



Red Lobster  
2696 South Dirksen Parkway  
Springfield, Illinois 62703

Representative Photo



OFFERING MEMORANDUM

Marcus & Millichap

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## Executive Summary | Investment Highlights

Property Name	Red Lobster
Location	2696 South Dirksen Parkway, Springfield, IL 62703
Price	\$5,795,785
CAP Rate	6.25%
NOI <sup>1</sup>	\$362,237
Price Per SF	\$768
Building Size	7,543 sq ft
Lot Size	1.75 acres
Year Opened	1977
Date of Remodel	September-2014

Marcus & Millichap is pleased to present the exclusive listing for Red Lobster located at 2696 South Dirksen Parkway in Springfield, Illinois. The property is 7,543 square feet and is situated on approximately 1.75 acres of land.

This Red Lobster is subject to a 25-year triple-net (NNN) lease, with roughly 20 years remaining on the lease. Current annual rent is \$362,237. The rent is scheduled to increase by two percent annually, including through the four, five year tenant renewal options.

Red Lobster is the largest seafood restaurant concept in the world and is an iconic full service brand with broad demographic appeal and significant advertising budget. Red Lobster is led by an experienced management team with a history of success leading the brand (average 27+ years of experience across the executive team). The company generates \$2.5 billion in revenue and is the 5th largest casual dining concept in North America. Red Lobster was recently acquired by Golden Gate Capital.

### Long-Term Triple-Net Lease | Above Market Lease Term

This Red Lobster is subject to a brand new 25-year absolute triple-net (NNN) lease, with 20 years remaining.

### Corporate Guarantor | 704 Locations in the US & Canada

The lease is subject to a corporate guarantee, adding additional security throughout the term of the lease, through 704 corporate locations.

### Attractive Rental Increases & Renewal Options

The rent will increase by two percent annually, including through the four, five year tenant renewal options, providing investors with a strong inflation hedge.



<sup>1</sup> NOI based on August 2019 Rental Increase

## Financial Offering Summary

Property Name	Red Lobster
Property Type	Net Leased Restaurant
Ownership	Private
	Private Equity Sponsor
Tenant	Red Lobster Hospitality, LLC
Guarantor	Red Lobster Intermediate Holdings, LLC
Lease Term	25 Years
Lease Commencement	7/28/2014
Lease Expiration	7/31/2039
Lease Term Remaining	20 Years
Lease Type	Triple-Net (NNN)
Roof & Structure	Tenant Responsible
Options to Renew	Four, Five Year Option Periods
Rental Increases	Two Percent Annually

## Annualized Operating Data

Rent Increases	Annual Rent	Monthly Rent
Year 6	\$362,237	\$30,186
Year 7	\$369,481	\$30,790
Year 8	\$376,871	\$31,406
Year 9	\$384,408	\$32,034
Year 10	\$392,096	\$32,675
Year 11	\$399,938	\$33,328
Year 12	\$407,937	\$33,995
Year 13	\$416,096	\$34,675
Year 14	\$424,418	\$35,368
Year 15	\$432,906	\$36,076
Year 16	\$441,564	\$36,797
Year 17	\$450,396	\$37,533
Year 18	\$459,404	\$38,284
Year 19	\$468,592	\$39,049
Year 20	\$477,963	\$39,830
Year 21	\$487,523	\$40,627
Year 22	\$497,273	\$41,439
Year 23	\$507,219	\$42,268
Year 24	\$517,363	\$43,114
Year 25	\$527,710	\$43,976
Annual Rent	\$362,237	
CAP Rate	6.25%	
Price	\$5,795,785	



- Red Lobster is the largest seafood restaurant concept in the world and is an iconic full service brand with broad demographic appeal and a significant advertising budget (2<sup>nd</sup> largest in casual dining).
- The Company was founded in 1968 and currently operates 704 restaurants throughout the United States and Canada and has 43 franchised restaurants in international markets.
- Red Lobster is led by an experienced management team with a history of success leading the brand (average 27+ years experience across executive team).
- The company generates \$2.5B in revenue and is the 6<sup>th</sup> largest casual dining concept in North America.

## The Transaction

- On July 28th, 2014, Golden Gate Capital (“GGC”) acquired Red Lobster from Darden Restaurants.
- Red Lobster is now an independently owned company, completely separate from Darden Restaurants.
- Red Lobster is well capitalized with >\$200M of liquidity.
- Golden Gate Capital has a long, successful track record and significant experience with multi-unit restaurant and retail businesses.





## OUR HISTORY

### FRESH IS IN OUR FOOD

Each day, you'll find an updated selection of fresh fish on our Today's Fresh Fish menu, not to mention live Maine lobster, freshly baked Cheddar Bay Biscuits™, crisp salads and a host of fresh seafood recipes waiting to be explored.

