HOSPITALITY, REIMAGINED.

A new kind of purpose-built hospitality group.

restaura.com

Baby boomers are redefining aging, and so are we.

Welcome to the Future of Senior Living Dining

We understand that active adult and senior living communities are serving a new generation impatient for variety, choice, and access.

This is the future. We are Restaura.

Americans aged 65 and older will soon represent over 20% of the US population and wield $7.6 trillion in annual spending power. As this empowered population considers their retirement choices, are you ready to meet their lifestyle expectations?

The time for change has come. Restaura is taking the lead to disrupt the residential dining market and establish new standards of excellence in hospitality.

Learn More

Scan the QR Code to Discover Restaura

About Us

Restaura was created by culinary, technology, and business strategy leaders who shaped the industry. Now, we are driven to reinvent it as an agile start-up, unafraid to say no to the status quo.

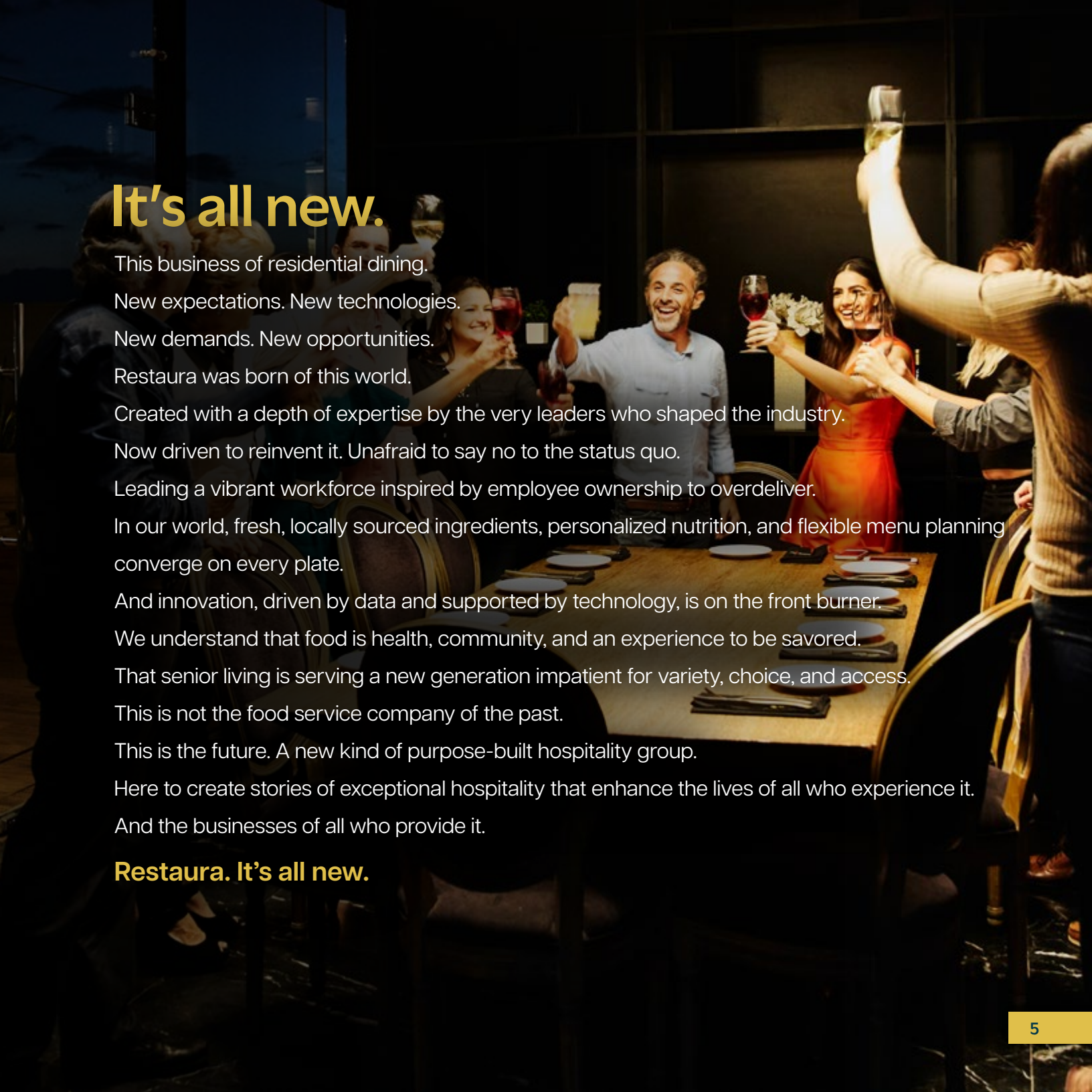
Restaura Founder Richard Schenkel's commitment to culinary excellence has been at the core of his approach to this industry for decades. He has partnered with Joe Cuticelli, another industry leader, to combine scratch cooking with robust AI-driven technology systems and a progressive employee ownership culture. The result is transformative.

