



## ***Return On Ingredients' Adds Scottsdale, AZ-based Eddie V's to Client List***

\* \* \*

**August 6, 2009 (Columbus, OH)** -- *Return On Ingredients*, a new and innovative provider of cost-management practices and services to high-end restaurants, recently signed *Eddie V's*, a leading Scottsdale, Arizona-based and privately-owned restaurant as a major client. According to Mark Kelnhofer, President and CEO of *Return On Ingredients*, the partnership will guarantee *Eddie V's* an increased bottom-line performance and cost saving capabilities.

*Eddie V's* has three fine dining concepts including *Eddie V's*, *Roaring Fork* and *Wildfish* with a total of 11 locations. "Return On Ingredients is anxious to immediately start providing them with customized operation solutions specifically tailored to their needs," said Kelnhofer.

Return On Ingredients will focus first on their prime seafood concept, *Eddie V's*.

Kelnhofer has been incorporating his cost-saving methodologies into the restaurant and manufacturing industries for more than 15 years. During his seven-year tenure at Bravo/Brio Restaurant Group in Columbus, Kelnhofer put his cost-management methodology into action, resulting in a multi-million dollar savings. "Regardless of the industry, all businesses strive to be as efficient as possible, which is what *Return On Ingredients* does best," Kelnhofer stated. *Return On Ingredients* strategically combines Kelnhofer's proven cost accounting experiences and strategies into a bottom-line-boosting methodology for finer restaurants. With sustainability being the touchstone in today's global community, Kelnhofer's new company not only streamlines restaurant ordering but also eliminates time, energy and food waste. Kelnhofer said while they are focused on strengthening restaurant revenue, they remain committed to the time-honored values of sustainability. "It is these best practices that we look forward to sharing with *Eddie V's*," Kelnhofer stated.

### ***About Return On Ingredients***

Created by Mark Kelnhofer, the *Return On Ingredients* methodology is proven to mitigate loss and increase profits for finer restaurants. For additional information, visit [www.ReturnOnIngredients.com](http://www.ReturnOnIngredients.com).

### ***About Eddie V's***

*Eddie V's* is a high-energy, white table cloth prime seafood restaurant concept recently featured in *Nation's Restaurant News*. For more information, visit [www.EddieV.com](http://www.EddieV.com).

###