

# RED LOBSTER

EXCLUSIVE NET-LEASE OFFERING



# OFFERING MEMORANDUM



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# Table of Contents

Investment Highlights	4
Financial Analysis	5
Tenant Overview	6-10
Management Team Overview	11
About Golden Gate Capital	12
Surrounding Area	13
Location Overview	14
Property Photo	15
Surrounding Area Photos	16
Local Map	17
Regional Map	18
Demographics / Market Overview	19-20





# Investment Highlights

PRICE: \$4,830,974 | CAP: 5.75% | RENT: \$277,781



## About the Investment

- ✓ Long-Term, 25-Year Absolute Triple Net (NNN) Lease with ~20 Years Remaining
- ✓ Corporate Guaranty (700+ Locations in U.S. & Canada)
- ✓ Attractive Two Percent (2.00%) Annual Rental Increases
- ✓ Four (4), Five (5)-Year Tenant Renewal Options

## About the Location

- ✓ Dense Retail Corridor | Walmart, The Home Depot, Lowe's, Kroger, Dillard's, JCPenney, Walgreens, CVS Pharmacy, Office Depot and More
- ✓ Compelling Location Fundamentals | Less than a One-Mile Radius of Bossier Civic Center | A 24,000 SQFT Convention & Meeting Center
- ✓ Strong Demographics | Population Exceeds 263,600 Individuals Within a Ten-Mile Radius
- ✓ Positive Real Estate Fundamentals | Approximately Three-Miles from Shreveport, LA | Third Largest City in the State
- ✓ Strong Traffic Counts | Over 19,000 and 64,300 Along East Texas Street and Interstate-20

## About the Tenant / Brand

- ✓ 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 705 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 5th largest casual dining concept in North America.



Representative Photo



# Financial Analysis

PRICE: \$4,830,974 | CAP: 5.75% | RENT: \$277,781



## PROPERTY DESCRIPTION

Property	Red Lobster
Property Address	2968 East Texas Street
City, State, ZIP	Bossier City, LA 71111
Estimated Building Size	8,356
Estimated Lot Size	+/- 1.98 Acres
Type of Ownership	Fee Simple

## THE OFFERING

Purchase Price	\$4,830,974
CAP Rate	5.75%
Annual Rent <sup>1</sup>	\$277,781
Rent / SF	\$33.24

## LEASE SUMMARY

Property Type	Net Leased Casual Dining
Tenant	Red Lobster Restaurants, LLC
Guarantor	Red Lobster Intermediate Holdings, LLC
Original Lease Term	25 Years
Lease Commencement	July 28, 2014
Lease Expiration	July 31, 2039
Lease Term Remaining	20.4 Years
Lease Type	Absolute Triple-Net (NNN)
Roof & Structure	Tenant Responsible
Rental Increases	2.00% Annually
Options to Renew	Four (4) Periods of Five (5) Years Each

<sup>1</sup> Rent based on July 2019 Increase

## RENT SCHEDULE

Lease Year(s)	Annual Rent	Monthly Rent	Rent Escalation (%)
Current	\$277,781	\$23,148.39	-
Year 7	\$283,336	\$23,611.35	2.00%
Year 8	\$289,003	\$24,083.58	2.00%
Year 9	\$294,783	\$24,565.25	2.00%
Year 10	\$300,679	\$25,056.56	2.00%
Year 11	\$306,692	\$25,557.69	2.00%
Year 12	\$312,826	\$26,068.84	2.00%
Year 13	\$319,083	\$26,590.22	2.00%
Year 14	\$325,464	\$27,122.02	2.00%
Year 15	\$331,974	\$27,664.46	2.00%
Year 16	\$338,613	\$28,217.75	2.00%
Year 17	\$345,385	\$28,782.11	2.00%
Year 18	\$352,293	\$29,357.75	2.00%
Year 19	\$359,339	\$29,944.91	2.00%
Year 20	\$366,526	\$30,543.80	2.00%
Year 21	\$373,856	\$31,154.68	2.00%
Year 22	\$381,333	\$31,777.77	2.00%
Year 23	\$388,960	\$32,413.33	2.00%
Year 24	\$396,739	\$33,061.60	2.00%
Year 25	\$404,674	\$33,722.83	2.00%

## INVESTMENT SUMMARY

Marcus & Millichap is pleased to present the exclusive listing for a Red Lobster located at 2968 East Texas Avenue in Bossier City, Louisiana. The site will consist of roughly 8,356 rentable square feet of building space on estimated 1.98-acre parcel of land. The Red Lobster is subject to a 25-year absolute triple-net (NNN) lease, which commenced July 28<sup>th</sup>, 2014. The annual rent is \$277,781 and is scheduled to increase by two percent (2.00%) annually throughout the base term and in each of the four (4), five (5)-year renewal options.

