

SAMPLE DELIVERABLE · DETAILS ANONYMIZED · REPRESENTATIVE OF A REAL CLIENT REPORT

ZIP-LEVEL INTELLIGENCE

National acclaim, and a market *ready* to be recaptured.

A data-driven read on reputation, beverage demand, demographics, and competitive position — built entirely from public records, before we ever touch your books. *This is an anonymized sample; an actual report names the venue and its real figures.*

SUBJECT OF RECORD

The Magnolia Room (sample)

Heritage Table Hospitality LLC · Arts District · Downtown · chef-driven · regionally acclaimed

<p>4.4★</p> <p>ACROSS 210 PUBLIC REVIEWS (3 YRS)</p>	<p>Acclaimed</p> <p>NATIONAL BEST-NEW- RESTAURANT HONORS</p>	<p>9</p> <p>COMPARABLE OPERATORS MAPPED</p>	<p>33.6%</p> <p>WINE SHARE — 2.6× THE NEIGHBORHOOD</p>
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* What the data says

The Magnolia Room is **one of Houston's most acclaimed restaurants navigating a transition**. regionally acclaimed, with multiple national best-new-restaurant honors, it carries critical standing few venues ever reach. Beverage revenue fell sharply over the past year as the concept moved to a tasting-menu format — but the demand around it is enormous, the reputation is strong, and the path forward is consistency and conversion, not reinvention.

FINDING 01 · REVENUE

A transition dip

Beverage revenue is down **57.5% year over year**, tied to the tasting-menu pivot — but 770XX turns over **\$12.8M/month**, so the market to recapture is right there.

FINDING 02 · ACCLAIM

Rare critical standing

Regionally acclaimed · national honors. Few independents carry this kind of credential — it's the single biggest marketing asset.

FINDING 03 · REPUTATION

Strong but volatile

A **4.4★** average and +0.54 sentiment, with praise dominated by the food and the tasting experience — but month-to-month ratings swing, pointing to consistency as the key.

FINDING 04 · THE 2024 INCIDENT

A resolved crisis

A cluster of negative reviews in **July 2024** cited a manager mistreating staff. It was a discrete event — friction since is far sparser. Worth knowing it's behind them.

FINDING 05 · OPERATIONS

Hours confusion costs covers

Multiple **1★** reviews come from guests arriving to find it **closed during posted hours** — a fixable listings problem, not a quality one.

FINDING 06 · DIGITAL PRESENCE

Strong, with gaps

A polished site and **9.5K Instagram followers**, but inconsistent hours across platforms and an under-optimized Google profile are leaking the acclaim.

THE BOTTOM LINE

The Magnolia Room doesn't need to prove itself critically — it already has. The highest-value, lowest-cost work is **operational and digital consistency**: fixing the hours confusion across every platform, protecting service consistency so the rare off-night doesn't reach a guest, and putting the critical accolades to work in the venue's marketing. The acclaim is built; the job is converting it into covers.

