

WHY CREATIVITY MATTERS WHEN OPENING A RESTAURANT



By Todd C. Smith, President and Managing Partner, Corbett Restaurant Group

Walking around Boston, you'll come across hundreds of bars, restaurants, and pubs. But which one do you choose? Why choose one bar over another? Is it the appearance? Is it the name of the bar? Is it the atmosphere?

Picture this, you're walking down the street with friends, and you have 2 pizza shops you've never heard of to choose from. One is called DOUGH and has unique menu, style and feel, similar to [All Star Pizza Bar in Cambridge, MA](#). The other pizza shop is called Mike's Pizza. Mike's Pizza has a counter to place an order and looks like any other quick service establishment. Which would you and your friends be more likely to go into?

If it was me, I'd choose DOUGH because people like to try out new and different eating experiences. Location, service, food — all of that matters, but creativity will take your restaurant concept one step further. What makes your restaurant really stand out other than that so it gets people talking? It could be a certain decor or color scheme with a story behind it, like [The Palm Restaurant's drawings on the wall](#), a restaurant theme, like ["Whim Wednesdays"](#), or offering guests an experience like [Howl at the Moon](#), and these other [unique restaurants](#) in Massachusetts. [Battery Park Bar & Patio in Boston](#) does a great job at differentiating their bar by offering events like "Barking Brunch" on Sunday morning and "Tiki Time" Friday's with Hawaiian themed drinks.

So before you open your next restaurant, think how you can beat the odds and get creative. Need some ideas? Contact our team at CorbettRestaurantGroup.com.

Todd C. Smith is the President and Managing Partner of Corbett Restaurant Group. With over \$93M in sales, Corbett Restaurant Group is Boston's #1 commercial real estate firm that specializes in the sale and leasing of restaurants.