



Choosing a Restaurant Name: Worksheet

The name you choose for your restaurant is a critically important part of your brand. Think of a few iconic restaurants and the names they have been given. Obviously, many local iconic restaurants are simply given the name of their owners. Fortunately, the owners' names mirror their brand. If you are not so lucky as to have a name that mirrors your brand, *don't despair!* We have developed a few guidelines that may help you through the process of naming your restaurant.

The most important considerations when strategically planning the name portion of your restaurant's brand are the following.

- 1. Strategic Criteria**
- 2. Linguistic Criteria**
- 3. Legality and Availability**



Strategic Criteria

- It captures your simple restaurant concept in a meaningful way...
Your concept is simple, is it not?
- It makes a connection to what your restaurant is all about.
- The name is appropriate and appealing to your target customer base. Who is your target customer?
- The name is uncomplicated and simple.
- It will grow with you. Should you grow your brand, will the name still fit the concept?
- It has the potential to be memorable.



Linguistic Criteria

- The name is easy to say, spell and Google.
- It is appropriate for all commonly spoken languages.
- It is consumer relevant and culturally sensitive.
- It must not be too similar to another restaurant's name, potentially causing confusion.

Legality and Availability

- It must not have potential for trademark infringement.
- The name should work well with an available user friendly domain name.



Restaurant names are all over the board and don't always have the same branding rules as Retail, Technology, Manufacturing and Finance. They tend to lean towards Entertainment. Restaurant names can be Real or Invented. Names can be a combination of real words or you can invent words that establish your brand name.

Here are some examples of names that really drive home the concept of their brands.

Blue Smoke Red Lobster Stir Crazy The Melting Pot Wasabi

Some restaurants use a tagline under the brand name to further define the restaurant concept.

Subway- Eat Fresh

Chevy's- Fresh Mex

Using a symbol or cultural slang in the name you choose is another way of getting the message of your restaurant concept to your target customer.

PI

Tilted Kilt

TGI Friday's

Describe the vision for the Hospitality Brand you are creating.

Now, Let's Get Started!