expertise and customer satisfaction is achieved in various industry markets.

### Airport Food Court Operations

Superior Hospitality has developed and operates a number of theme oriented food and beverage concessions in Airport facilities. Each theme oriented operation has been specifically developed to meet the architectural and design requirements of the airport authority. Our current operations include:

#### Floribbean Court, Orlando International Airport

A complete food court operation with a number of service food and beverage concessions consisting of Freshens Yogurt, Sbarro, Miami Subs and the Manatee Bar and Lounge, located in the Orlando International Airport. Opened in 1997, Floribbean Court serves in excess of 4.3 million patrons annually with annual sales approximating \$5.2 million.



#### CoCo Oasis, Orlando International Airport

Opened in 2000, CoCo Oasis is our second food court operation at Orlando International Airport. Our food and beverage concessions include McDonalds, Sbarros, Freshen's Yogurt, and the Coco Oasis Bar and Lounge. This operation serves in excess of 3.7 million customers annually, with approximately \$6.5 million in annual revenues.

#### Nabdash Airport Concessions Grand Bahama International Airport

Located in the Grand Bahama International Airport, Nabdash Airport Concessions opened in July 2004. The Grand Bahama International Airport is the largest and fastest airport in the Bahamas. Over two million customers will be served annually with sales approximating \$1.2 million. Our food and beverage operations include our own Kafe Kalik Express Bar and Lounge, Starbucks Coffee and Pastry, and two airside snack bars serving a variety of fresh sandwiches, salads, fruits and beverages.



**Company Operations****Convention and Entertainment Services****Orange County Convention Center, Orlando, Florida**

Superior Hospitality has a joint venture with Levy Restaurants that provides all convention and food and beverage hospitality services including food and beverage concessions, and specialty food service for the Orange County Convention Center. The Orange County Convention Center is the second largest and one of the most active convention centers in the United States, servicing over 12 million patrons annually.

The Phase V Expansion of the Convention Center opened in 2003 with over 1.3 million sq. ft. of new convention and meeting space. Superior Hospitality was instrumental in facilitating the design of all food service facilities.

**Orlando Food Services Partners, Orlando, Florida**

Since 1993 Superior Hospitality has had a joint venture with Levy Restaurants to provide all food and beverage services for the Bob Carr Performing Arts Centre, T.D. Waterhouse Centre and the Florida Citrus Association in Orlando, Florida. The T.D. Waterhouse Centre is the home of the NBA Orlando Magic and Florida Citrus Bowl hosts a number of major collegiate football bowl games annually.

**Restaurant Operations****Outback Steakhouse Restaurant**

Superior Hospitality owns and operates an Outback Steakhouse in Nassau, Bahamas. The restaurant, serving only dinner meals, is an estimated 6,400 square feet and with annual sales to soon approximate \$3.5 million. As a result of the success of this venture, Superior is currently negotiating with Outback Restaurants to open a second location in Freeport, Grand Bahama. The second location will be close to 4,800 square feet with sales estimated between \$3.5 - \$4 million yearly.





## Company Operations

### Kafe Kalik

Kafe Kalik is a newly developed themed restaurant concept developed by Superior Hospitality. We anticipate this new themed concept to be one of the fastest growing concepts in the next five years. Our first restaurant location the US will be in Orlando, Florida and internationally soon. Planned locations in Orlando and Miami Florida, and other major U.S. cities are under negotiations. Our Kafe Kalik Express bar and lounge opened in the Grand Bahama International Airport in July 2004. It is anticipated that five hub restaurants, seven satellite locations and 3 express operations will be operational within the next five years.



### Sbarros Italian Eatery

Superior Hospitality owns and operates a Sbarro full store Italian eatery located in the heart of the International Drive tourist district in Orlando, Florida as well as seven food court locations in the Orange County Convention Center. Annual sales for all locations are approximately one million dollars. The full service restaurant is an estimated 2,500 square feet.

## Government/Commercial Food Service Operations

### Orange County Government

Superior Hospitality and Trinity Food Services have a joint venture to provide food service for the Orange County Jail. Now in the fifth year of operation, over 12,000 pre portioned meals are served daily.

### State of Florida

A joint venture with the Compass Group, Inc. provides food and management services to a large number of state government operated facilities to include all state-operated Juvenile Justice facilities, Children and Families Rehabilitative Facilities and Department of Veterans Affairs Hospitals in Florida.



