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PRESS KIT

PARTNERS

Peter Cich & Doug Sondomowicz

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THE TRAP SHACK

Daily 11:00 a.m. to 8:00 p.m.

PARK 101

11:00 a.m. - 12:00 a.m.





ABOUT PARK 101

A whole new dining & drinking concept sailed into the beachside community of Carlsbad. Park 101 is now open, and is the new go-to neighborhood spot for friends and family in the heart of the village. Park 101 is pup-friendly, too. The 8,000-sq. ft. multi-use plaza-style complex is now a landmark destination for locals and visitors who are looking for a deliciously relaxing place to hang out, with something for everyone.



FOOD, FROZÉ, & FUN

On the ground level, you'll find Park Smoked Meats, where lip-smacking barbecue is prepared by Pitmaster Ryan Tuskan. Pair your meats with Pomegranate Broccolini, Grilled Goat Cheese

Cauliflower or Quinoa Brussels. The Trap Shack also brings a variety of seafood options to visitors, including lobster rolls and crawfish chowder tots. Park 101 invites guests to chill at the Garden Pub where adult beverages include 32 drafts on tap, Frozé, draft wine, sangrias and Lillet spritzers. The Pub also serves up small bites and snacks. Park goers can cruise upstairs with retro-style trays piled high with goodies for extra seating on the Tamarack Deck, complete with multiple fire pits and sweeping views of the village. Everyone is

welcome here, and food can be brought up from any one of the Park's dining locations. For lighter fare, their second-level deck serves up an irresistible charcuterie board including a variety of smoked meats and cheeses, pickled vegetables, fresh fruits and house-made dips. Park 101's open-air venue offers the ideal spot to enjoy a day in Carlsbad Village right on the beach. Catch the action of all the best games year-round on their Jumbotron LED-screen and many TV screens throughout the venue.

DOUG SONDOMOWICZ MANAGING MEMBER

Doug has over 22 years of experience in the bar and restaurant industry. Initially hired as a doorman by Martini Ranch owner Barrett Rinzler in Scottsdale AZ, Doug quickly became its General Manager. In 1998, he moved to San Diego to open the Gaslamp Martini Ranch and Encinitas Martini Ranch wherein he was made partner and acted as the General Partner for the businesses. In, or around 2007, the Martini Ranches were sold, and Doug opened PB Shore Club with Barrett Rinzler, who was now his business partner. Doug currently acts as the General Partner of PB Shore Club. In 2010, Doug opened the Pacific Beach Fish Shop.

The Fish Shop has since expanded with two more California locations in Hermosa Beach and Encinitas. Doug currently acts as the General Partner of The Fish Shop. In 2012, Doug opened The Duck Dive. Doug currently acts as the General Partner of The Duck Dive. In 2014, Doug

was the Project Manager for the construction of Wonderland Ocean Pub in Ocean Beach, a 7,500 sq. foot restaurant and bar, where he received shares of the business for his work. The businesses that Doug has been involved with over the years have proven to be profitable and extremely popular. He has helped conceptualize and supervise all the build outs of these successful businesses. Now Doug will act as Managing Partner of Park 101, along with Pete Cich and Barrett Rinzler. As CEO, Doug will be involved in all aspects of Park 101. His responsibilities will include developing and implementing high-level strategies for the restaurant, making major business decisions, managing the overall operations and resources of the company, and acting as the main point of communication between the company and the investor(s).





PETER CICH MANAGING MEMBER

Peter is a managing partner and Chief Operations Officer (COO) for Park 101. As a COO, he will be working on the restaurant's focus on improving the operational efficiency of the business and enhancing customers' dining experiences. He will ensure that the menu and food development are of a high quality, oversee the recruitment of staff and ensure adherence to food safety regulations. Peter will assist in the responsibilities for all operations, and the brokering of deals with purveyors and vendors, at Park 101.

Peter is also one of the conceptual architects of the Duck Dive in Pacific Beach, established in 2012, where he is an Owner and the Food and Beverage Director. He also acts as is a Limited Member and Operations Manager at the Pacific Beach Shore Club since its inception in 2008. He has over 12 years of experience in this industry, working nearly every job in the business. From hosting, to the kitchen, to behind the bar, and all management, he has done it all.

S. BARRETT RINZLER MANAGING MEMBER

Barrett is a seasoned professional with over 22 years of experience in the restaurant industry, and extensive experience developing numerous restaurant concepts. A portfolio of Barrett's experience and restaurants can be found at www.squareoneconceptsinc.com.

Barrett will be involved with all aspects of Park 101. His responsibilities will include developing and implementing high-level strategies for the restaurant, making major business decisions, managing the overall operations and resources of the company, and acting as the main point of communication between the company and the investor(s).





ROB MCSHEA DIRECTOR OF OPERATIONS

Rob will be the Director of Operations at Park 101. He will help implement the company policies that will benefit both the employees and the company, and ensure that they are adhered to. He will carefully plan human and material resources to bring about a productive outcome. He will strategically outline operational plans that will benefit the company. Rob will see to it that production, sales, and service delivery are accomplished in line with the goals set by the company. Most of all, he will make sure that everything is coordinated accordingly—from policies to work force.

Rob is currently the General Manager at the Duck Dive in Pacific Beach, established in 2012. A master mixologist and batchologist, Rob has worked in over 12 different bars, restaurants and nightclubs throughout his 12-year career in the industry. He has been contributing to the building, implementation and training of cocktail menus since his first menu in 2007, at the Martini Ranch Downtown San Diego.

At The Duck Dive, Rob has created the recipes of all of the top-selling cocktails and is known for developing, batching, and implementing the popular Sucker Punch signature cocktail. Rob will bring this experience and prowess to Park 101, where he will consult and oversee the creative aspect of their food and beverage program. Rob has a palpable passion for the teaching and development of people. His philosophy is to empower and cultivate employees with knowledge and training. He fervently believes that knowledge and training are the essential tools that are directly responsible for positive guest experiences and repeat business. Rob will also be responsible for all other responsibilities under the HR umbrella. Including recruiting, hiring, training, organizational development, communication, performance management, coaching, policy recommendation, salary and wages, team building, employee relations, and leadership.

MEET CHEF QUINNTON “Q”

Austin, the Culinary Director of Cococabana, who brings a wealth of talent and experience to Grind & Prosper. With his roots in Louisiana and a passion for exploring the Bayou’s culinary culture, Chef Q is dedicated to creating unforgettable dining experiences for his guests. He received his formal training at the prestigious Culinary Institute of New Orleans and has worked his way up the food chain, holding positions from Assistant Corporate Chef to award-winning Executive Chef at some of Louisiana’s top dining establishments.

Chef Quintnton’s extensive global experience includes exposure to French, Caribbean, and Italian cuisines, which have given him a broad outlook on sophisticated flavor combinations and elevated food pairings. He has a self-imposed commitment to treat food as art, and his bold creativity has contributed to the creation of dishes that guests have been raving about since he first entered the kitchen.

One of Chef Quintnton’s standout achievements was his involvement with Louisiana’s renowned Cinclore Rustic Southern Cuisine and Chop House. As the Master of Meats and Executive Chef, he successfully ran the fine dining establishment, which along with only three other establishments, won Best New Restaurant in Louisiana in 2017. Within Park 101, Chef Q’s biggest role was with the creation of The Trap Shack’s menu, which features a focus on Maine lobster, along with other items like Crawfish Chowder Tots and Boil-Bachi.





MEDIA/MARKETING INQUIRIES

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