# Tenant Overview



- 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.



GOLDEN GATE CAPITAL



# Tenant Overview



## 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.

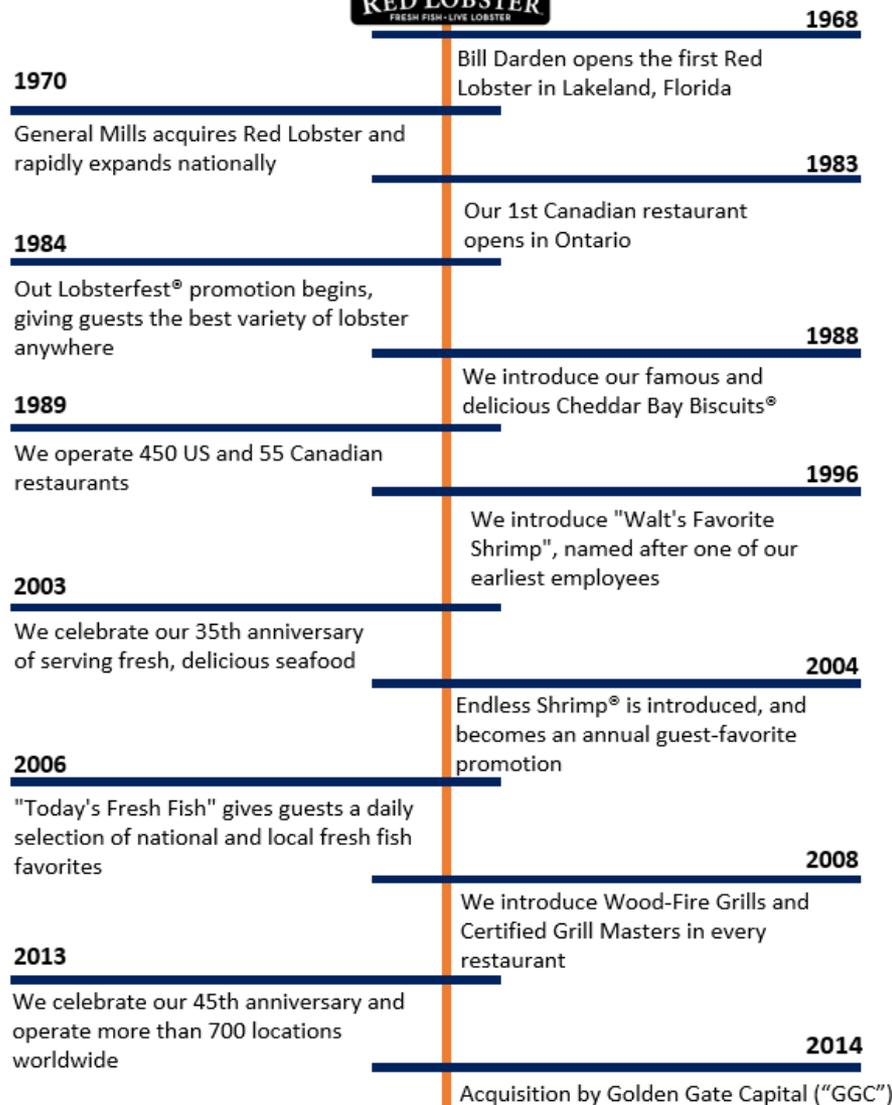
### FRESH IS IN OUR COMMITMENT

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





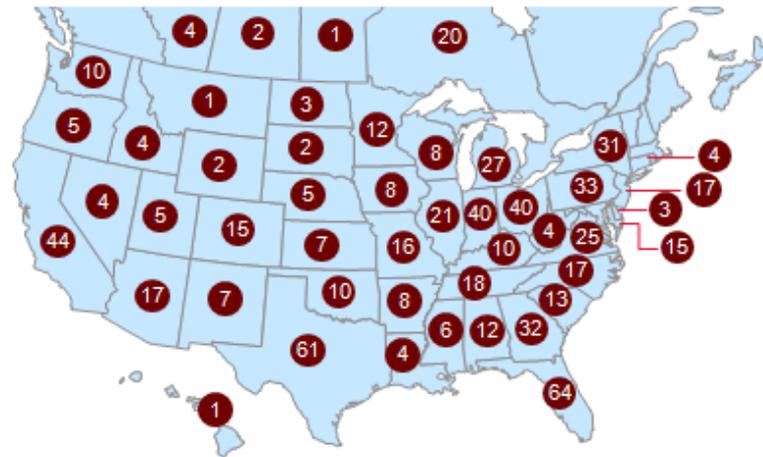
# Tenant Overview



## Strong Market Position

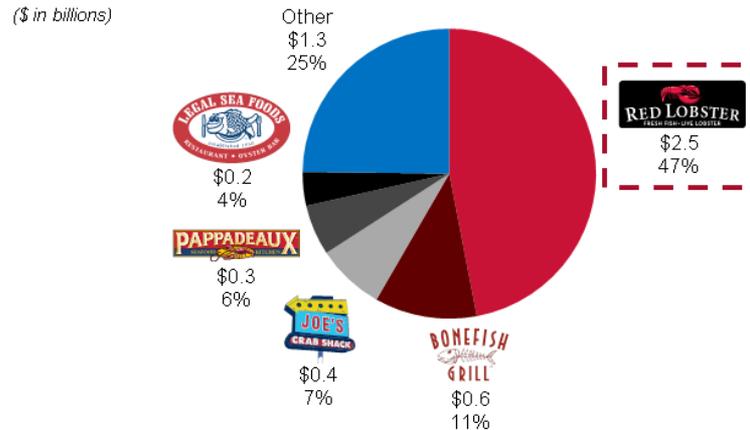
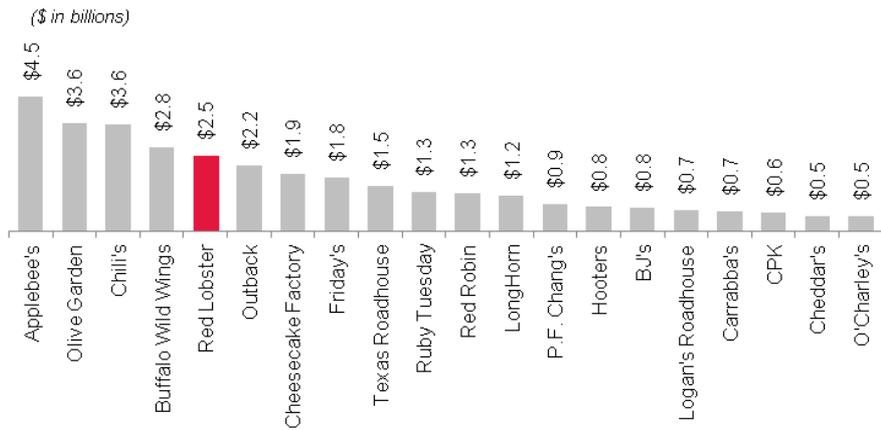
- Red Lobster is the largest seafood restaurant concept in the world and the 6<sup>th</sup> largest casual dining concept in the United States with over \$2.5 billion in annual sales and 704 restaurants.