01 What guests actually say

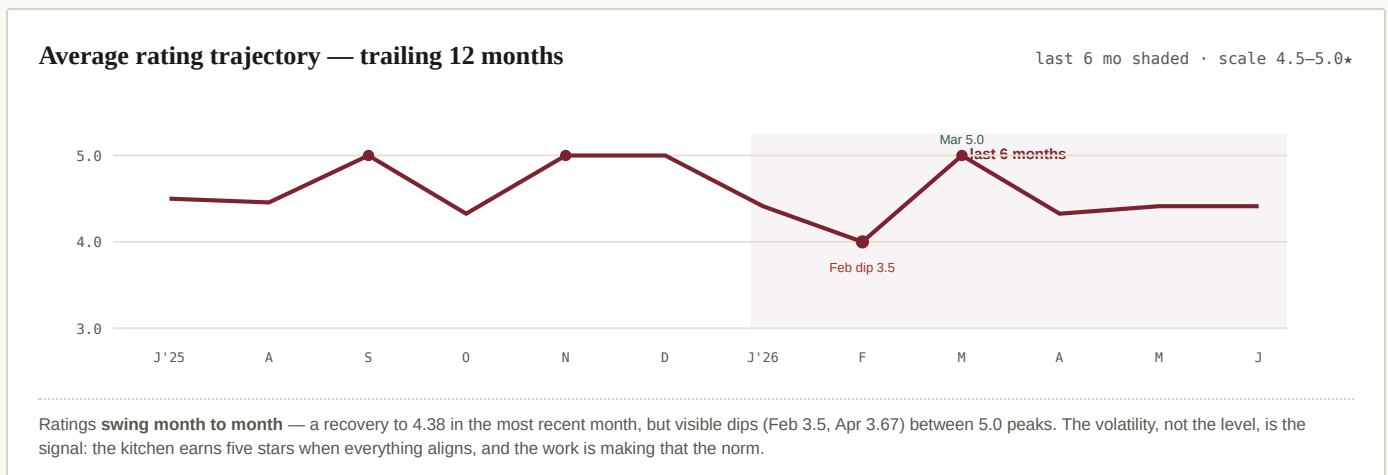
Three years of public reviews, theme-coded. **The Magnolia Room's reputation is built on its food and its tasting-menu experience** — culinary praise dominates, and the the chef-owner / the founding restaurant heritage is a recurring draw. The picture is strong but volatile: a small number of rough nights, and a 2024 management incident, pull the average down from what the kitchen earns.



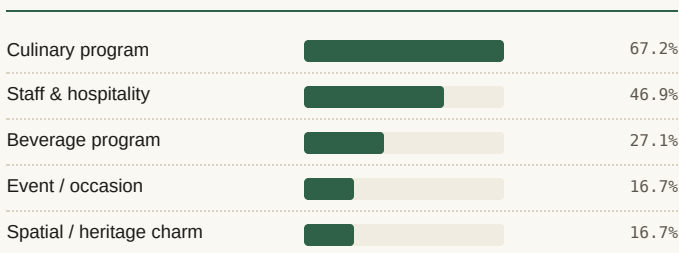
RATINGS ACROSS PLATFORMS



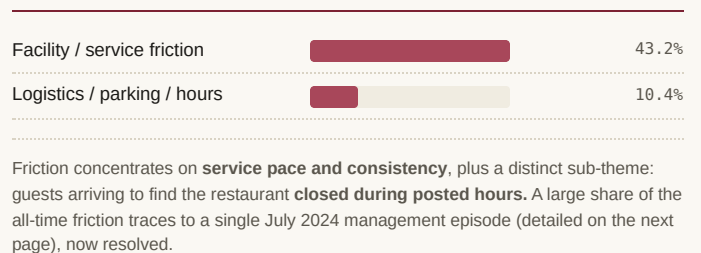
Consistently in the low-to-mid 4★ range across reservation and review platforms — regionally acclaimed and a national-award finalist. Delivery presence is limited (DoorDash only), appropriate for a tasting-menu concept. Platform ratings cross-checked June 2026; counts shift over time.



WHAT GUESTS PRAISE



THE ONE FRICTION SIGNAL



"This may be the very first time a restaurant has nailed it on every single pairing... 13 courses. Don't hesitate, just go!"

5★ · TASTING MENU · IDENTITY SIGNAL

"The acclaim is much deserved! I love that they're affordable, delicious and down to earth... I don't think there's any other restaurant I've eaten at as frequently."

5★ · REGULAR · LOYALTY SIGNAL

→ a kitchen that critics and guests both celebrate, held back only by consistency and a resolved staffing episode. The single highest-value reputation move is operational consistency — pace, hours accuracy, and service training — so every guest meets the food the critics fell for.