## Our Customers, Partners and Clients

Outback Steakhouse Restaurant	Orange County Convention Center
Orlando International Airport	Grand Bahama International Airport
Levy Restaurants	Compass International
Fine Host Corporation	Trinity Food Service
Professional Golf Association	Florida Citrus Association
Orange County Government	Dept. of Management Services, State of Florida
McDonald's Corporation	Sbarro Pizza
T.D. Waterhouse Centre	Bob Carr Performing Arts Centre
Miami Subs	Freshens Yogurt
Nathan's Famous Hot Dogs	Harbco Construction, Inc.





**Design & Consulting Services:**

We are prepared to assist your firm in selecting the most suitable and marketable property for your next project. Whether a full scale hotel, boutique hotel, motel, inn, restaurant, café, bistro or retail food shop... or even an Internet café, SHM can find the most applicable location with the best market share and the best possible visibility and traffic flow. We can assist from location through full construction and operation of the property. SHM has worked in the past with real estate brokers such as Remax and Arvida to find locations on a global scale for our clientele. We've worked with architects in the US, South and Central America to develop properties.

**Services:*****Strategic Business Planning***

Whether you're implementing a comprehensive management plan, developing a new business operation or venture, producing or expanding a line we make your project, idea or dream a reality inside and out. If you are looking to start, revamp or expand a food and beverage concept, a business plan is the way to start. Our consultants can review your business plan or create one based on your ideas and concepts and assist with bringing it to fruition.

**Product development:*****Menu design & development***

This is the main avenue to success in any food and beverage concept.

We offer recipe standardization, product sourcing, chain of distribution both single and multi-unit concepts. Our experts can evaluate cost effectiveness, equipment requirements, HR resources, predict possible operational speed bumps and offer viable solutions and control processes. This pre-planning will help to avoid future operational expenses.

**Standard Operating Procedures:**

The creation of Employees Handbooks, HACCP training manuals and forms, printed support for cooking processes to receiving, storing, serving are an integral part of our services. Standard Operating Procedures are a important tool for full service restaurants as well as small chains. Our consultants will study your processes, policies and procedures and will write the appropriate SOP manual to bring your organization into compliance.



All these manuals can be translated to Spanish, Creole, French or German.  
For custom made coaching and training manuals please contact us with your training requirements.

**Staff Training**

Training is one of the most difficult tasks to implement in any organization, yet is also one of the most valuable assets to share with new employees when given in the right manner. We have experienced consultants in this particular area providing you with several options:

*Training the Trainers:* A process where our consultants will screen possible trainer candidates and assemble a team that will train new hires. This team can be educated to different extents, from rotation replacement to a team expert on new openings.

*Train the Managers:* This is a program that coaches new or experienced managers on day to day financials, HR operations, maintenance and customer relations issues.

*Coaching Corporate Executives:* A one on one review of your executive teams to bring together different departments or areas to accomplish renovations, takeovers, mergers, franchise implementation to the development of a growth business plan and execution.

**ROI Analysis**

The control and management of operating and promotional expenses remains one of our more important services. Among the many resources that SHM provides is the implementation of day to day strategies that will immediately reflect your bottom line.

*Increased Profit and Cash Flow Management.* We provide you and your management team with proven tools and procedures that will enable you to define, in an accurate way, your profit margins.

**Executive Performance Evaluations**

- Full Concept Evaluation & Design
- Restaurant Management
- Full Operational Management
- Corporate assistance

**Management Development**

**Mr. Tyrone Nabbie, Chief Executive Officer**

Mr. Tyrone Nabbie is the founder and President of Superior Hospitality, LLC. Mr. Nabbie has over 35 years experience in the hospitality industry that includes the management and operation of a number of high-volume and well-established hospitality and entertainment facilities. He is a well respected industry expert for his abilities in concept design, development and construction; managing, restructuring and operating financially sound and profitable food and beverage operations; leveraging and brokering business opportunities to develop diverse markets; and attracting qualified investors for project development and operation

In addition to SHM, Mr. Nabbie also owns and has vested interest in a number of other successful subsidiaries in the hospitality industry, examples of which include:

**Yorkshire Hospitality Management Group, LLC**—Themed restaurant development and operation.

**MCO Enterprises**—Orlando International Airport food court concession and lounge operation.

**DanFine Corporation**—Orlando International Airport food court concession and lounge operation.

**Orange County Food Services Partners**— Joint Venture with Levy Restaurants to provide exclusive food and beverage management operations to the Orange County Convention Center and other large entertainment/arena.