- The Company is the category killer in the seafood casual dining space, holding almost 50% market 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



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

## ~50% Share in Seafood Casual Dining



# Tenant Overview



## Iconic Brand With Unparalleled Customer Loyalty

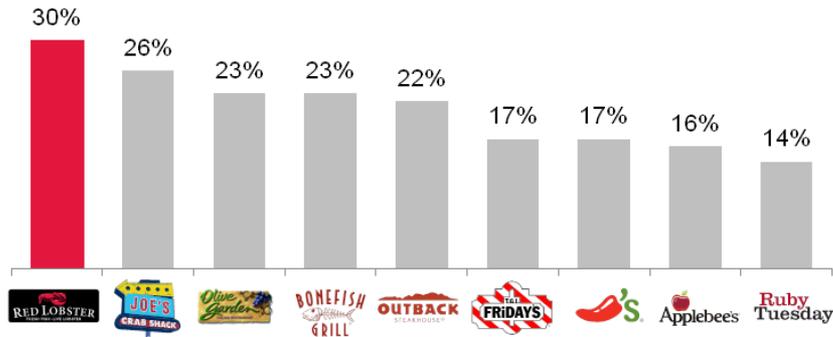
- Red Lobster has strong consumer appeal and broad usage across multiple dining out occasions, including high-crave, healthier “good for you” and special meal occasions.
- The brand has a strong foundation of loyal guests, who visit 1-2 times per month and account for more than 50% of sales.
- Red Lobster 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

