

## CASE STUDY

RESTAURANT DIVISION

# TRIA RESTAURANT, BAR & MARKET

### OPPORTUNITY:

The owner wanted to develop a community to provide seniors with a place to live from early retirement through the end of their lives in the style and sophistication they had grown accustomed to. The heart of this development would be a restaurant reminiscent of those found in the French country - casual in nature, yet providing the cuisine and service of restaurants found in a major urban setting.

### SOLUTION:

Morrissey Hospitality was brought in to develop the concept and created Tria Restaurant, Bar & Market. The restaurant, located in the same building as the model homes, aided in providing customers with the vision of the new development and the service and amenities that would be offered.

### THE RESULT:

Tria opened in 2004 and quickly earned a reputation as one of the Best New Restaurants and continues to receive critical acclaim. In its first year, Tria surpassed revenue of the pro forma by more than \$200,000.



**Tria**

RESTAURANT  
BAR & MARKET

