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For Immediate Release

**DRAFTING A DREAM:
The Only Restaurant Guide You'll Ever Need
To Stop Screwing Up And Start Winning**

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“If you're in the restaurant business, this book is your lifeline. John Felico is a seasoned food entrepreneur whose insights will transform the way you think about your restaurant or food service business and guide you through the toughest challenges with confidence and clarity.”— **Gregory J. Gilligan, Business Editor, Richmond Times-Dispatch**

**DRAFTING A DREAM – JOHN FELICO’S NO HOLDS-BARRED GUIDE
FOR TURNING A RESTAURANT CONCEPT INTO A THRIVING BUSINESS**

**New Book Provides Insights, Anecdotes, And A Proven Recipe
For Long-Term Success And Profitability**

With over forty years of experience, John Felico has not only built his own successful culinary enterprises, but he is the expert that hundreds of others turn to for advice about thriving in the restaurant world. Felico shares the lessons he’s learned from countless challenges, triumphs, and the pursuit of excellence in his new book, **DRAFTING A DREAM** (November 5, 2024).

DRAFTING A DREAM begins with Felico’s challenge to readers to assess whether they truly have the qualities needed to excel in this demanding industry. He then discusses the pros and cons of launching a restaurant from scratch or going the franchise route. Next comes the crux of the book – Felico’s sixteen no-nonsense, unbreakable “Rules to Live By.” Refined through years of experience, these principles form the bedrock for building a flourishing business. From controlling costs to motivating staff, planning menus to negotiating with suppliers, delighting customers to turning tables, Felico’s rules include:

Focus on the Rush – Instead of trying to increase traffic during slow times, focus on creating more demand during your busiest times. If your restaurant becomes so packed on peak days that customers cannot get in, they will make a special trip during slower times – thus increasing receipts in both busy and slow periods.

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The Simple Foundation – There are four parts to this rule. 1. Serve your food fast. 2. If you will not eat it, throw it away. 3. Serve your food hot and together. 4. Consistency: even if your food is fast, fresh, and hot, but it's prepared differently every time a customer comes in, you will lose customers.

Get Your Hands Dirty – As an owner, it is imperative that you can do everything in your restaurant as well as, if not better than, all your staff. There is no better way to retain employees than if they know you can do their job.

Don't Let Your Dream Cloud Your Judgment – When opening a restaurant, do everything you can to stack the deck in your favor. If the right location does not materialize, for example, do not move forward in a subpar location. Never let the dream cloud your judgment. It is very tempting to settle for a less than perfect because you are so excited to get your business up and running.

To help bring his principles to life, Felico includes an in-depth case study of his latest project, Auggie's Draft Room, the restaurant he founded in St. Augustine, Florida. He takes readers behind the scenes, revealing how he researched the concept, found a great location, controlled costs, and then stumbled along as he tweaked the business, enabling it to grow exponentially over four years.

Whether readers are just starting out or trying to revitalize a stagnating establishment, **DRAFTING A DREAM** is an indispensable playbook filled with real-world stories, hard-earned lessons, and practical strategies for success. As John Felico says, "**DRAFTING A DREAM** is your compass in the tumultuous seas of the restaurant industry, designed to guide you from concept to realization with wisdom and clarity. It isn't just to be read; it's to be lived, breathed, and acted upon. The road ahead will test your resolve, push your boundaries, and demand your best." **DRAFTING A DREAM** is your ultimate guide to success.

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ABOUT THE AUTHOR

John Felico, author of **DRAFTING A DREAM**, is a serial entrepreneur, acclaimed advisor, and restaurant owner with over forty years of experience in the culinary industry. He launched his first business at age seventeen. Ten years later, he opened a Dominic's of New York food truck outside a Lowes store in Virginia. Over the next two decades, he grew the business to 175 locations and developed licensing deals with supermarkets and sports venues around the country. After creating additional concepts, including The Olde Glory Coffee Company and Staks Subs, Felico opened Auggie's Draft Room, a self-serve tap house in St. Augustine, Florida. Today Felico works as an advisor to restaurateurs and start-ups throughout the United States. You can learn more at www.johnfelico.com.