### FRESH IS IN OUR KNOWLEDGE

No one knows seafood better than we do. As global seafood buyers, we have employees stationed throughout the world who inspect our seafood the moment it comes out of the water. They ensure it meets standards that are second to none. Then, the renowned chefs at our culinary center deliver the fresh expertise that turns it all into something truly special.

### FRESH IS IN OUR DEDICATION

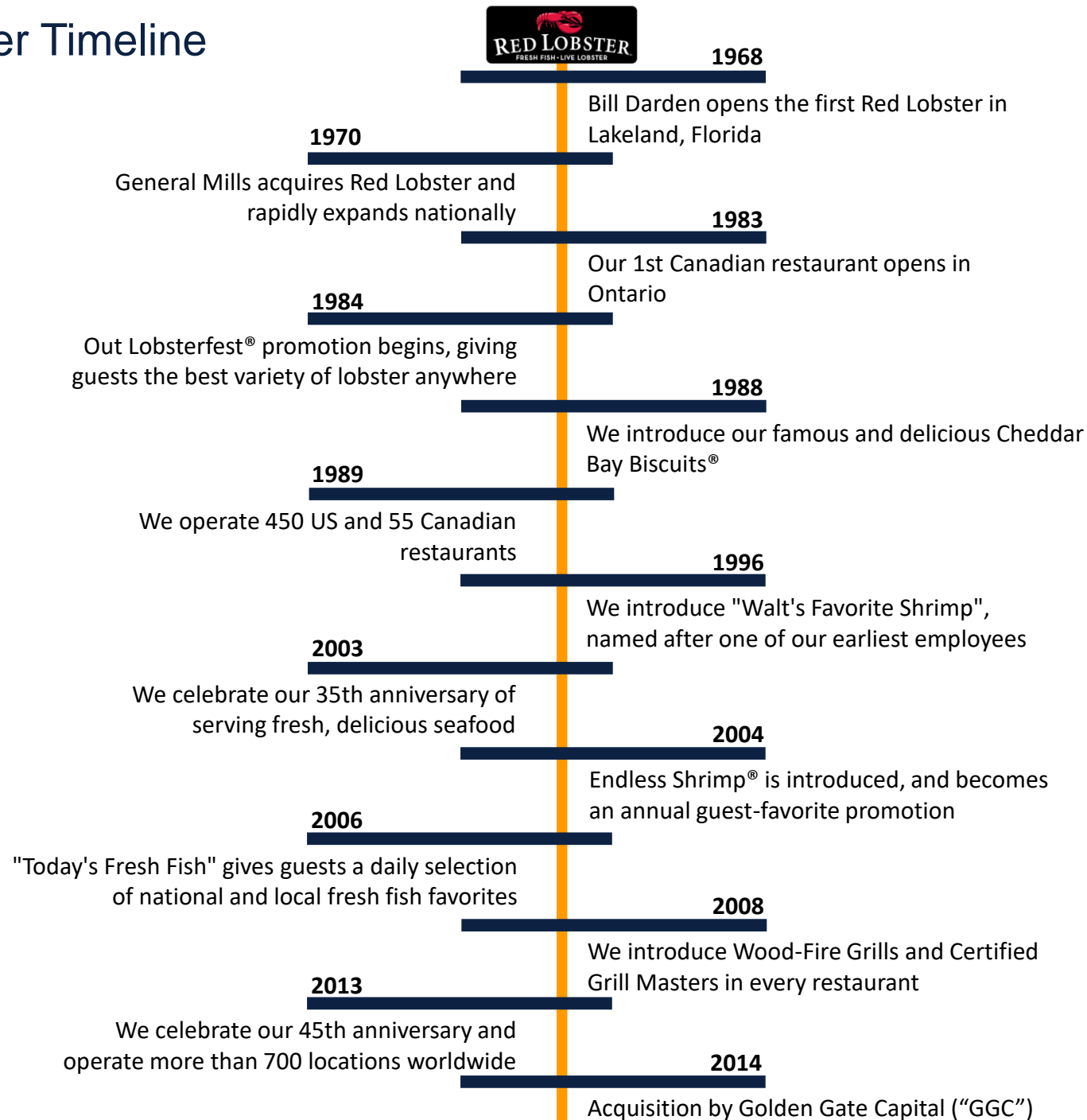
We hold ourselves to the highest standards for service, quality and a welcoming atmosphere. And we're focused on doing what's right – for our employees, in our communities and in the world.

### FRESH IS IN OUR COMMITMENT

You deserve the freshest food and thinking. So every time you visit one of our seafood restaurants or our online seafood store, you'll find an uncommon commitment to deliver the best of the sea with fresh energy and fresh ideas that we hope will make you want to come back again and again.