**Orlando Food Services Partners**— Joint venture with Levy Restaurants to provide the City of Orlando with food and beverage services for sports and entertainment venues such as the TD Waterhouse Centre, Orlando Sports Association and the Bob Carr Auditorium.

**Joint Venture - Trinity Service**—Large commercial and government food services operations.

**Joint Venture - Morrison Food Services**—Provide food services to governmental Health Agency Facilities including the Department of Veterans Affairs and Children and Family Services.

**Outback Restaurant Nassau Bahamas**—Family oriented restaurant franchise concept.

**Nabdash, LTD - Freeport, Bahamas**—Grand Bahamas International Airport food court operation.

**Kafe Kalik Holdings, Ltd.**— Themed restaurant concept for the Bahamas.

**Kafe Kalik Restaurants, LLC**—Themed restaurant concept for the USA.

**SMR Concessions, LLC**— Hospitality management company providing services at all levels of the hospitality industry.

**Superior Facility Maintenance, LLC**— Provides facility and property management and custodial services to public and private school systems and to government, commercial, healthcare and corporate facilities.

Fundamental to the success of his varied interests is Mr. Nabbie's belief of the inherent need for effective relationships with national and international governments, reputable vendors, business/civic leaders representing small, medium and large-sized companies, and community leaders seeking economic development opportunities.

His commitment to effective and win/win relationships is also reflected in Mr. Nabbie's strong belief in and support of local communities. He is deeply committed to the practice of mentoring agreements for small and minority-owned companies, joint ventures with locally-based companies in any market and the support of community-based organizations. While personally supporting youth and senior citizen organizations, Mr. Nabbie fully believes in the empowerment of our local communities.

Teamwork, personal integrity, sharing and fairness are principals that reflect the philosophy of Mr. Nabbie, and the application of these principals is instrumental in his continuing entrepreneurial and civic success.

**Ms. Maxine Prendergast**  
**Vice President Airport Operations**

Ms. Maxine Prendergast is the Vice President for Airport Operations and has total responsible for the managerial oversight of the Orlando International Airport. Ms. Prendergast is well educated in the hospitality industry and has extensive experience with a number of major hospitality companies to include Host Marriot and Fine Host Corporation. Ms. Prendergast and Mr. Nabbie have worked together in a number of capacities prior to the establishment of Superior Hospitality.

In addition to her expertise in each areas of food and beverage administration, Ms. Prendergast also excels in management and administration, and sales and marketing. In her current capacity, responsibilities include human resources, facilities management, menu planning and design, food and liquor cost control, quality and sanitation control, all operational policies and procedures, and start up procedures.

**Mr. Jorge Chaves**  
**Comptroller**

Mr. Chaves is responsible for the entire fiscal management of Superior Hospitality. Mr. Chaves has a Degree in Business Administration and has extensive experience in each area of financial management. Prior to joining Superior, Mr. Chaves worked with a number of large and medium sized companies. His experience in the international market has been instrumental in funds management for our Caribbean operations.

**George Morning**  
**Vice President Business Development**

George I. Morning is an accomplished manager with extensive success and experience in formulating and bringing to market a variety of new concepts. Mr. Morning's success has been recognized in both the government and private sector arenas.

Highly educated in the areas of organizational management, public finance and public administration. Mr. Morning has extensive experience in the private sector, has worked at each level of government and a number of non profit organizations throughout the U.S.

As Vice President for Business Development, Mr. Morning is responsible for the development of new business ventures for Superior Hospitality. In this capacity, Mr. Morning has been instrumental in developing opportunities in new markets to include our commercial and instrumental in developing opportunities in new markets to include our commercial and entertainment operations.

Mr. Morning and Mr. Nabbie have collaborated on a number of successful projects before joining Superior Hospitality.

**Chef James Katurakes**  
**Vice President for Culinary Services**

Chef James "K" Katurakes' role in development and management of culinary services is critical to the continued success of Superior Hospitality Management. Our ability to ensure that our customers receive the high quality food, prepared from the high quality products and served in a the most professional manner is directly related to the skill and management of Chef K

From our fast food menus to our restaurant meals to our convention and entertainment venues, Chef K ensures the highest quality of food services are met.

