

# PHOENIX3 COLLECTIVE

## Restaurant Menu Concepts

*Concept Development & Field Deployment Timeline*

Strategic Program Initiative | All Verticals: Restaura · Culinour · Infuse

## STRATEGIC CONTEXT

**This is a Phoenix3 Collective program — not a single-vertical initiative.**

The Restaurant Rotation Program is a Phoenix3 Culinary Framework asset, owned at the parent company level and deployed across all three operating verticals: Restaura (Senior Living), Culinour (Healthcare & Behavioral Health), and Infuse (Corporate Dining). Restaura serves as the primary field-deployment environment and the template-validation ground. What is built here becomes the standard across all Phoenix3 communities.

The program operates within the Phoenix3 Culinary Framework, specifically, Level 3: Brand Culinary Experience. The concept rotation is the most visible and differentiated feature of that framework. Each concept delivers a full culinary identity: menu integration, décor language, storytelling, cultural narrative, and staff preparation. This is not theme night programming. It is a differentiated operating system for dining excellence across every community Phoenix3 touches.

### PROGRAM SCOPE BY VERTICAL

Vertical	Restaura — Senior Living	Culinour — Healthcare / Beh. Health	Infuse — Corporate Dining
<b>Rotation Frequency</b>	Monthly — full menu integration	Monthly — CDM + RD approval required	Monthly — café decor + storytelling
<b>Concept Access</b>	All 16 concepts + Black Book	All 16 concepts (texture-modified versions)	All 16 concepts (Passport Punch Card)
<b>Deployment Priority</b>	Primary — Tier 1 pilot sites	Phase 2+ after Restaura validation	Phase 2+ after Restaura validation
<b>Black Book</b>	Select qualifying sites only	Not applicable	Select qualifying sites only

## PROGRAM OVERVIEW

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The goal: move from concept documents to fully operational, field-ready rotation programs across all Phoenix3 operating communities — with consistency, culinary integrity, and brand alignment at every site. The full concept library includes 16 concepts plus the Black Book upscale track. Elia serves as the master template and quality benchmark.

### CONCEPT LIBRARY — CURRENT INVENTORY

#### Template Concept — Phase 1 Pilot

- **Elia — 15 fully developed concepts | Master deployment template & quality benchmark for all subsequent rollouts**

#### Rotation Concepts — Phases 2–4

- **Tier 1 (Phase 2)** Balance (Spa/Wellness Cuisine), Seasons Bistro, Grab-and-Go Program, Coffee Tiered Concept
- **Tier 2 (Phase 3)** Sabores Latino, Italian Menu Concept, Washoku (Japanese Washoku), Chinese Wok, Southern Barbecue (Rodney Scott-inspired), Chicken Concept
- **Tier 3 (Phase 4)** Spanish Menu Concept, Main Dining Room, Bistro Menu, Catering Menu, Packaged Snack Program
- **Select Sites Only** Black Book — Upscale/Fine Dining (separate deployment track, qualifying sites across all verticals)

# PHASE 1 — TEMPLATE VALIDATION

Weeks 1–4 | April 22 – May 16, 2026 | Primary: Restaura (Pilot), Applies to: All Verticals

**Objective** Use Elia as the master template. Validate the deployment framework before scaling. Establish the Concept Deployment Playbook that will govern all concept launches across every Phoenix3 vertical.