*We invite you to come in and experience our commitment to quality for yourself. Whether it's choosing your favorite fresh fish from our "Today's Fresh Fish" menu, or selecting your favorite seafood to be prepared over our wood-fired grill, Red Lobster is the place you can enjoy fresh, delicious seafood now and for generations.*

# Red Lobster Timeline



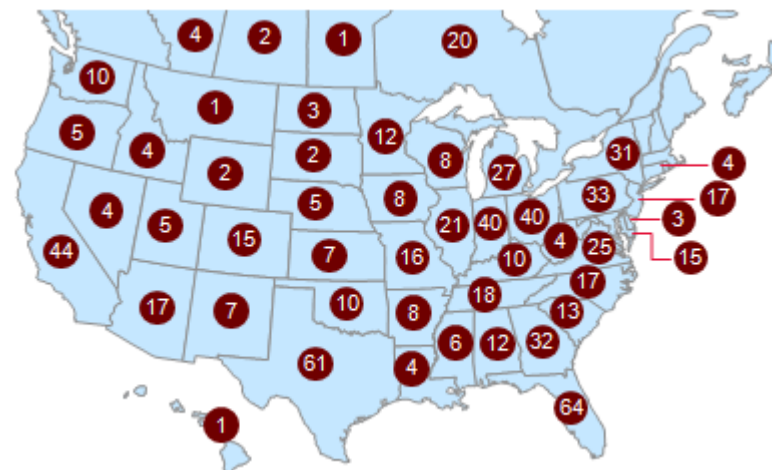


## Tenant Overview

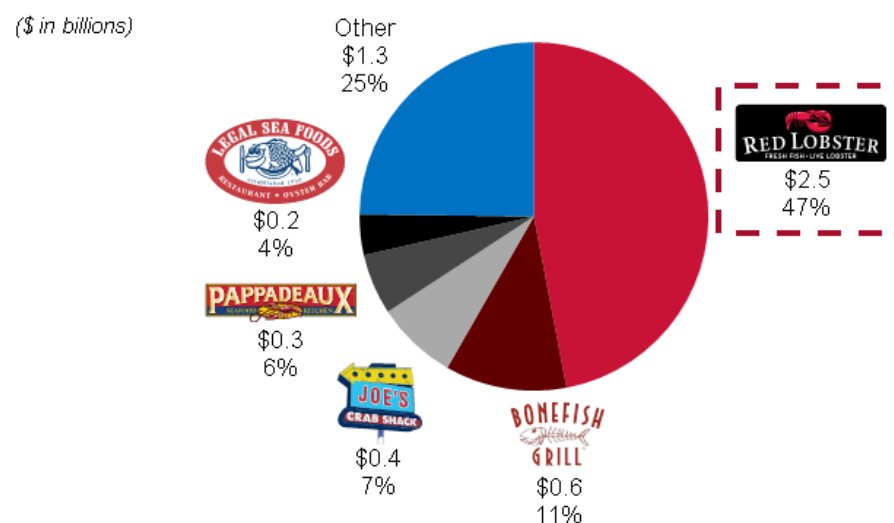
### Strong Market Position

- Red Lobster is the largest seafood restaurant concept in the world with over \$2.5 billion in annual sales and 704 restaurants.
  - \$2.5B LTM Sales.
  - \$3.5M AUV.
- The Company is the category killer in the seafood casual dining space, holding almost 50% market share.
  - Largest share of any restaurant concept in any segment.
- 6<sup>th</sup> largest overall casual dining concept in the US.

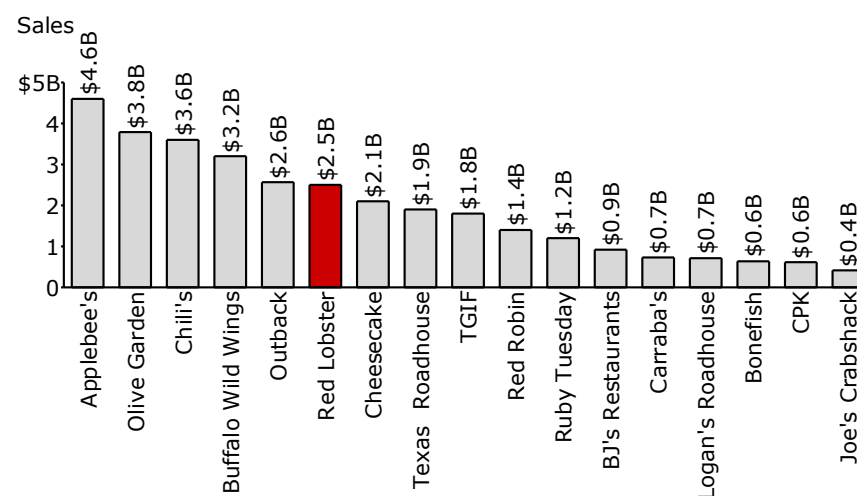
### Significant Scale With Broad Geographic Reach