The Restaura solution combines a culture rooted in employee ownership with a data-driven operating model to deliver culinary experiences that meet the high expectations of your current and future residents. As a privately held company, we're setting new standards of excellence that we will not compromise.

Richard B. Schenkel
Founder & Executive Chairman

Joseph P. Cuticelli
Co-Founder & CEO

> **"We reimagined what's possible and built a new industry solution from scratch that specifically addresses market needs from the client and resident perspective.**
>
> – Richard B. Schenkel



It’s all new.

This business of residential dining.

New expectations. New technologies.

New demands. New opportunities.

Restaura was born of this world.

Created with a depth of expertise by the very leaders who shaped the industry.

Now driven to reinvent it. Unafraid to say no to the status quo.

Leading a vibrant workforce inspired by employee ownership to overdeliver.

In our world, fresh, locally sourced ingredients, personalized nutrition, and flexible menu planning converge on every plate.

And innovation, driven by data and supported by technology, is on the front burner.

We understand that food is health, community, and an experience to be savored.

That senior living is serving a new generation impatient for variety, choice, and access.

This is not the food service company of the past.

This is the future. A new kind of purpose-built hospitality group.

Here to create stories of exceptional hospitality that enhance the lives of all who experience it.

And the businesses of all who provide it.

Restaura. It’s all new.

A New Era of Aging

Baby boomers expect to be able to enjoy great food anywhere, anytime, and importantly, they understand the impact of nutrition on longevity. We commissioned research* with Age of Majority, a consultancy specializing in the 55+ market, and found a significant gap between how and what today's aging population likes to eat and the perceived ability of active adult and senior living communities to meet their dining needs.

Restaura is filling a void in the market by bringing elevated quality, concierge-inspired personalization, and culinary variety together with data science for the first time.

*Research conducted by Age of Majority for Restaura (1,500 respondents 55–96)

1

Singular Focus

We are singularly focused on food and dining management services for senior living and active adult communities. Our clients have direct access to an executive team that is setting new standards of excellence.

2

Shared Ownership

We have created an innovative culture that provides all Restaura associates, from kitchen staff and servers to corporate team members, with a combined ownership stake of over 30% in the company.

3

Culinary Excellence

Every Restaura recipe is unapologetically delicious, scratch-made, nutritionally balanced, and responsibly sourced. Our chefs are expertly trained to craft meals that delight the senses while prioritizing nutrition and wellness.

4

Technology-Forward

We have imagined new ways to embed technology into every facet of dining services to optimize client success, resident experiences, and operational efficiencies. We've developed tools that automate highly personalized menus, track real-time sentiment analysis, minimize waste, and maximize freshness.

We are intently focused on food and dining management services for senior living and active adult communities. And setting new standards of excellence.

Our Ownership Culture

We know that labor shortages and high turnover are two of the greatest challenges facing senior living operators. In fact, 71% of community leaders we surveyed viewed staffing shortages as a top issue impacting their business. Our innovative model transforms your dining team into Restaura owners. You'll witness a transformation when every team member feels valued, is empowered to exceed expectations, and has a personal stake in the company's success.

At Restaura, every employee—from kitchen staff and servers to corporate team members—shares in the company's success through a unique corporate culture that offers a combined ownership stake of more than 30% of the company.

To craft and implement our employee ownership model, we worked with Ownership Works, a nonprofit organization founded by Peter Stavros, co-head of Global Private Equity at KKR, to advance the concept of shared ownership. Restaura is proud to be the first contract food and dining management services organization to work with Ownership Works.

Ownership Works

We Are Illuminators

At Restaura, we are Illuminators, dedicated to brightening, lightening, and uplifting lives. Our purpose goes beyond simply providing hospitality: we strive to truly illuminate the experiences of those we serve.

As specialists in hospitality, we focus on enhancing the lives of our clients, creating an environment where everyone feels valued and inspired.

We have ownership and influence.