01b What 210 reviews actually say

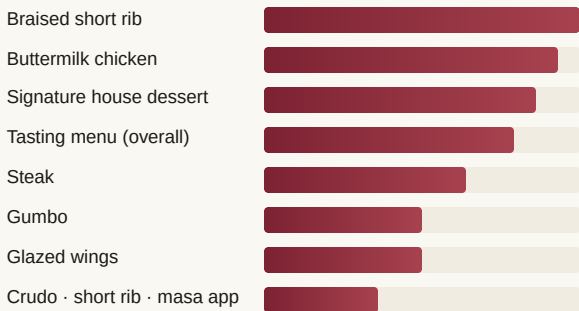
Every word of all 210 public reviews, analyzed together. **Below: the recurring keyword themes, the dishes and drinks guests name most, when negative experiences cluster, and the specific suggestions reviewers volunteered.** This is the qualitative engine behind the rating.

KEYWORD THEMES — FREQUENCY ACROSS THE CORPUS

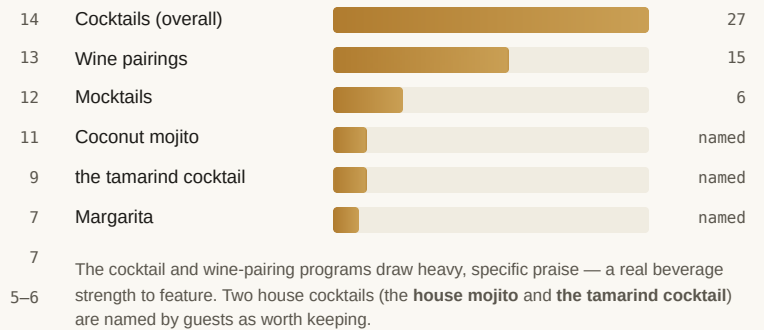


Green = positive-leaning themes, claret = friction themes. Atmosphere, service, and the chef dominate the conversation; the friction themes (pace, price, hours) are smaller but specific and fixable.

MOST-CITED DISHES



MOST-CITED DRINKS

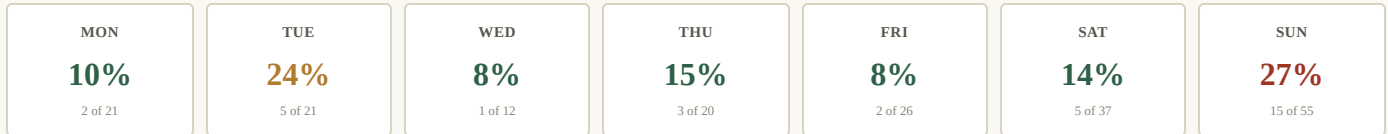


01c When friction happens — and what guests ask for

Negative reviews are not random. **One discrete episode and one recurring operational gap explain most of the friction** — and several guests volunteered specific, actionable suggestions.

NEGATIVE-REVIEW SHARE BY DAY OF WEEK

Share of reviews posted each day that were 1–3★ (post date as a proxy for visit timing).



- ! **The Sunday signal:** Sunday carries the highest negative share — and the venue is **closed Sundays**. Many of these are guests arriving to a locked door and leaving a 1★ "closed during posted hours" review. **This is a listings problem, not a kitchen problem**, and it's the single most fixable source of bad reviews. Tuesday's elevated share is smaller and tied to early-week service pacing.

THE JULY 2024 CLUSTER — A RESOLVED EPISODE

Of all 36 negative reviews in three years, **9 landed in a single stretch of July 2024**, all describing the same thing: a manager publicly mistreating staff in front of guests. This was a discrete management episode, not an ongoing pattern — **service-friction reviews since are far sparser and unrelated**. It matters because it drags the all-time average below what the current operation earns; a reader who doesn't time-segment the reviews would misread a fixed problem as a live one.