Before



After





# Management Team



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



**Kim Lopdrup**  
*CEO*  
(30 years in Restaurant Industry)

- Kim served as President of Red Lobster from FY2005 to FY2011, a period of consistent, above-market growth for the brand
- Prior to his return to Red Lobster, Kim served as President of Specialty Restaurant Group and New Business
- Before joining Darden, Kim served as EVP and COO of North America for Burger King, and at Dunkin' Brands as VP of Marketing and CEO of its international division
- BBA, College of William & Mary; MBA with distinction, Harvard Business School



**Salli Setta**  
*President*  
(27 years in Restaurant Industry)

- Salli was named President of Red Lobster in July of 2013
- Prior to her promotion to President, Salli served as Red Lobster's EVP of Marketing, before which she held numerous roles in Marketing and Culinary at Olive Garden during its turnaround, including VP Marketing and SVP Culinary and Beverage
- 24 years of experience in restaurant marketing, advertising and menu development; named "Menu Strategist of the Year" in 2003; recipient of three Menu Masters' Awards and a Silver Effie for her work on the "Hospitaliano" ad campaign
- BA, University of Central Florida; MBA, Florida Institute of Technology



**Bill Lambert**  
*CFO*  
(11 years in Restaurant Industry)

- Bill served as CFO of Red Lobster from FY2006 to FY2010
- Prior to his return to Red Lobster, Bill served as CFO of LongHorn Steakhouse
- Prior to joining Darden and Red Lobster, Bill spent 21 years with Federated Department Stores in various roles including CFO of Macy's Central
- BS, Duke University; MBA, University of Michigan



**Chip Wade**  
*EVP Operations*  
(29 years in Restaurant Industry)

- Darryl "Chip" Wade is EVP of Operations at Red Lobster
- Previously, Chip held positions in Enterprise Operations at Darden and as SVP of its Smokey Bones brand
- Outside of Darden, Chip previously served as COO of Legal Sea Foods and in various operations management roles at TGI Friday's
- BA, Widener University; MBA, University of Texas



# About Golden Gate Capital



## 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 Investments

#### Restaurant Private Equity Investments



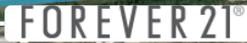


# Surrounding Area

Property Address: 2968 East Texas Street - Bossier City, LA 71111



THE HOME DEPOT



AIRLINE DR.

ADTC: 45,000

E TEXAS ST.

ADTC: 19,000



# Location Overview

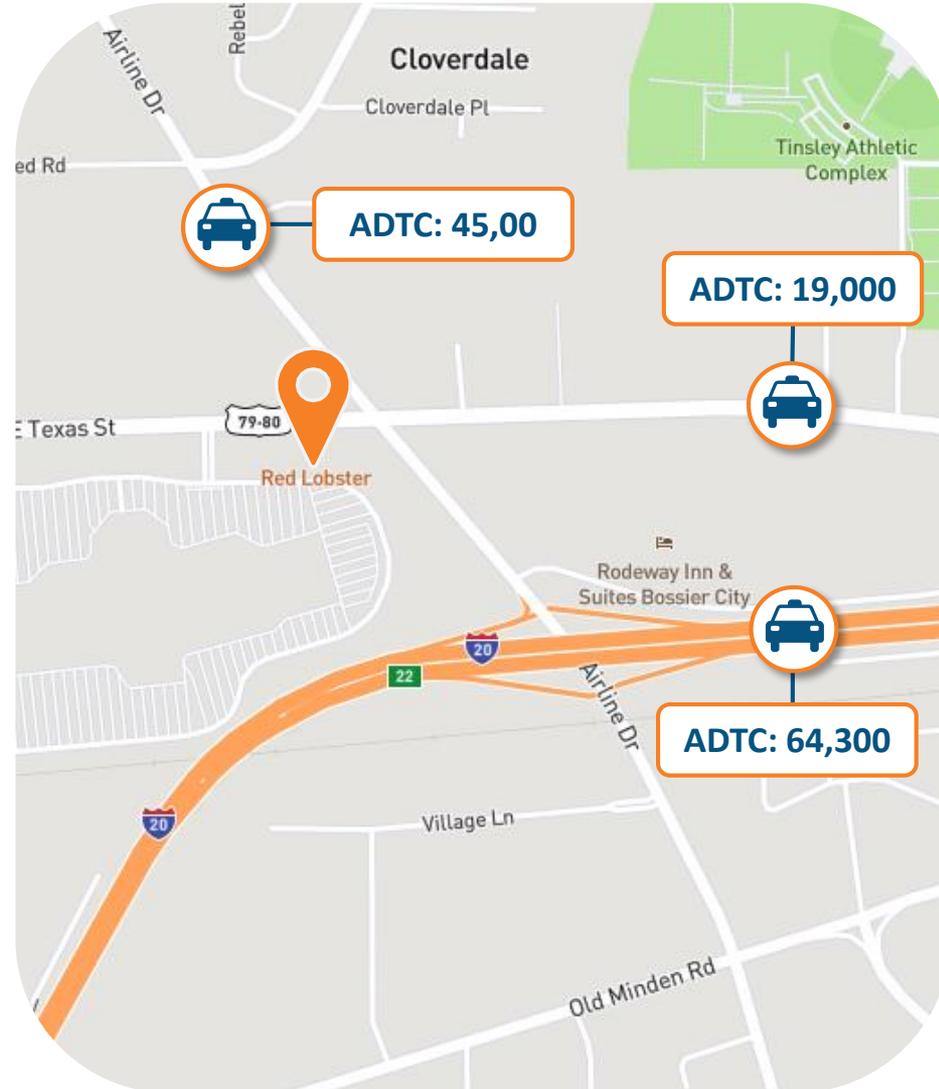
Property Address: 2968 East Texas Street - Bossier City, LA 71111