<p><b>Week 1</b> <i>Apr 22–25</i></p>	<ul style="list-style-type: none"> <li>• Conduct a full audit of the Elia concept document — identify all components present (menu, training notes, plating guides, nutritional alignment, sourcing notes, brand language)</li> <li>• Define the Concept Deployment Checklist — minimum required components before any concept is field-authorized across any Phoenix3 vertical</li> <li>• Identify gaps in Elia that must be filled before it can serve as the network-wide template</li> </ul>
<p><b>Week 2</b> <i>Apr 28 – May 2</i></p>	<ul style="list-style-type: none"> <li>• Fill identified gaps in Elia (recipe standardization, portion specs, allergen callouts, IDDSI compliance tags, training talking points)</li> <li>• Draft the Concept Deployment Playbook — the step-by-step guide field culinary teams will use to launch any concept across Restaura, Culinour, and Infuse</li> <li>• Identify pilot site(s) for the first Elia field deployment within the Restaura vertical</li> </ul>
<p><b>Week 3</b> <i>May 5–9</i></p>	<ul style="list-style-type: none"> <li>• Finalize the Concept Deployment Playbook v1</li> <li>• Brief culinary and operations leads on the Elia pilot</li> <li>• Confirm pilot site logistics: equipment, sourcing, staffing, training schedule</li> </ul>
<p><b>Week 4</b> <i>May 12–16</i></p>	<ul style="list-style-type: none"> <li>• Execute Elia pilot deployment at selected Restaura site(s)</li> <li>• Capture real-time feedback: culinary team, front-of-house, residents/guests</li> <li>• Document what worked, what needs adjustment, what the Playbook missed — findings inform all subsequent vertical deployments</li> </ul>

**PHASE MILESTONE** Elia deployed at Restaura pilot site. Concept Deployment Playbook v1 validated for network-wide use.

## PHASE 2 — TIER 1 CONCEPT BUILDOUT

*Weeks 5–10 | May 19 – June 27, 2026 | Primary: Restaura, Begin: Culinour + Infuse onboarding*

**Objective** Apply the validated Playbook to the highest-impact, most operationally accessible concepts first. Begin cross-vertical orientation for Culinour and Infuse teams.

**Tier 1 Priority Concepts: Balance (Wellness/Spa Cuisine) · Seasons Bistro · Grab-and-Go Program · Coffee Tiered Concept**

<p><b>Weeks 5–6</b> <i>May 19–30</i></p>	<ul style="list-style-type: none"> <li>Apply Concept Deployment Checklist to all four Tier 1 concepts</li> <li>Identify gaps per concept — assign culinary leads and due dates</li> <li>Begin recipe standardization and portion spec development for Balance and Seasons Bistro</li> <li>Initiate Culinour and Infuse vertical orientation — introduce Playbook and concept library framework to vertical leads</li> </ul>
<p><b>Weeks 7–8</b> <i>Jun 2–13</i></p>	<ul style="list-style-type: none"> <li>Complete recipe standardization for all four Tier 1 concepts</li> <li>Develop training materials: culinary team briefs, plating guides, service talking points</li> <li>For Culinour: confirm CDM + RD approval process for each Tier 1 concept; begin texture-modified version documentation in Galley</li> <li>Confirm field deployment sites for Tier 1 rollout across Restaura</li> </ul>
<p><b>Weeks 9–10</b> <i>Jun 16–27</i></p>	<ul style="list-style-type: none"> <li>Deploy Tier 1 concepts at assigned Restaura sites</li> <li>Capture feedback using the same framework established in the Elia pilot</li> <li>Update Concept Deployment Playbook to v2 based on Tier 1 field learnings</li> </ul>

**PHASE MILESTONE** 4 Tier 1 concepts field-deployed across Restaura. Playbook updated to v2. Culinour + Infuse vertical leads oriented.

## PHASE 3 — TIER 2 CONCEPT BUILDOUT

*Weeks 11–18 | June 30 – August 22, 2026 | Expand: Culinour + Infuse parallel deployments begin*

**Objective** Deploy culturally diverse and specialty concepts requiring more culinary training and sourcing coordination. Activate parallel deployment tracks for Culinour and Infuse.

