

# Example of restaurant concept essay

[Life](#), [Friendship](#)



Successful restaurant is not only about the food you make and sell, it's about the way you do it. Allowing customers a unique experience is what makes them remember the place and put it on the top to visit list. There is nothing like The Cheesecake Factory when it comes to delicious, fresh and healthy menu which offers you over 200 selections including dietary needs. Variety of The Cheesecake Factory menu starts from low calories plates, offers everyone's favorites, pastas and seafood, pizzas, steaks and other meats as well as exotic salads and extraordinary factory combinations. Everyone will find a meal which suits any unique taste. Cheesecake is probably the most famous and popular item on the menu, perfectly tender, it is indeed a small food masterpiece. The restaurant also offers another exclusive desserts which are not repeated elsewhere else.

Although the Cheesecake Factory is not a fancy place prices aren't cheap in comparison to other similar restaurants which have very alike menu selection. However prices are still reasonable, every single dollar is paid back with great service, atmosphere and food. Friendly waiters and waitresses will serve your meals and help you out if you hesitate to make the final choice. The Cheesecake Factory made sure that they are close to every customer. Thirty-two places in California, sixteen restaurants in Florida, nine in New York, thirteen and three in Texas and Washington correspondingly. Be sure that you will find one in the nearest big city. There is at least one restaurant in every state so no matter where you are you can take a quick drive and enjoy a wonderful meal.

If you visit The Cheesecake Factory once you will be impressed by the delicate sense of plate and the way your meal looks. Serving a meal is the

art which requires imagination and creativity. At The Cheesecake Factory meals are served with great inspiration and visible desire to impress the client. Plates are often plain with no paints on them however food looks absolutely fantastic and replaces the missing picture. Usually there is nothing else on the plate but the main meal, the solution is quite simple however due to the size and ingredients even a regular sandwich looks different from sandwich served in any other place. Design and décor are of the same importance and attention as the food itself. The Cheesecake factory is recognized by its own famous exterior. Interiors are mostly lavish . Every time you visit The Factory it makes you feel like you are not only back to great food but a favorite place.

The Cheesecake Factory has determined couple of factors on the right way to success. First one is quick service. That's probably next to wide menu and generous portions reason why people choose The Cheesecake Factory when it comes to place for dinner or launch dilemma. Portions are larger than your regular meal which is a great chance to bring a friend and share. Take home is an option if there is no friend around.

Products used for cooking are all local and the company is still working on its Supply Chain scheme. Besides quality of the products and services The Cheesecake Factory wants to make sure their Supply Chain does not tolerate slavery and human trafficking.

Each item on the menu is made before it is ordered and served to guarantee the highest quality of the meal served. The Cheesecake Factory guests can be absolutely sure that their selection was made fresh from scratch. Chicken, other meats and fish are all natural and contain no hormones.

The Cheesecake Factory combined high quality with reasonable prices, quick services with perfect way meals are displayed, comfortable locations and recognizable name which made the restaurant indeed one of the America's favorite.