

BLIND PIG BRIGADE

DEVELOPING BEVERAGE PROFESSIONALS

EST. 0111.07

**ROCKET FARM
RESTAURANTS**

ROCKET FARM RESTAURANTS

1737 ELLSWORTH INDUSTRIAL BLVD. N.W., STE. E5

ATLANTA, GA 30318

OFFICIAL DOCUMENT

We create restaurants that strike
a timeless emotional chord.
Restaurants that don't pander to
trend, but draw generations of
families together.





JCT. KITCHEN & BAR





NO. 246





THE OPTIMIST





KING + DUKE





ST. CECILIA





THE EL FELIX





SUPERICA





MARCEL





STATE OF GRACE





BEETLECAT



OUR BEVERAGE VISION

01

PASSION

We are passionate about our profession and proud to be at the vanguard of our industry. We strive to be trendsetters and have respect and admiration for our competition. We are constantly sharpening our skills and honing our craft. We are endlessly curious about all things beverage.

02

INTEGRITY

We source the freshest, highest quality ingredients; we champion artisanal producers and are ambassadors of mindfully-made and -sourced spirits; all of our juices, cordials, tinctures, and syrups are made in-house to ensure no corners are cut.

03

HOSPITALITY

We greet every guest with a genuine smile, eye contact, and hearty welcome. We are sincerely curious about each individual and provide personalized, authentic, and caring service.

04

CONSISTENCY

We follow precise recipes and use jiggers to ensure accurate pours. Through coaching, training, and refining technique, our cocktails look and taste the same every time.

05

CLEANLINESS

We clean our stations as we go, keep our bar organized at all times, and are meticulous about sanitation. We appreciate aesthetics and see everything through our guests' eyes.

06

MOTIVATION

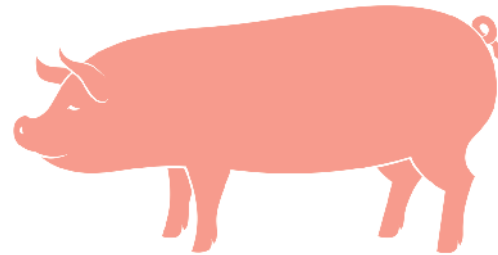
We are driven and self-motivated; we do not require supervision and are always looking to learn something new. We don't wait to be told what to do -- we make it happen!



“I LOVE FINDING TALENT IN A REGION, AND PUT THESE PEOPLE IN AN ENVIRONMENT WHERE THEY CAN LEARN AND GROW.” — FORD FRY

BLIND PIG BRIGADE

SHHH...

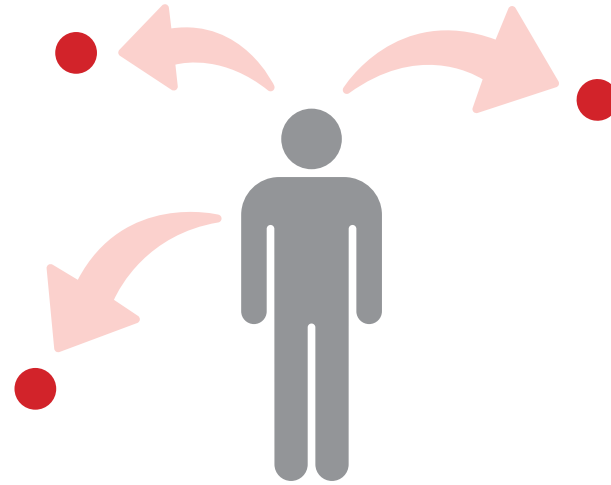


Blind Pig, also known as a “Speakeasy,”
is an establishment that illegally
sells alcoholic beverages.

NOTES

In 1920, the United States began a failed experiment in social engineering, referred to today as Prohibition. Citizens wasted little time in subverting laws banning the sale and consumption of alcohol by frequenting an establishment called the speakeasy—which probably came from a patron’s manner of using a soft voice when ordering an alcoholic drink to avoid raising suspicion.

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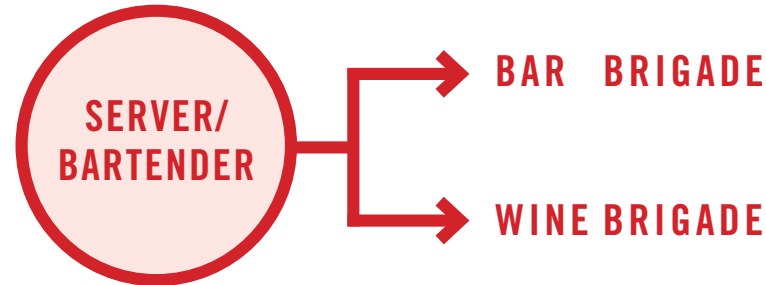


Brigade refers to “Brigade de Cuisine,”
a hierarchical culinary system.

NOTES

This hierarchical system, developed by George Auguste Escoffier, delegates responsibilities to different levels and positions that specialize in increasingly complex responsibilities and tasks.