Chef K graduated from the Culinary Institute Association in 1979 and did externship at the Hotel Dupont in Wilmington, DE. He traveled the Mid-West and went to work for Trump Properties and was instrumental in the opening of the Trump Taj Majal. He has worked for many corporations including the Marriot Properties, Carnival Cruise Lines, Resorts International, Del Webb and Levy Restaurants. He is a Certified Executive Chef with the American Culinary Federation and received his sanitation certification from the American Sanitation Institute. He has been employed, for the past six years, by Levy Restaurants at the Orange County Convention Center in Orlando, Florida, one of the AAA Top Tier Convention Centers in the world.

"Chef K" has won numerous awards on both the national and international levels. Among his copious accomplishments is winning the National US Skill Olympic Gold Medal in the Vocation



## Company Principals

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Industrial Clubs of America (VICA) competition in 1977 at the age of 17, the operation of the Taj Mahal a 32,000 meals a day operation and working with several world renowned master chefs such as, Chef Gustof Muller and Chef Jean Henri Mergen.

In his position for Levy Restaurants at the Orange County Convention Center, Chef "K" managed a 6 million dollar kitchen and a production crew of 75.

The success, accomplishments, culinary skill, training and experience of Mr. James Katurakes represent the "best of the best". With the major expansion of the Kafe Kalik themed restaurant concept and other hospitality ventures of Superior Hospitality, Chef K expertise and skill will continue to ensure our commitment to the culinary needs of our consumers remain unmatched.

### **Mr. Franz Streinesberger, Jr. Profit Enhancement Officer**

Mr. Franz Streinesberger is a world renowned chef with an established international reputation for his creativity, excellent culinary skills and financial success in the development and management of exclusive culinary establishments throughout Europe.

Highly educated and trained in each aspect of culinary management, Mr. Streinesberger's experience includes training and working with numerous world renowned chefs; developing and publication of 1,000 recipes; developing and owning and managing his own restaurant establishments; and receiving numerous international awards.

Mr. Streinesberger's in-depth culinary managerial and ownership experience are fundamental to his role as Profit Enhancement Officer for Superior Hospitality Management, LLC. He also possesses highly technical training and experience in the management of exclusive food and beverage establishments in the international hospitality market.

With over 20 years of experience of developing and managing major hospitality concepts grossing in excess of \$40 million, Mr. Streinesberger has a demonstrated commitment to ensure the implementation and operation of the most efficient and cost effective ideas and solutions, and building long term foundations that consistently guarantee growth and adaptation for Superior Hospitality.

The role and utilization of a position that is specifically directed to Profit Enhancement further demonstrates Superior Hospitality commitment to our mission and the profitability of our operations. Consistent with our management philosophy and key to the success of our ventures, including the new Kafe Kalik themed restaurant concept, Mr. Streinesberger's proven ability in each area of ownership, management and operation of exclusive food and beverage establishments ensures an exacting level of effective and efficient practices in all our operations.

## Company Principals

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### **Mr. Bob Hudson** **Manager, Information Technology**

Mr. Hudson is information management and technology support systems for Superior Hospitality. Mr. Hudson has detailed experience in each of information management to include WAN, LAN, POS systems, Security Systems and the provision of direct technical support. Mr. Hudson experience covers a wide variety of industry areas in both government and private industry and demonstrates a complete knowledge of technology systems from product development to installation and monitoring to operational design and management.

All information systems for Superior Hospitality are managed by Mr. Hudson and include in excess of 8 servers and 50 network users.

### **Andreaetta (Ann) Jones** **Administrator**

Ms. Andreaetta Jones is responsible for day to day administrative management of Superior Hospitality Management, LLC. Ms. Jones directly interacts and coordinates all major support functions for both U.S. and Bahamas operations.

With over 25 years as a skilled office administrator, Ms. Jones is the pivotal individual that ensures the management team of Superior Hospitality reaches established goals and objectives. Her problem solving skills, administrative foresight, ability to work with short time lines and detailed knowledge of organizational processes and procedures is reflective of her professional abilities and her impact on the organization.