**Tier 2 Priority Concepts:** *Sabores Latino · Italian Menu Concept · Washi no Shoku · Chinese Wok · Southern Barbecue (Rodney Scott-inspired) · Chicken Concept*

<p><b>Wks 11–13</b> <i>Jun 30 – Jul 18</i></p>	<ul style="list-style-type: none"> <li>Apply Concept Deployment Checklist to all six Tier 2 concepts</li> <li>Identify sourcing requirements unique to each concept — specialty ingredients, regional vendors, ROME Seed Co. integration opportunities</li> <li>Begin recipe standardization — prioritize Sabores Latino and Italian (broadest cross-vertical appeal)</li> <li>Culinour: confirm IDDSI-compliant texture-modified versions for all Tier 2 concepts in Galley before field deployment</li> </ul>
<p><b>Wks 14–16</b> <i>Jul 21 – Aug 8</i></p>	<ul style="list-style-type: none"> <li>Complete recipe standardization and training materials for all six Tier 2 concepts</li> <li>Conduct culinary team training sessions — focus on technique-intensive concepts (Washi no Shoku, Southern BBQ)</li> <li>Infuse: begin deployment of Tier 2 concepts with Passport Punch Card engagement mechanic for Global Street Kitchen</li> <li>Confirm field deployment sites and rotation schedules for Restaura and Culinour</li> </ul>
<p><b>Wks 17–18</b> <i>Aug 11–22</i></p>	<ul style="list-style-type: none"> <li>Deploy Tier 2 concepts at assigned Restaura, Culinour, and Infuse sites</li> <li>Capture feedback using the established framework; assess rotation frequency and guest response data from Phases 1 and 2</li> <li>Update Playbook with Tier 2 learnings and cross-vertical deployment notes</li> </ul>

**PHASE MILESTONE** 10 concepts field-deployed across Phoenix3 verticals. Rotation library at two-thirds capacity. Cross-vertical deployment active.

## PHASE 4 — TIER 3 BUILDOUT & FULL LIBRARY DEPLOYMENT

*Weeks 19–24 | August 25 – October 3, 2026 | Full network activation across all verticals*

**Objective** Complete the full concept library deployment. Establish the rotation cadence across all Phoenix3 operating communities. Activate Black Book at qualifying sites.

**Tier 3 Concepts:** *Spanish Menu Concept · Main Dining Room · Bistro Menu · Catering Menu · Packaged Snack Program · Black Book (Upscale/Fine Dining — qualifying sites only)*

<p><b>Wks 19–21</b> <i>Aug 25 – Sep 12</i></p>	<ul style="list-style-type: none"> <li>Apply Concept Deployment Checklist to all Tier 3 concepts</li> <li>Black Book: identify qualifying sites across Restaura and Infuse — upscale capability, staffing depth, equipment requirements confirmed before any deployment</li> <li>Complete recipe standardization and training materials for Spanish Menu Concept, Main Dining Room, and Bistro Menu</li> </ul>
<p><b>Wks 22–23</b> <i>Sep 15–26</i></p>	<ul style="list-style-type: none"> <li>Deploy Spanish Menu Concept, Main Dining Room, and Bistro Menu at assigned sites</li> <li>Deploy Catering Menu and Packaged Snack Program as supplemental add-ons at all sites across all three verticals</li> <li>Initiate Black Book pilot at qualifying sites — elevated staffing brief, décor package, and guest communication required</li> </ul>
<p><b>Week 24</b> <i>Sep 29 – Oct 3</i></p>	<ul style="list-style-type: none"> <li>Full library deployment complete across the Phoenix3 network</li> <li>Conduct a cross-site, cross-vertical review: which concepts are resonating, which need refinement, which sites need additional support</li> <li>Finalize the Phoenix3 Restaurant Rotation Master Calendar — a 12-month forward-looking rotation schedule for all operating communities</li> </ul>

**PHASE MILESTONE** All 16 concepts deployed network-wide. Full rotation library operational across Restaura, Culinour, and Infuse.

## PHASE 5 — OPTIMIZATION & SCALE

*October 2026 and beyond | Continuous improvement across the Phoenix3 network*

**Objective** Move from deployment to continuous improvement. Build the infrastructure for long-term concept rotation excellence that serves as a differentiator in Phoenix3's new business development story.