Each of us is an owner with a critical role in shaping Restaura's identity. Our ownership empowers us to succeed and thrive today through our collective actions, constantly crafting a vibrant tomorrow.

We seek opportunity and improvement.

We are dynamic, constantly leading industry evolution and proactively seizing opportunities. We seek continuous improvement and take action to achieve excellence.

We drive innovation and disruption.

Our unique insights compel us to challenge and disrupt the status quo. We embrace competition and contribute inventive solutions.

We value professionalism and excellence.

We value every contribution and demonstrate professionalism through our conduct and attitude. We are trusted to deliver exceptional experiences and set standards for others.

We embody teamwork and empathy.

Teamwork is our strength. We operate as a unified team, relying on mutual respect and collaboration. We embrace diversity and support one another, putting people at the forefront of everything we do.

We craft exceptional experiences.

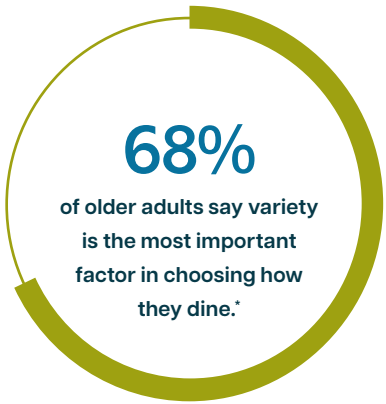
We are trusted to delight and surprise our customers. We learn their needs so we can deliver customized memorable moments.

Culinary Experiences Tailored to Modern Tastes

Variety is the spice of life.

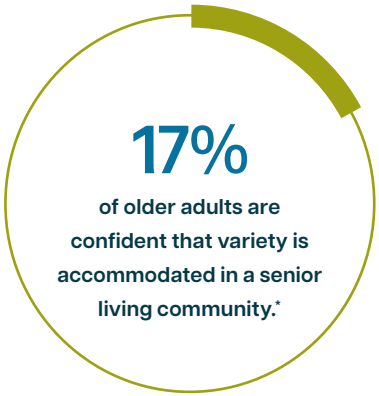
The most important factor when older adults choose how they dine is variety, yet only a few are confident that variety is accommodated in a senior living community. Restaura-operated communities will experience a level of choice and personalization previously unavailable in the industry.

Welcome to a new era where mealtimes span rotating menus, in-room dining options, flexible scheduling, and concierge-style personalized service. It's all designed to replicate residents' lifestyles over the years—as it should.



68%

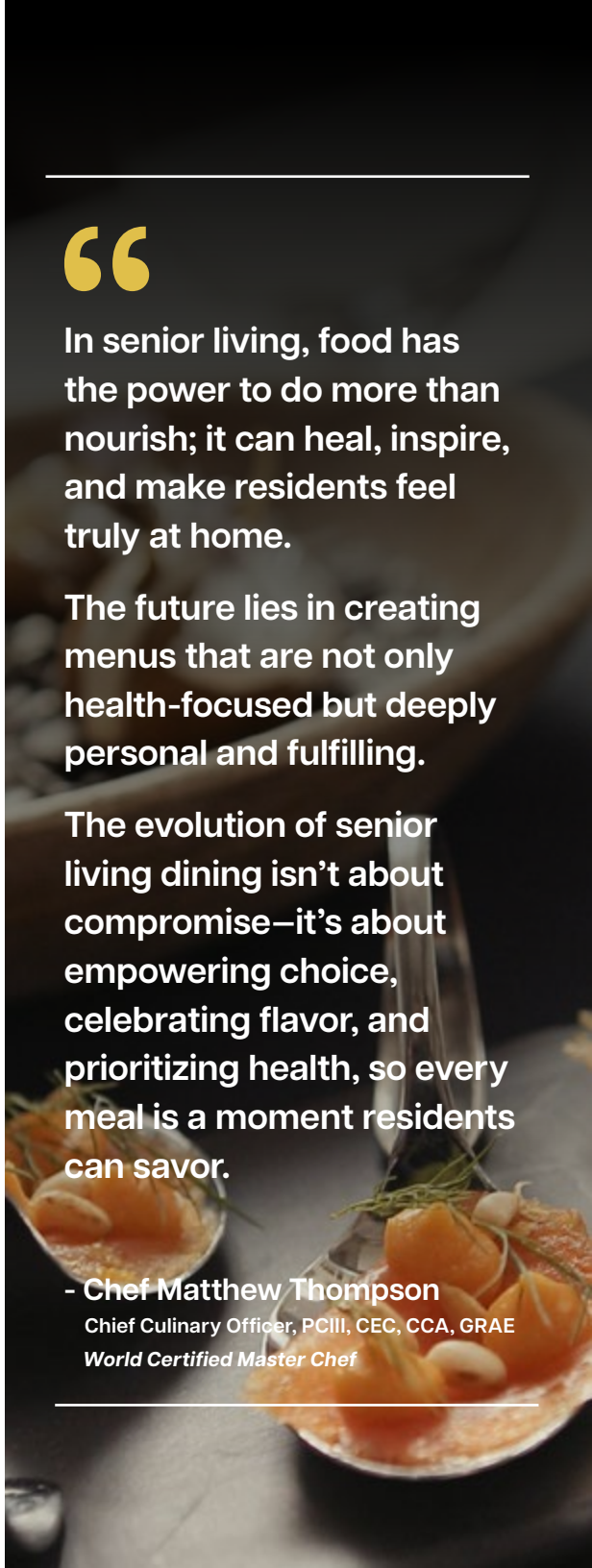
of older adults say variety is the most important factor in choosing how they dine.*