This Red Lobster property is situated on East Texas Street, which boasts average daily traffic counts of 19,000 vehicles respectively. East Texas Street intersects with Airline Drive, which sees average daily traffic counts of 45,000. Interstate-20 runs parallel with East Texas Street, which brings an additional 64,300 into the immediate area. There are more than 107,000 individuals residing within a five-mile radius of the property and more than 263,600 individuals within a ten-mile radius.

The subject property benefits from being well-positioned in a highly dense retail corridor consisting of national and local tenants, shopping malls, and an air force base all within close proximity of this property. Major national tenants in the area include: Walmart, The Home Depot, Lowe's, Kroger, Dillard's, JCPenney, Walgreens, CVS Pharmacy, Office Depot, as well as many others. This Red Lobster also benefits from being situated in close proximity to the Bossier Civic Center, which is part of a massive Municipal Complex sitting on 20 acres. The facility offers 24,000 square feet of unobstructed space for meetings, conventions, or trade shows with an additional 7,500 square-foot banquet hall. Barksdale Air Force Base is also located within close proximity of this Red Lobster.

Bossier City is a city in Bossier Parish, which is located on the northwestern border of Louisiana. It is the second most populous city in the Shreveport-Bossier City metropolitan area and is located on the eastern bank of the Red River. This allows the city to be closely tied economically and socially to its larger sister city Shreveport on the opposite bank. Bossier City has become the sixth-largest city in the state and the fastest-growing one. Bossier City is served by the Bossier Parish Schools and has a total enrollment exceeding 22,000 students. The city hosts four riverboat casino gambling resorts along the east bank of the Red River: Margaritaville, Horseshoe, Boomtown, and Diamond Jack's. Horse racing and gambling on slot machines is also available at Harrah's Louisiana Downs. Bossier City is a railroad and industrial center in a cotton- and oil-producing region; its manufactures include petroleum and wood products. Services also are important, including tourism (notably casino gambling) and those associated with nearby Barksdale Air Force Base, a component of the United States Strategic Command. Inc.