WHAT GUESTS EXPLICITLY SUGGESTED

- **"Update all of your contact information / hours"** — multiple guests, after arriving to find the restaurant closed during posted hours. The most-repeated, most-fixable ask.
- **"Keep the the tamarind cocktail cocktail on the menu"** and **"make the the signature short-rib course & the masa starter as regular items"** — guests naming specific items they want permanent.
- **"A more sociable / better-trained front-of-house"** — a recurring, constructive note on service pacing and consistency, distinct from the 2024 episode.
- **Clarify the tasting-menu format up front** — several guests expecting à la carte were surprised; setting expectations at booking would convert surprise into anticipation.

02 The opportunity in context

The Magnolia Room runs a **\$11,200/month** beverage program inside the district — a regionally acclaimed kitchen in a downtown ZIP that turns over **\$12.8M in beverage receipts every month**. Beverage revenue fell sharply over the past year, tied to the venue's pivot to a tasting-menu format. The headline isn't the dip; it's the large, active market this acclaimed restaurant is positioned to recapture.

CURRENT MONTHLY BEVERAGE

\$11.2K

Trailing six-month average (Dec 2025–May 2026), from state mixed-beverage receipts.

NEIGHBORHOOD MARKET SIZE

\$12.8M

Total monthly beverage receipts across ZIP 770XX — one of Houston's densest, most active beverage markets.

CRITICAL RECOGNITION

critically acclaimed

regionally acclaimed, with multiple national best-new-restaurant honors — rare critical standing.

A large downtown market, not a resident-driven one

— ZIP 770XX — HOUSTON METRO

Monthly venue receipts ÷ residents

\$679 · ZIP 770XX

\$853 · Houston metro

Total ZIP monthly beverage receipts

\$12.8M across 18,800 residents

Per resident, 770XX runs below the metro average — but that understates the opportunity. This is a dense downtown core whose beverage spending comes from **daytime workers, arts-district and event traffic, events, and nightlife**, not its modest resident base. The neighborhood turns over **\$12.8M in beverage receipts every month**. For a regionally acclaimed destination like The Magnolia Room, the question isn't whether demand exists — it's converting more of that downtown flow into covers.