17%

of older adults are confident that variety is accommodated in a senior living community.*

*Research conducted by Age of Majority for Restaura
(1,500 respondents 55–96)



In senior living, food has the power to do more than nourish; it can heal, inspire, and make residents feel truly at home.

The future lies in creating menus that are not only health-focused but deeply personal and fulfilling.

The evolution of senior living dining isn't about compromise—it's about empowering choice, celebrating flavor, and prioritizing health, so every meal is a moment residents can savor.

- Chef Matthew Thompson
Chief Culinary Officer, PCIII, CEC, CCA, GRAE
World Certified Master Chef

At Restaura, our culinary philosophy revolves around four core commitments to our senior living and active adult community partners.

Responsibly sourced

Our fruits and vegetables are responsibly sourced from local farms and suppliers, allowing us to create dishes that are fresh, seasonal, and full of flavor while supporting our community. We offer certified MSC seafood from fisheries that protect marine ecosystems, Fair Trade Certified™ coffee and tea, and humanely raised proteins. It's a win-win for our residents and the environment.

Nutritionally balanced

Our meals are thoughtfully designed to provide essential nutrients while still being visually appealing, indulgent, and delicious. Our chefs pair proteins, healthy fats, and complex carbohydrates; artfully mix textures; and use cooking techniques like roasting, grilling, and steaming to preserve flavor and nutrients without added fats or sugar. We know that today's active agers understand the importance of food as a prescription for healthy living.

Scratch-made

Residents enjoy a wide range of dining options, from spa-inspired cuisine and build-your-own meals to Blue Zone concepts and personalized therapeutic nutrition. Each dish is carefully crafted by our talented chefs who are also owners of the company, ensuring a deep commitment to quality and taste. Using responsibly sourced ingredients, we create scratch-made, nutritionally balanced meals that are both delicious and nourishing.

Unapologetically delicious™

Every dish we offer tells a story of taste and texture. Our chefs expertly blend fresh herbs, spices, and seasonal produce to create a robust and harmonious symphony of flavors. This meticulous approach infuses each plate with lively flavors, turning simple ingredients into unapologetically delicious culinary experiences celebrating freshness and seasonality.

TrueVue integrates POS, menu management, procurement, clinical systems, and finance into one unified platform.

Transformative Technology

Our proprietary TrueVue technology platform converts fragmented data streams into a 360° view of both actual and projected performance across culinary, financial, operational, and dining experience systems.

- **Real-time tracking** of food and labor costs
- **Visibility into budget** performance and variances
- **Monitoring supply chain** conditions and pricing shifts
- **Predictive analytics and AI** automate tasks in response to anticipated pressure points
- **Role-based dashboards** with actionable, real-time intelligence

The result is an industry-first single source of truth that enables leaders to make real-time informed decisions to eliminate operational blind spots and optimize performance.

A 360° View of Performance Expectations from Day One

From day one of transitioning to Restaura you'll gain a clear line of sight into performance based on your expectations and KPIs. Restaura provides senior living leaders with a complete performance picture that is financially sound and experience driven.

For culinary teams, we've consolidated menu planning, recipe management, procurement, inventory tracking, and production into one centralized system to save time, reduce costs, ensure consistency, and improve the dining experience.

Built for Transparency. Designed for Control.

With customized dynamic views that leverage AI to assess performance, our teams actively manage to budget without compromising the resident experience.