# Property Photo





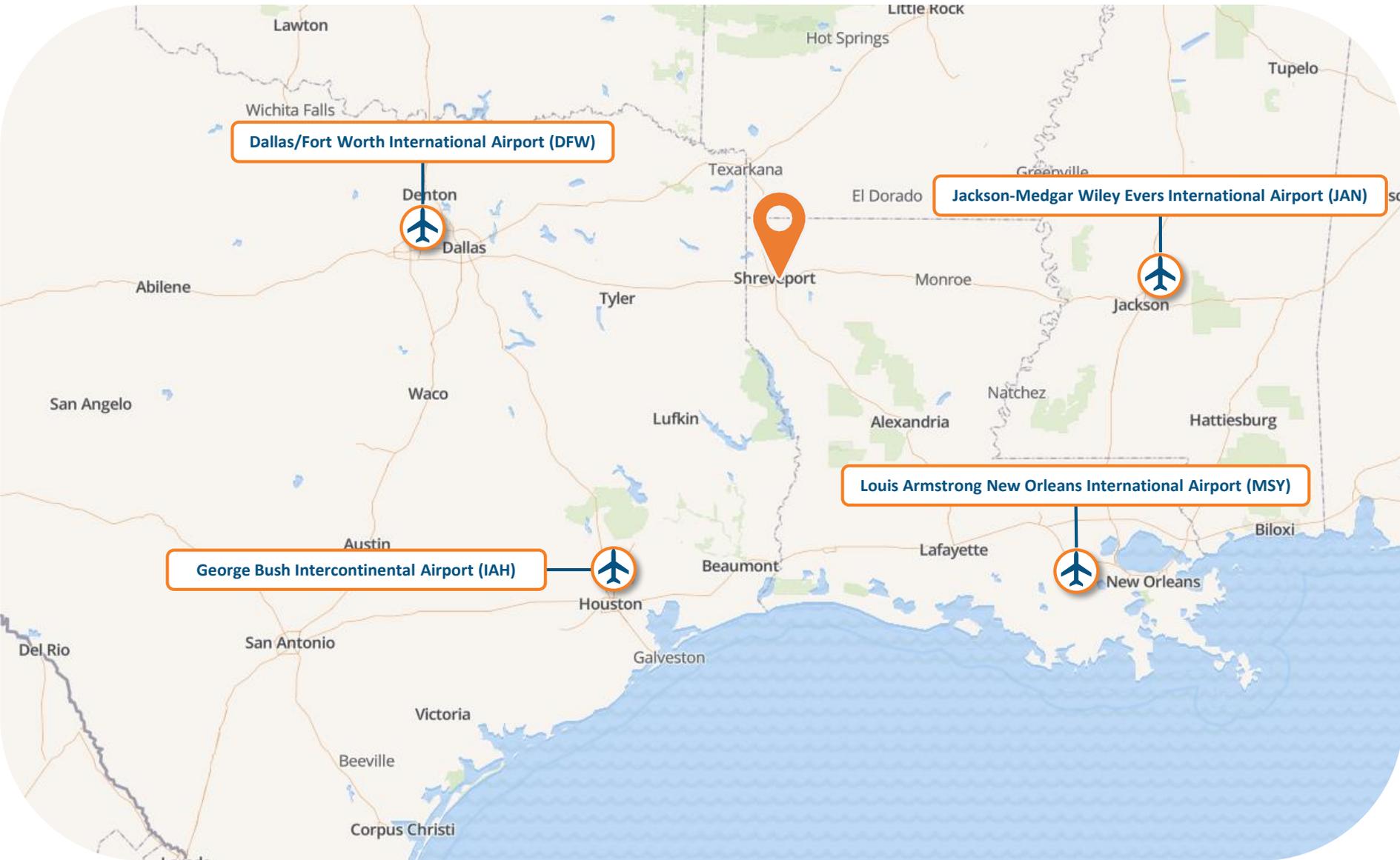
# Surrounding Area Photos





# Local Map