TWO CONVERGING PATHS

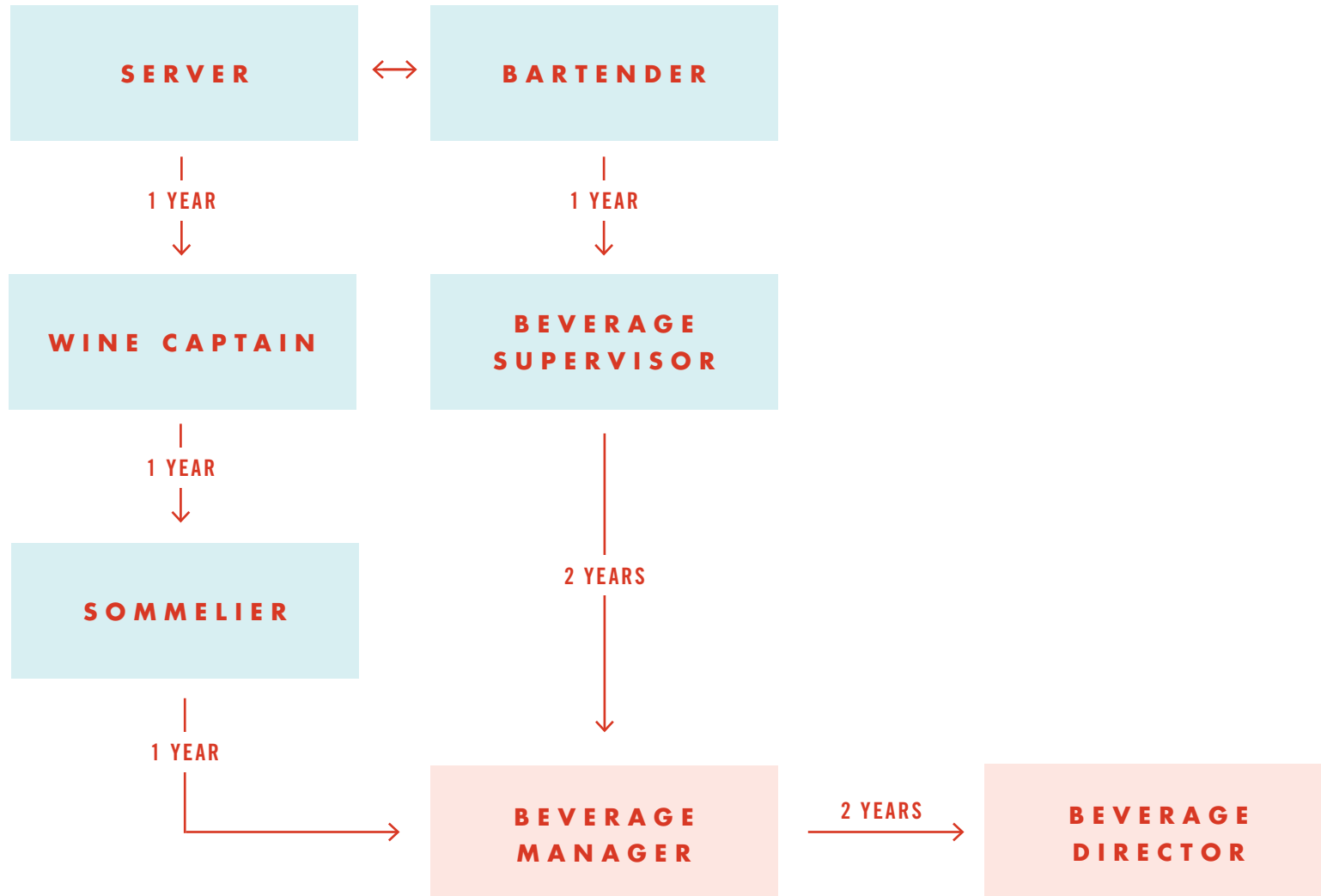


Mastering the ever-evolving beverage field requires passion, dedication and a vast amount of knowledge and skill. To help guide and develop our beverage professionals, we have hewn two interwoven paths through this dynamic landscape: the **Bar Brigade** and the **Wine Brigade**.

NOTES

They both germinate at Server / Bartender. Skill and knowledge sets progress through the beverage hierarchy at each individual restaurant and merge at the Beverage Manager position that steers several beverage programs. It elevates from there to the Beverage Director position that oversees the program integrity of a particular region or concept.

BEVERAGE HIERARCHY



*TIMELINE INTERVALS ARE APPROXIMATES

THRESHOLDS AND TRIGGERS

To progress to the next level of the brigade, you are expected to achieve three thresholds:

1

Considered a top performer in our Performance Chronicling System

2

Master the job functions and skills required to perform at the next level of the brigade

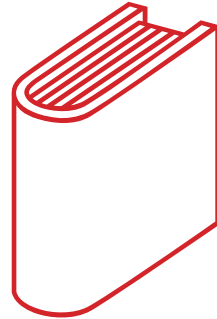
3

Complete the classes required to perform at the next level of the brigade

Performance Chronicling

Rocket Farm Restaurants has developed a perpetual performance-based counseling and review system that uses the same medium to celebrate and document above standard performance as it does to discipline and document sub-standard performance in a cumulative, real-time manner. This system gives all employees the opportunity to correct negative status/perception via exemplary performance.

JOB DESCRIPTIONS



Rocket Farm Restaurants has developed comprehensive job descriptions that detail the functions and skills necessary to successful performance of each position in the brigade. These job descriptions are constantly being updated as our company evolves. Please refer to the most current job description for a detailed list of functions and skills required to perform at the next level of the brigade.

NOTES

The above-mentioned job descriptions also detail the necessary class requirements of each position under “probationary qualifications.”



We look forward to
hearing from you.

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