### ~50% Share in Seafood Casual Dining



### 6<sup>th</sup> Largest Casual Dining Concept in the US



## Tenant Overview

### Iconic Brand With Unparalleled Customer Loyalty

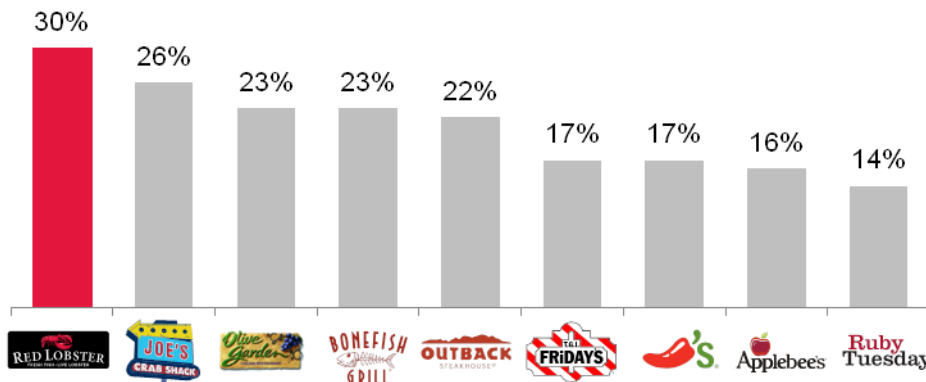
- Red Lobster has strong consumer appeal and broad usage across multiple dining out occasions, including high-crave, healthier “good for you” and special meal occasions.
- The brand has a strong foundation of loyal guests, who visit 1-2 times per month and account for more than 50% of sales.
- Red Lobster is the clear leader in casual dining seafood, and the most indispensable brand among major casual dining concepts, further indicating strong consumer loyalty.

### Healthy and Recently Remodeled Restaurant Base

- Over \$320 million invested in remodels covering >90% of restaurants over the past 8 years.
- \$1.4 billion in overall capital expenditure investment over the past 10 years.
- New Bar Harbor format has strong appeal across customer base.
- 100% of restaurants are cash flow positive.

### Indispensability vs. Peers

*Indispensability (How difficult it would be for me to ‘give up’ ever going there again )*  
- % very difficult (10 out of 10) shown









### New Bar Harbor Format

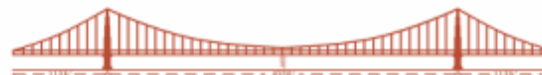


## Tenant Overview

Red Lobster is led by an experienced management team with prior success leading the company.

	<b>Name</b> <i>Title</i>	<b>Industry Tenure</b> <i>(Darden)</i>	<b>Biography</b>
	<b>Kim Lopdrup</b> <i>CEO</i>	31 (15)	<ul style="list-style-type: none"> <li>• Recently served as President of Specialty Restaurant Group and New Business – high growth area of strong brands for Darden</li> <li>• Served as President of Red Lobster from 2005 to 2011, a period of rapidly-rising guest satisfaction and record profitability</li> <li>• Prior to joining Darden, served as EVP and COO of North America for Burger King and CEO of the International Division of Dunkin' Brands</li> <li>• BBA degree, College of William and Mary; MBA with distinction, Harvard University</li> </ul>
	<b>Salli Setta</b> <i>President</i>	28 (28)	<ul style="list-style-type: none"> <li>• Became President of Red Lobster in July 2013</li> <li>• Prior to becoming President, served as Red Lobster's EVP of Marketing for 8 years</li> <li>• From 1990 to 2005, held various management positions at Olive Garden, during which time she was instrumental to the brand's turnaround</li> <li>• Named <i>Restaurant Business</i>' "Menu Strategist of the Year" in 2003</li> <li>• Bachelor's degree, University of Central Florida; MBA, Florida Institute of Technology</li> </ul>
	<b>Bill Lambert</b> <i>Chief Financial Officer</i>	12 (12)	<ul style="list-style-type: none"> <li>• Bill served as CFO of LongHorn Steakhouse since 2010</li> <li>• Prior to leading LongHorn, Bill served as CFO of Red Lobster from 2006 through 2010</li> <li>• Previously, Bill spent 21 years with Macy's</li> <li>• BS, Duke University; MBA, University of Michigan</li> </ul>
	<b>Chip Wade</b> <i>EVP, Operations</i>	30 (16)	<ul style="list-style-type: none"> <li>• Served as EVP of Operations for Red Lobster since 2012</li> <li>• Served as COO of Legal Sea Foods from 2004-2006</li> <li>• Bachelor's degree, Widener University; MBA, University of Texas</li> </ul>
	<b>Tom Gathers</b> <i>Chief People Officer</i>	37 (28)	<ul style="list-style-type: none"> <li>• Recently served as SVP HR for Specialty Restaurant Group and LongHorn Steakhouse</li> <li>• Served as EVP of HR for RARE Hospitality International from 1998 to 2007</li> <li>• Bachelor's degree, Indiana University of Pennsylvania; Master's degree, University of Miami</li> </ul>
	<b>Horace Dawson</b> <i>EVP, General Counsel</i>	20 (13)	<ul style="list-style-type: none"> <li>• Recently served as VP and Division General Counsel Employment and Litigation of Darden</li> <li>• Bachelor's degree, JD and MBA, Harvard University</li> </ul>