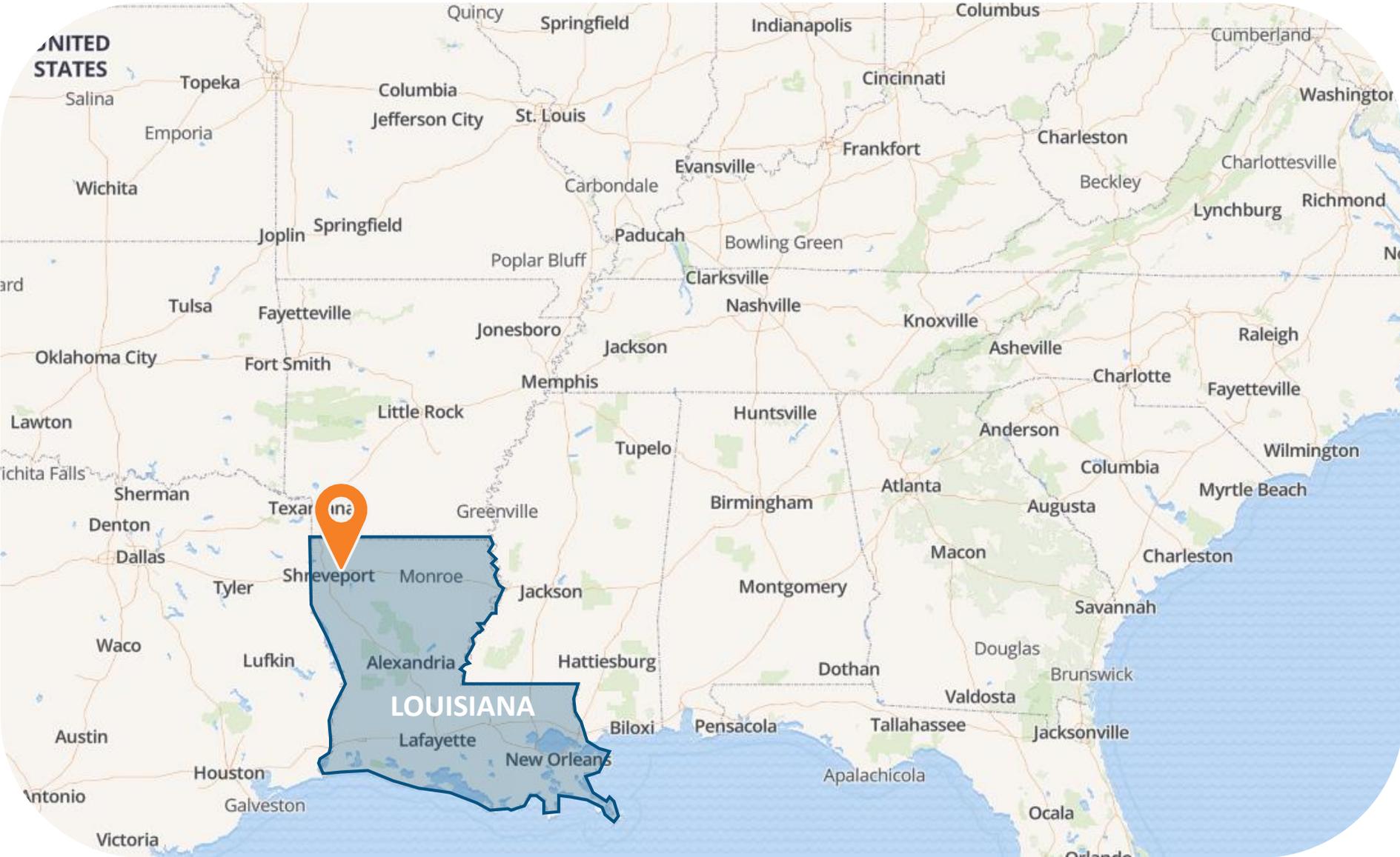
Property Address: 2968 East Texas Street - Bossier City, LA 71111