- Establish a quarterly concept review cadence — what is resonating, what needs to be retired or refreshed across each vertical
- Develop a Concept Innovation Pipeline — a process for introducing new concepts annually, using the Elia template as the standard across all verticals
- Create a Phoenix3 Concept Performance Scorecard: guest satisfaction, culinary team confidence, food cost alignment, IDDSI compliance rate (Culinour), operational efficiency
- Build the Phoenix3 Concept Library in Notion — all 16 concepts, playbooks, training materials, and feedback accessible to all field culinary teams across the network
- Identify the top 3 performing concepts across all verticals for feature in Phoenix3 marketing, thought leadership, and new business development conversations
- Integrate ROME Seed Co. ingredient narratives into concept storytelling wherever applicable — Mediterranean Table, Field & Harvest, and The Green Kitchen are primary vehicles

**PHASE MILESTONE** Continuous improvement and scale across all Phoenix3 verticals.

## ACCOUNTABILITY STRUCTURE

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<b>Program Owner</b>	Matthew Thompson — Chief Culinary Officer, Phoenix3 Collective
<b>Culinary Lead</b>	TBD — Assign per vertical
<b>Operations Lead</b>	TBD — Assign per vertical
<b>Marketing Lead</b>	TBD — Assign
<b>Tracking Tool</b>	Phoenix3 Concept Deployment Tracker (this workbook)

### Review Cadence

- Weekly: project owner check-in on milestone progress
- Biweekly: cross-functional review (culinary, operations, marketing)
- Monthly: Richard briefing on deployment status and field performance across all verticals

### Feedback Loop

Post-deployment survey at every site across every vertical, reviewed monthly. Feedback informs Playbook updates, concept prioritization, and quarterly review decisions. Vertical-specific feedback is captured separately to honor the operational differences between Restaura, Culinour, and Infuse.

## CONCEPT DEPLOYMENT CHECKLIST

All ten criteria must be satisfied before any concept is field-authorized across any Phoenix3 vertical. The standard is the same whether deploying into Restaura senior living, Culinour behavioral health, or Infuse corporate dining — with vertical-specific annotations noted below.

#	Requirement	Standard + Vertical Notes
1	<b>Menu Document</b>	Finalized, formatted, and print-ready. Culinour: texture-modified menu version required in Galley before deployment authorization.
2	<b>Recipe Standardization</b>	Portion specs, prep instructions, and yield documented in Galley with shortcodes. All versions entered before field deployment.
3	<b>Allergen &amp; Dietary Callouts</b>	Vegan, gluten-free, and all applicable dietary flags noted on every recipe. Infuse: callout cards for café service required.
4	<b>Nutritional Alignment</b>	Notes aligned with food-as-medicine standards. Culinour: IDDSI compliance tags required on all items before deployment. RD sign-off required.
5	<b>Sourcing Guide</b>	Key ingredients, preferred vendors, and approved substitutions listed. Integrate ROME Seed Co. where applicable (Mediterranean Table, Green Kitchen, Field & Harvest).
6	<b>Training Brief</b>	Technique notes, plating guide, and service talking points. Includes cultural context briefing for FOH staff (2–3 storytelling points per concept).
7	<b>Brand Language</b>	Concept story and 2–3 sentence description for menus, digital boards, and marketing. Language consistent across all three verticals.
8	<b>Equipment Requirements</b>	Any specialized equipment identified and confirmed as available at the deployment site before authorization is granted.
9	<b>Food Cost Range</b>	Estimated food cost range documented, reviewed, and within acceptable parameters per vertical-specific benchmarks.
10	<b>Rotation Frequency</b>	Recommended rotation cadence defined: monthly for full concept activations; supplemental programs (Catering, Grab-and-Go, Snack) as add-ons at all sites.