## GOLDEN GATE CAPITAL

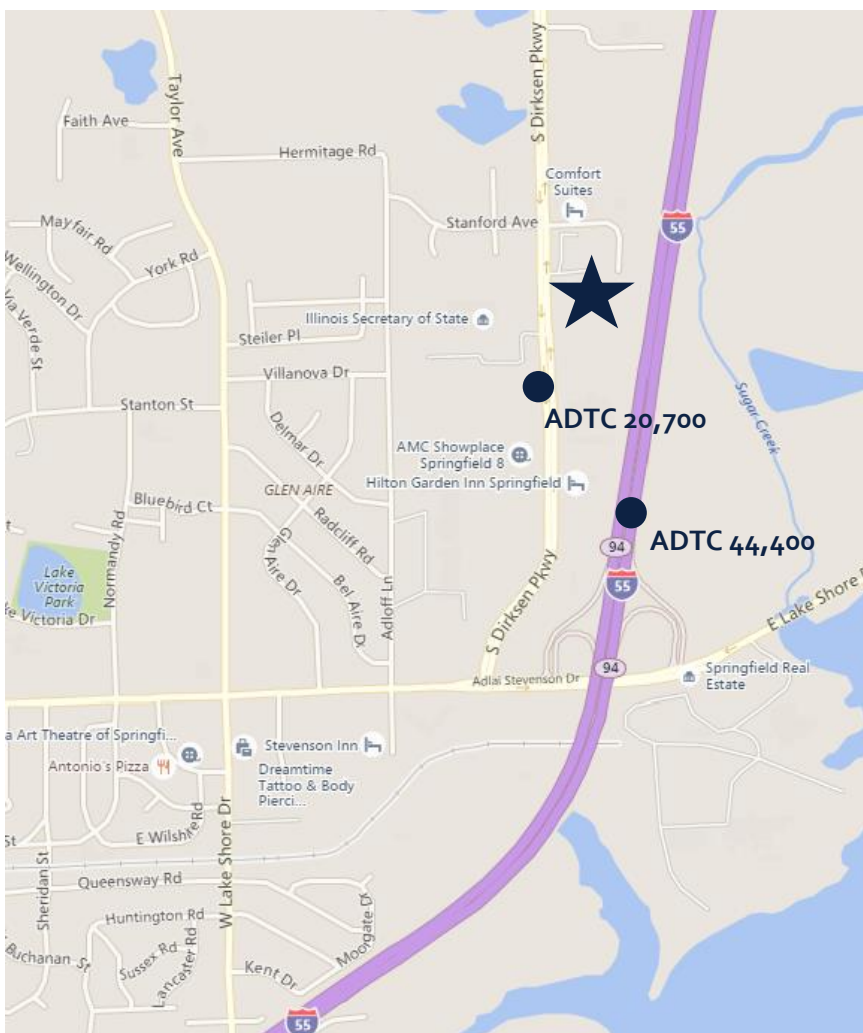
- *Golden Gate Capital (GGC) is a San Francisco-based Private Equity firm with over \$15 billion of capital under management.*
- *GGC has been one of the most active acquirers of multi-unit restaurant and retail companies.*
  - *Over the past 10 years, GGC has invested in restaurant and retail companies with annual revenues in excess of \$15 billion.*
- *GGC's investors include leading educational endowments, non-profit foundations, and selected entrepreneurs and managers.*
- *Investment approach is to partner with strong management teams to acquire strong, established brands with an opportunity to grow earnings through better execution, productivity improvements and unit growth.*
- *Excellent track record with acquiring and growing divisions of corporations.*

### Select Restaurant and Retail Investments



## Location Highlights | Property Description

- ❖ Dense Population: 40,136 People Within Three Miles and Over 106,154 Within Five Miles of the Property
- ❖ Three Miles from University of Illinois Springfield
- ❖ Springfield is the Capital of Illinois
- ❖ Major Tourist Destination | Festivals, Historic Sites and Attractions Connected with President Lincoln



## LOCATION OVERVIEW

This Red Lobster property is located at 2696 South Dirksen Parkway in Springfield, Illinois. Springfield is the capital of Illinois and is the sixth most populated city in the state.