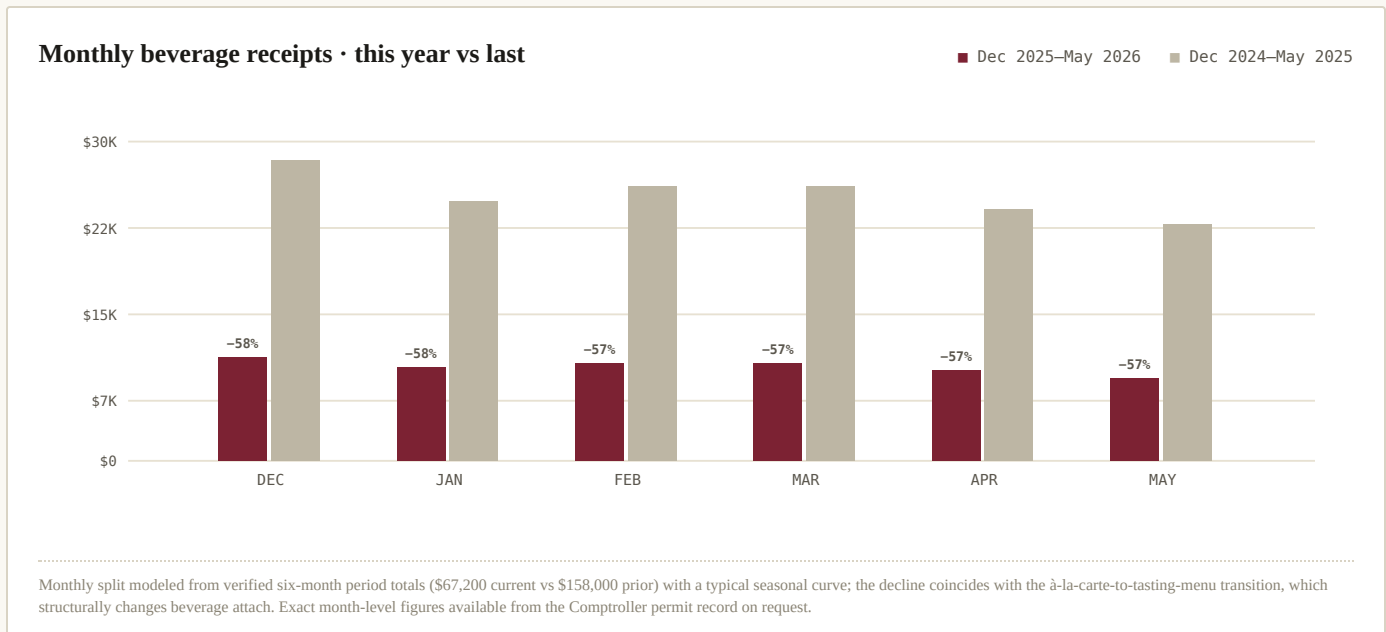


Why this matters for The Magnolia Room: a regionally acclaimed, award-winning restaurant from the chef-owner's Heritage Table Hospitality group — a Gulf-South fusion tasting-menu concept with rare critical standing, anchoring the downtown arts district. The neighborhood's appetite is proven and large; the rest of this brief isolates where the most accessible recapture lies.

Sources · Texas Comptroller / TABC Mixed Beverage Gross Receipts, permit-level filings, Dec 2024–May 2026 (beverage figures, food excluded) · U.S. Census ACS 2020–2024. Per-capita = total 770XX venue receipts ÷ resident population; it runs below the metro mix because 770XX is a dense downtown district driven by daytime and visitor traffic.

02b A consistent gap — and a winnable one

Monthly beverage receipts, current period (Dec 2025–May 2026) against the same months a year earlier. Revenue ran **57.5% below the prior year** — a steep decline tied to the venue's pivot from à la carte to a tasting-menu format, which changed the beverage attach pattern. The market to win it back is large and intact.



CURRENT 6-MO TOTAL

\$67K

Dec 2025 – May 2026 beverage receipts.

PRIOR-YEAR TOTAL

\$158K

Same six months, one year earlier.

RECAPTURE OPPORTUNITY

\$91K

The gap to last year — though the format shift means some is structural.

03 Who fills this neighborhood

ZIP 770XX against the Houston metro average. **This is a dense, central downtown district** — its beverage demand comes from the daytime workforce, the downtown arts hub, events, and downtown nightlife far more than from residents, which is exactly the traffic a regionally acclaimed destination can capture.

METRIC	ZIP 770XX	HOUSTON METRO	WHAT IT SIGNALS
Resident population	18,800	34,925	Compact core — fewer residents, far more visitors
Avg. household income	\$110,669	\$106,424	On par with metro — solid spending power
Bachelor's or higher	33.3%	32.1%	Just above metro — a degreed downtown crowd
Median age	35.3	34.2	In line with metro — broad adult market
Monthly venue receipts / capita	\$679	\$853	Below metro per-capita — a downtown market driven by visitors, not residents

THE OPTIMISTIC READ

770XX is a downtown core: solid above-metro income, a degreed workforce, and a broad adult age profile, wrapped around one of the largest beverage markets in the city (\$12.8M/month). The Magnolia Room's beverage revenue fell over the past year alongside its shift to a tasting-menu format, but it sits in a high-traffic district with extraordinary critical credentials. **This isn't a demand problem — it's a recapture-and-conversion opportunity.**

04 How your mix compares — three ways

The Magnolia Room's beverage split against both the neighborhood and the metro. **Two of your three categories are already well-calibrated.** The third is the opportunity.