Ms. Jones is the most senior member of Superior Hospitality Management, LLC and worked with Mr. Nabbie prior to the establishment of the company. Her professional influence, unwavering commitment to the organization and ability to conduct everyday miracles continues to be a major factor in the growing success of Superior Hospitality Management, LLC



**Restaurant Forum**  
of Central Florida • December 1999

Freshens' TREAT CENTER

Miami BILL

Tyrone Nabbie

Maxine Prendergast

**DanFine Corp. Boosts Airport Dining**  
*Concept Provides Variety, Great Taste*



# MBE<sup>®</sup>

MINORITY BUSINESS ENTREPRENEUR

*Bon appétit at an airport?*

## DanFine Corporation brings a fresh taste to travelers in Orlando, Florida

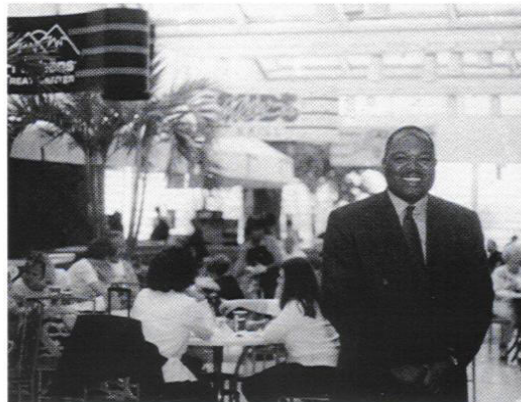
As president of **DanFine Corporation**, Tyrone Nabbie controls the operation of the **Floribbean Court** concession centered in Airside (concourse) "3" of the Orlando International Airport in Florida. The contract, valued at \$50 million over a 10-year period, is the largest ever awarded to a minority by the Greater Orlando Airport Authority.

"While attaining such a large contract is a great achievement, the real hard work is maintaining the contract," says Nabbie, a native of Nassau, The Bahamas. "This requires attention to detail and the delivery of consistent quality service to our customers. This has been our focus since we opened our doors in 1998 and it continues to be our focus for the duration of the contract."

DanFine is a joint venture between Nabbie and **Fine Host Corporation**, one of the largest recreation and leisure foodservice companies in the U.S. Nabbie and partner **Arthur McZier**, owners of **Dantin Hospitality**, a concessions management company located in Orlando, control 65 percent of DanFine, which operates under the trade name of Floribbean Court. Fine Host, its minority partner, owns 35 percent.

Floribbean Court offers guests a choice of Villa Pizza with a wide selection of Italian dishes and a variety of pizzas made with fresh dough, Miami Subs and its variety of healthful, quick-service alternatives, or the Manatee Bar and Lounge serving microbrew or tropical frozen drinks. For dessert, the court offers yogurt, giant pretzels and fresh fruit smoothie blends from Freshens.

Nabbie's longtime Jamaican friend and working associate, **Maxine Prendergast**, serves as general manager for the food court. "Tyrone and I went to the same



school, Florida International University in Miami, where we pursued a degree in hotel/restaurant management. We had similar sights on venturing out to open our own restaurants. We both went on to build our careers and I joined Tyrone at the Orange Country Convention Center, and then on to DanFine," she says.

Together, they have approximately 30 years of food-service experience, which is why the company continues to grow. In fact, revenue increased last year by 28 percent.

"Managing airport concessions requires sound knowledge of the airport culture," comments Nabbie. "This relates to understanding how traffic flow affects the business, knowing your customers and their expectations, and foremost, establishing a strong partnership with the landlord and other tenants. The business has a very high capital intensity and attention to detail is essential."

So far, Nabbie has 62 employees working at Floribbean; 88 percent are minority. Nabbie is also the managing partner of two other facilities: **MCO Enterprises Inc.'s Coco Oasis**, at a new food court to be located on Airside "2" of the airport, and **Levy Restaurants** at Orlando's Orange County Convention Center, the second-largest convention center in the U.S.

Knowing how fortunate he is to land a major contract with an international airport, Nabbie puts every effort into using the services of other minority owned businesses, including **PatDel Distributors Inc.**; **Bright & Company, P.A.**; **L.F. Harris & Associates, CPA, P.A.**; and **Southern Cleaning Services**, all of Orlando.

"The Greater Orlando Aviation Authority has one of the strongest Disadvantaged Business Enterprise programs in the country. As a result, we also share the potential for growth," concludes Nabbie.

*Reprinted with permission from the May/June 2000 issue of  
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