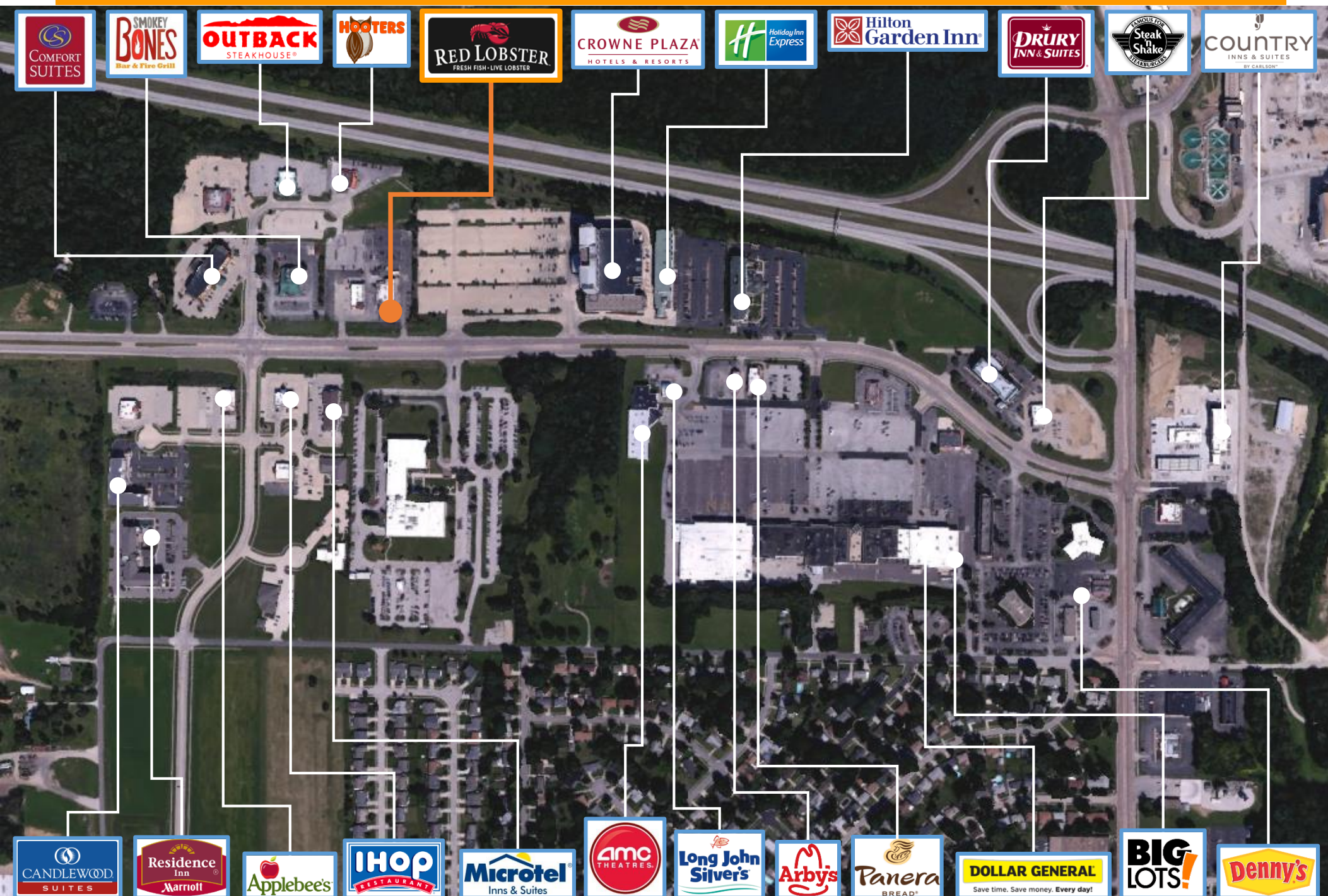
The property is located on South Dirksen Parkway, with an average daily traffic counts of 20,700 vehicles. Interstate 55 brings an additional 44,400 vehicles per day to the immediate area. This Red Lobster is three miles from the University of Illinois Springfield which has over 5,400 students enrolled. There are approximately 40,136 people within a three-mile radius of this property and more than 106,154 within a five-mile radius. The median household income in the immediate area has increased by 21 percent since 2000 and is projected to increase by 15 percent over the next five years.

The subject property is well-positioned in a strong retail corridor benefitting from its proximity to Capital City Shopping Center. Tenants in Capital City Shopping center include Dollar General, Big Lots, McDonald's, Panera Bread, Long John Silver's, and AMC Showplace. Due to its proximity to the University of Illinois Springfield, there are several hotels in the immediate area including Comfort Suites, Residence Inn, Microtel Inn & Suites, Crowne Plaza, Hilton Garden Inn, Hampton Inn, and Candlewood Suites. Restaurants in the area include Applebee's, IHOP, Outback Steakhouse, Hooters, Smokey Bones Bar & Fire Grill, and Denny's.

Springfield offers a variety of attractions and sites centered around President Lincoln, such as the Abraham Lincoln Presidential Museum and Library, Lincoln Home National Historic Site, Lincoln Tomb, and the Lincoln Depot. Other attractions include Knight's Action Park and Caribbean Water Park, Henson Robinson Zoo, Old State Capitol, Route 66 Twin Drive-In, and Washington Park Botanical Garden. There are eight theatres that feature Broadway shows, concerts and ballet performances, as well as four wineries in Springfield. Major annual events include Old Capitol Art Fair, Midwest Charity Horse Show, Vietnam Veterans 24-Hour Vigil, Soho Music Festival, International Carillon Festival, and Springfield Oyster and Beer Festival.