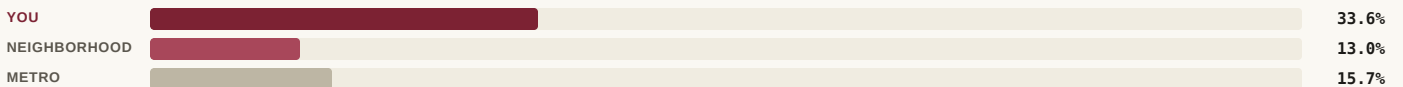
Liquor / cocktails

WELL-POSITIONED



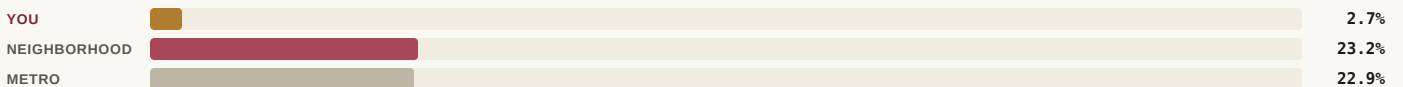
Wine

SIGNATURE STRENGTH



Beer

A MINOR GAP, BY DESIGN

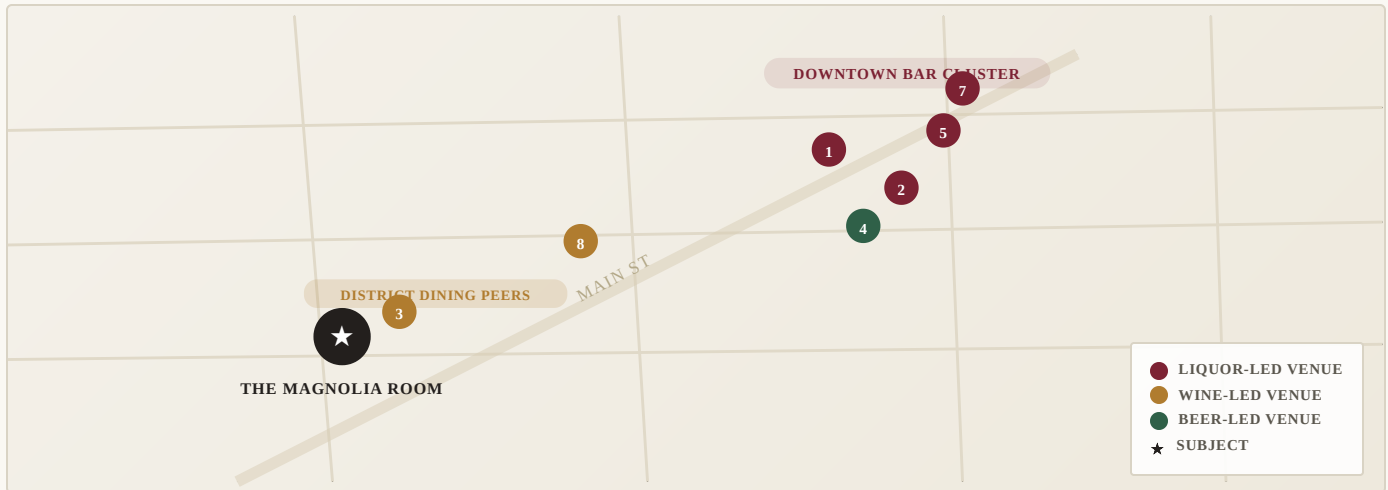


The logic, plainly: your liquor share sits right with the neighborhood, and your wine share — at 33.6%, more than 2.6× the local norm — is a genuine identity asset, anchored by an acclaimed wine-pairing program. Those are working. Beer, at 2.7%, runs far below the neighborhood (23.2%), but for a tasting-menu concept that's a deliberate choice, not a leak — **the recapture story here is about covers and consistency, not adding a beer list.**

Sources · Texas Comptroller / TABC Mixed Beverage Gross Receipts (category splits) · U.S. Census ACS 2020–2024 (demographics). Splits reflect reported taxable sales by beverage class, not menu construction.

