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R&I Special Report: High Rolling

Las Vegas continues to reshape R&I's Top 100 Independent Restaurants ranking while others build sales to keep up.

By Derek Gale, Associate Editor

Private Parts

Like wine marketing, promoting private dining benefits from new approaches. At **III Forks** in Dallas, Chef-proprietor Chris Vogeli says he's seeking ways to maximize private rooms by "double stacking" parties, creating early and late seatings where possible. "It works during holiday time," he says, but he finds it more difficult during the rest of the year, when people often book rooms for 6:30 p.m. or later.

More Growth Strategies

Increasing check averages through suggestive wine selling or improving private-dining revenue helps avoid menu-price increases, which operators hope to avoid. Vogeli says **III Forks** staffers work with hotel concierges to gain recommendations.

Rank	Restaurant, City	2006 F&B Sales	Seats DR/Bar	Avg. Dinner Check	Meals Served	Percent Alcoholic Beverages
67	III Forks, Dallas	11,906,992	585/50	\$75.00	158,527	29