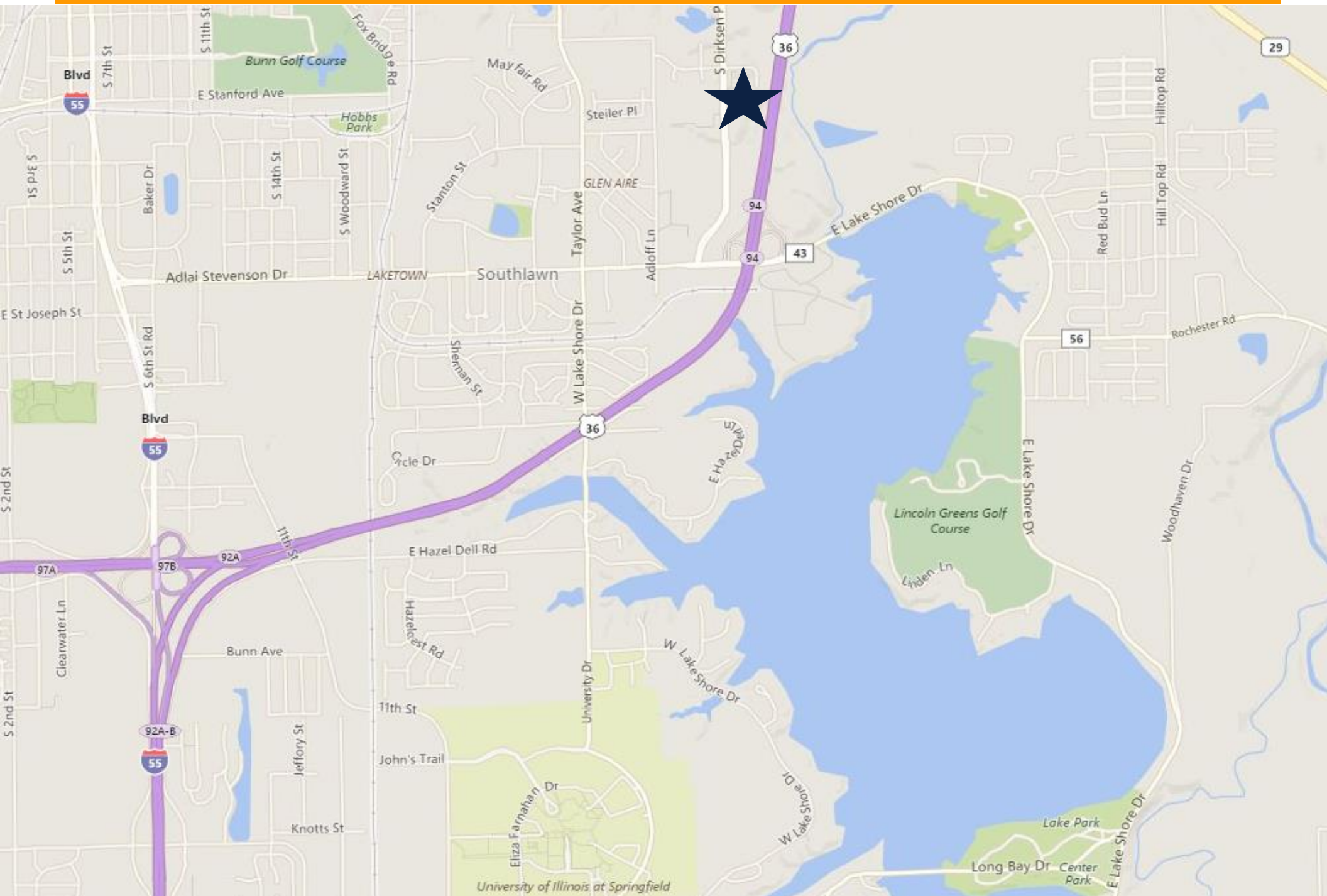
## Aerial Photo | Surrounding Area



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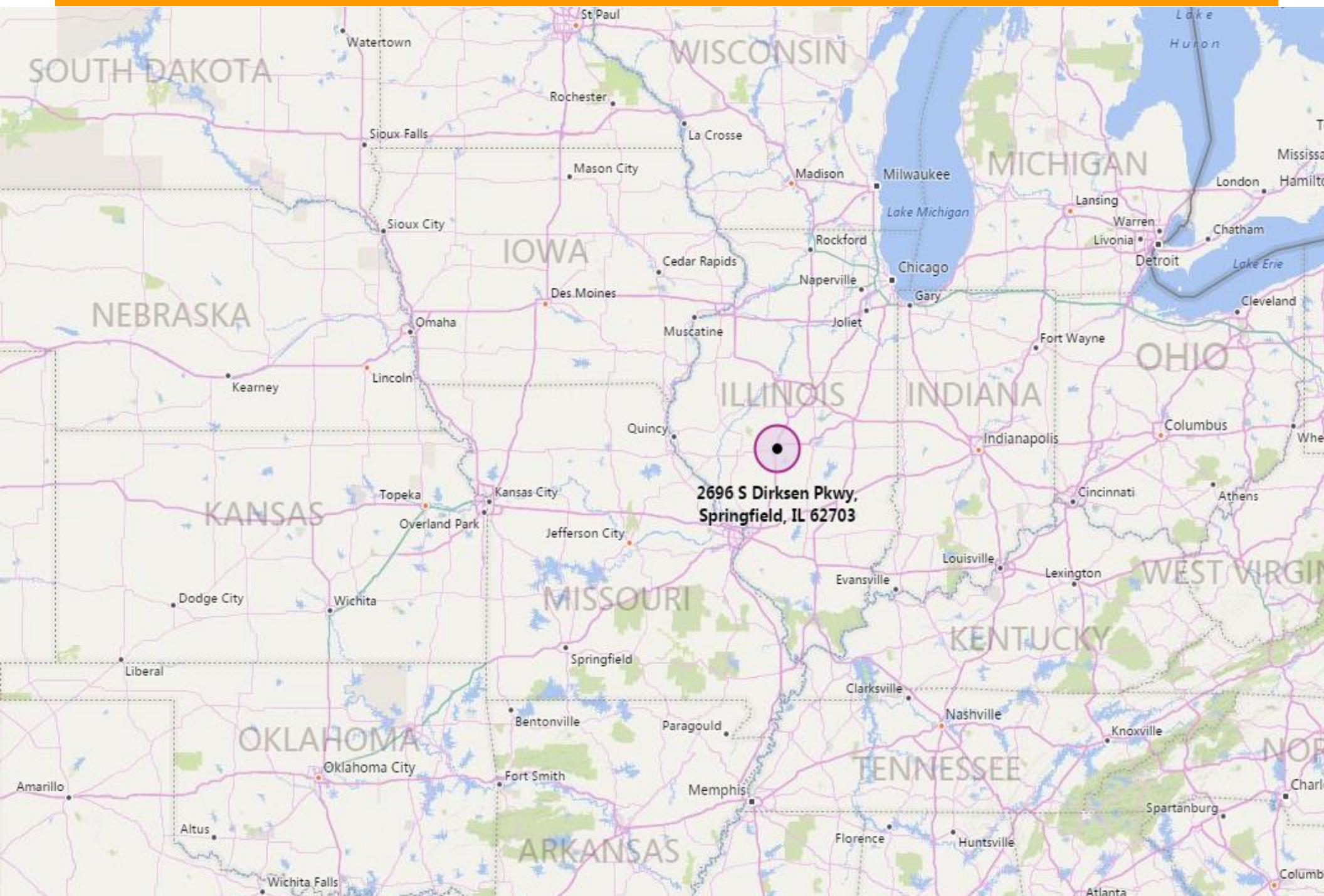
## Local Map



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## Regional Map



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Population

In 2014, the population in your selected geography is 106,153. The population has changed by 0.11% since 2000. It is estimated that the population in your area will be 105,470 five years from now, which represents a change of 0.64% from the current year. The current population is 47.71% male and 52.28% female. The median age of the population in your area is 37.0, compare this to the Entire US average which is 37.3. The population density in your area is 1,349.65 people per square mile.

Income


In 2014, the median household income for your selected geography is \$45,131, compare this to the Entire US average which is currently \$51,972. The median household income for your area has changed by 21.85% since 2000. It is estimated that the median household income in your area will be \$52,335 five years from now, which represents a change of 15.96% from the current year.

The current year per capita income in your area is \$27,341, compare this to the Entire US average, which is \$28,599. The current year average household income in your area is \$62,184, compare this to the Entire US average which is \$74,533.


Employment

In 2014, there are 77,150 employees in your selected area, this is also known as the daytime population. The 2000 Census revealed that 67.07% of employees are employed in white-collar occupations in this geography, and 32.73% are employed in blue-collar occupations. In 2014, unemployment in this area is 10.40%. In 2000, the average time traveled to work was 18.4 minutes.


POPULATION

		1-Mile	3-Mile	5-Mile
	2010	2,659	39,699	105,536
	2014	2,970	40,136	106,154
	2019	3,002	39,883	105,471

2014 HOUSEHOLD INCOMES

		1-Mile	3-Mile	5-Mile
	Average	\$50,432	\$55,414	\$62,184
	Median	\$39,124	\$39,265	\$45,131

TOP EMPLOYERS IN AREA

	Employer	#Of Employees
	State of Illinois	17,000
	Memorial Health System	3,400
	St. John’s Hospital	2,839



# exclusively listed

Offering Memorandum | 2696 South Dirksen Parkway, Springfield, IL 62703

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