# Regional Map

Property Address: 2968 East Texas Street - Bossier City, LA 71111

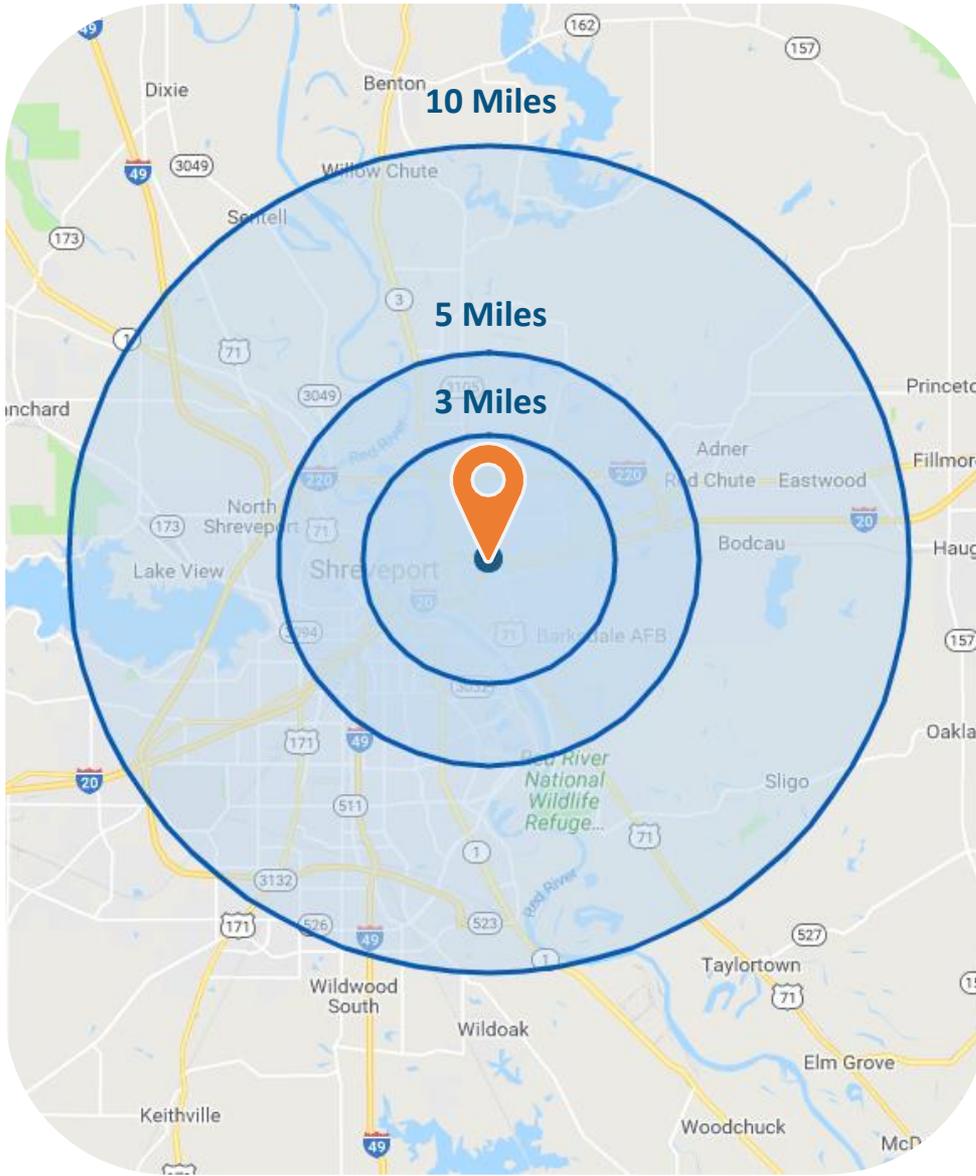




# Demographics



Property Address: 2968 East Texas Street - Bossier City, LA 71111



	3 Miles	5 Miles	10 Miles
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## POPULATION

2023 Projection	42,478	108,203	268,015
2018 Estimate	43,588	107,087	263,607
2010 Census	41,417	102,277	252,960
2000 Census	40,239	97,892	243,297

## INCOME

Average	\$48,135	\$59,152	\$62,987
Median	\$33,804	\$41,195	\$41,808
Per Capita	\$19,809	\$24,329	\$25,000

## HOUSEHOLDS

2023 Projection	17,219	44,044	106,354
2018 Estimate	17,516	43,150	103,452
2010 Census	16,910	41,900	100,655
2000 Census	16,152	39,435	93,907

## HOUSING

2018	\$107,875	\$140,012	\$145,769
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## EMPLOYMENT

2018 Daytime Population	67,570	151,800	294,083
2018 Unemployment	6.86%	5.89%	5.93%
2018 Median Time Traveled	18 Mins	19 Mins	20 Mins

## RACE & ETHNICITY

White	46.85%	55.57%	49.55%
Native American	0.17%	0.11%	0.08%
African American	40.99%	35.86%	44.10%
Asian/Pacific Islander	2.15%	1.99%	1.74%



# Market Overview

City: Bossier City | County: Bossier Parish | State: Louisiana



**Shreveport** is a city in the state of Louisiana and is the most populous city in the Shreveport-Bossier City metropolitan area. Shreveport ranks third in population in Louisiana after New Orleans and Baton Rouge and 126th in the U.S. The bulk of Shreveport is in Caddo Parish, of which it is the parish seat. Shreveport was founded in 1836 by the Shreve Town Company, a corporation established to develop a town at the juncture of the newly navigable Red River and the Texas Trail, an overland route into the newly independent Republic of Texas. Prior to Texas becoming independent, this trail entered Mexico. The city grew throughout the 20<sup>th</sup> century and, after the discovery of oil in Louisiana, became a national center for the oil industry. Shreveport is the educational, commercial and cultural center of the Ark-La-Tex region, where Arkansas, Louisiana, and Texas meet. It is the location of Centenary College of Louisiana, Louisiana State University Shreveport, Louisiana Tech University Shreveport, Southern University at Shreveport, and Louisiana Baptist University. Its neighboring city Bossier is the location of Bossier Parish Community College. Companies with significant operations or headquarters in Shreveport are AT&T, Chase Bank, Regions Financial Corporation, and APS Payroll. The city is a busy metropolitan city, hosting various riverboat casinos, and it is second only to New Orleans in Louisiana tourism. Nearby Bossier City is home to one of the three horse racetracks in the state, Harrah's Louisiana Downs. Casinos in Shreveport-Bossier include Sam's Town Casino, Eldorado Casino, Horseshoe Casino, Boomtown Casino, and Diamond Jacks Casino.

## Major Employers

Employer	Estimated # of Employees
LSUMedical Center	5,539
LSU School of Medicine	5,400
Louisiana Health Science Center	4,500
Horseshoe Bossier City	2,532
Louisiana State University	2,244
Department of The Medicine	2,039
LSU Health Sciences Center/Bio Medical	2,039
Eldorado Casino Shreveport	2,032
Willis-Knighton South Hospital	1,800
Air Force Reserve	1,500
Sams Town Casino	1,500



Marcus & Millichap

**NNN**  
PRO GROUP

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