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**STRATEGIES FOR BUILDING A BUSINESS**

**Creating the menu for success**

Elizabeth location key for Crisp, restaurateur says

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After about 30 years in the restaurant business in New York, Jerry McCarthy had learned a thing or two. And he's used those lessons at Crisp, a salad cafe he opened here in October 2007.

McCarthy came to Charlotte three years ago seeking a better quality of life. Almost immediately, he began looking for a location to open his sixth independent restaurant.

He initially scouted sites near Lake Norman, where he had relocated. But he saw far more potential at Seventh Street and Caswell Road in Elizabeth.

"We get people all day from Presbyterian Hospital, plus uptown workers," he says. "And on weekends, we fill up with people from the neighborhood."

Being located next to a Starbucks

has also helped.

"Thousands of people go through there a month," McCarthy says.

That traffic also meant Crisp would have a ready-made crowd who had watched as McCarthy spent six months transforming the site.

He credits much of Crisp's subsequent success to that upfit, which

added a bright green awning and outdoor patio with fresh flowers. Interior features include granite countertops, cement veneer floors and leather chairs.

"I tell my staff that if someone only has a few bucks to spend on lunch, we need to wow them to make sure they come here," McCarthy says.

Crisp also wows with the food, which McCarthy describes as "a salad concept." Whether diners order a salad from the menu or prefer a customized version, it is

created by green-uniformed personnel right before their eyes.

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**QUICKINFO**

**DID YOU KNOW?**

•To gain visibility for Crisp, owner Jerry McCarthy donates food to local nonprofit fundraising events. He says preparing salads for the 2008 Mint Museum Home and Garden Tour "helped put us on the map."

McCarthy

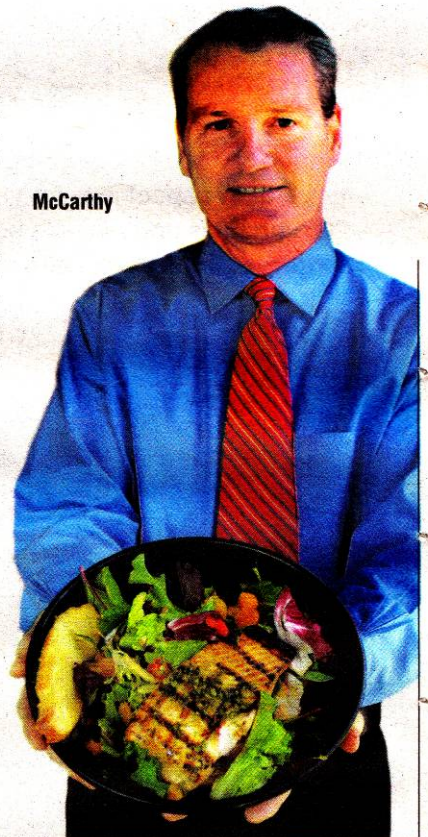


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