We automate reporting and even provide built-in alerts for anomalies like cost spikes, compliance gaps, and sentiment drops. Because managing dining today requires more than reports. It requires TrueVue.

Executive Lens

Enterprise KPIs, financial performance, trend assessment

Culinary Lens

Ingredient costs, menu performance, production intelligence

Resident Experience Lens

Preferences, sentiment, dietary compliance

Labor & Productivity Lens

Hours, utilization, overtime, staffing efficiency

Our Leadership Team

Restaura clients interact directly with our executive team from day one to one thousand. As an agile start-up, we are actively involved in bringing our unique value proposition to life alongside our employee-owner on-site teams.

Founder & Executive Chairman
Richard B. Schenkel

Richard Schenkel is a founder, a business builder, and an industry disrupter with a passion for driving organizational growth and tapping into unseen potential.

Co-Founder &
Chief Executive Officer
Joseph P. Cuticelli

Joe Cuticelli is a leader and business development mastermind with deep industry knowledge amassed during his years of leadership at one of the world's largest employers.

Chief People Officer
Peter Carabillo

Peter is a people and business leader with 20+ years of experience in human resources, operations, and organizational development. As Chief People Officer at Phoenix3 Collective, he focuses on talent strategy, leadership development, and aligning people and processes to drive business growth.

Chief Operating Officer
Ross Dickmann

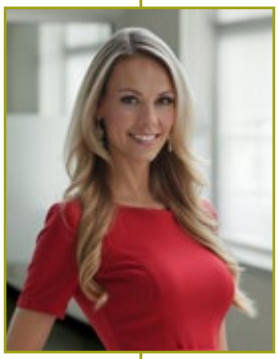
Ross brings over 30 years of distinguished senior living and hospitality leadership, managing complex corporate systems and specialized hospitality teams, and delivering best-in-class outcomes. He applies his deep knowledge to cultivate meaningful relationships with Restaura's clients.

Chief Growth Officer
Chad Cantwell

With a career spanning over 23 years in the outsourcing management space, Chad Cantwell is a seasoned executive known for his expertise in driving strategic organizational growth and building brand equity.

Chief Culinary Officer
Matthew Thompson

Chef Matthew Thompson is a distinguished culinary executive known for his sustainable menu development and hospitality. With over 25 years of experience, he creates impactful operational systems.



Chief Marketing Officer
Summer Menegakis

Summer is a strategic operator and brand builder with 15+ years of foodservice leadership. She has led marketing and business transformation at Sodexo, Unidine, CCL Hospitality, and Boston Children's Hospital, and received the 2023 Future Leaders Award from Senior Housing News.

Chief Information Officer
David Leuci

David Leuci is an IT leader with a proven track record in developing strategies that maximize profits and support growth, generating millions in new revenue. He is a seasoned executive in industry-leading companies.

Chief Financial Officer
Efriam Juarez

Sergey is a finance leader with 15+ years of experience driving organizational growth across hospitality and multi-unit operations. As CFO of Phoenix3 Collective, he leads Finance and Accounting to support efficiency and expansion. Previously, he served as CFO of State of Play Hospitality and held leadership roles at Tatte Bakery & Café and Panera Bread.

General Counsel
Catherine Claussen

Catherine Claussen is the General Counsel of Phoenix3 Collective, leading legal strategy across hospitality, healthcare, senior living, and higher education dining platforms. She specializes in complex transactions, regulatory compliance, and practical legal solutions that support growth and operational success.

Step Into the Future

Embrace the next generation of dining excellence.

Elevated Culinary Experiences:
Enjoy fresh, locally sourced ingredients with personalized nutrition and flexible menu planning, creating unique dining experiences that cater to the preferences of a new generation.

Innovative Technology Integration:
Experience dining services enhanced by cutting-edge technology, from personalized meal planning and real-time sentiment analysis to predictive demand planning that minimizes waste and maximizes freshness.

Empowered Workforce:
Welcome a culture of shared ownership where every team member is invested in success. This collaborative environment not only reduces turnover but also fosters a sense of value and commitment to excellence in service.

We believe in transformative partnerships. Our journey began with a vision to redefine the food and dining management industry to offer exceptional service, expertise, and an unwavering commitment to our clients' success.

We look forward to exploring how we can elevate your community's dining experiences to drive resident satisfaction, acquisition, and retention for years to come.

Restaura SM

Let's Connect

info@restaura.com | 833-573-7828 | restaura.com