05 The neighborhood, mapped

The ten highest-grossing beverage programs within a one-mile walk of The Magnolia Room. **The Magnolia Room's closest peer is another wine-forward fine-dining concept** in the same building — while the higher-grossing venues are downtown bar-and-lounge operations a half-mile north, a fundamentally different business than a chef-driven tasting room.



#	TRADE NAME	AVG / MO	BEER	LEAD	DIST	YOY
1	Cocktail Lounge A	\$76,886	2.9%	Liquor	0.5 mi	-51.1%
2	Bar & Grill B	\$56,329	11.1%	Liquor	0.6 mi	-26.2%
3	Wine Bistro D	\$36,515	5.1%	Liquor	0.1 mi	-23.8%
4	Live-Music Venue	\$29,156	43.0%	Beer	0.5 mi	-6.8%
5	Café & Bar C	\$23,449	7.4%	Liquor	0.6 mi	-40.8%
7	Neighborhood Institution	\$7,688	19.8%	Liquor	0.9 mi	-22.0%
8	Arts Center Venue	\$7,351	17.4%	Wine	0.9 mi	-7.7%
9	Casual Taqueria	\$4,935	12.3%	Liquor	0.5 mi	-17.2%
10	Sushi Concept	\$3,279	93.3%	Beer	0.8 mi	-41.4%
★	The Magnolia Room (subject)	\$11,200	2.7%	Liquor	—	focus

Sources · Texas Comptroller / TABC permit-level monthly receipts averaged Dec 2025–May 2026; trade names verified against public business listings. "New Op" indicates insufficient prior-year history for YoY. Distances are straight-line from the subject.

06 The storefront, audited

A review of themagnoliaroomhtx.com and The Magnolia Room's channels. **The brand presence is polished and the social following is strong (9.5K on Instagram)** — but the operational layer (hours accuracy, listing consistency, Google profile) is leaking conversions, and is the clearest fixable gap.

WHAT THE MAGNOLIA ROOM SAYS IT IS

"Inspired by history, culture & culinary heritage... Chefs the chef-owner and the executive chef blend culture and flavor" — a Gulf-South fusion tasting-menu destination, regionally acclaimed, rooted in the Heritage Table Hospitality mission of "Serving the Past, Feeding the Future."

DELIVERS

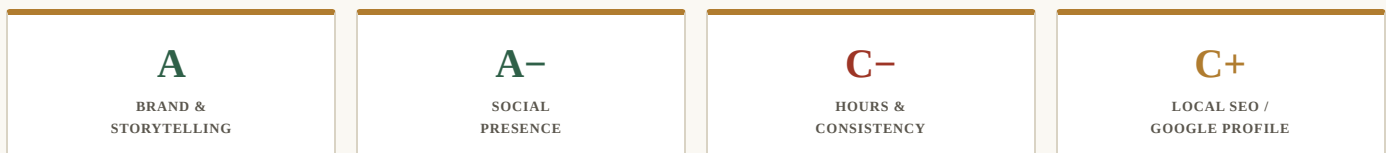
The data strongly backs the claim. Reviews independently echo the promise — **the tasting menu, the wine pairings, the Gulf-South fusion fusion, and the chef's presence** are exactly what guests praise, and the the critical recognition confirms it externally. The gap isn't the concept; it's **operational consistency and hours accuracy** — guests occasionally meet a closed door or an off-night, not the restaurant the marketing (accurately) promises.

WHAT WORKS

- ✓ **Polished, story-driven website** with strong the chef's flagship heritage narrative and the chef story front and center.
- ✓ **Strong Instagram presence** — @themagnoliaroom at 9.5K followers, actively posting the critical recognition.
- ✓ **OpenTable + Tock reservations** and a clear tasting-menu booking path.
- ✓ **DoorDash delivery live** and a contact page with email and phone.
- ✓ **Credential-forward** — the site and socials lead with the rare critical acclaim, which is exactly right.

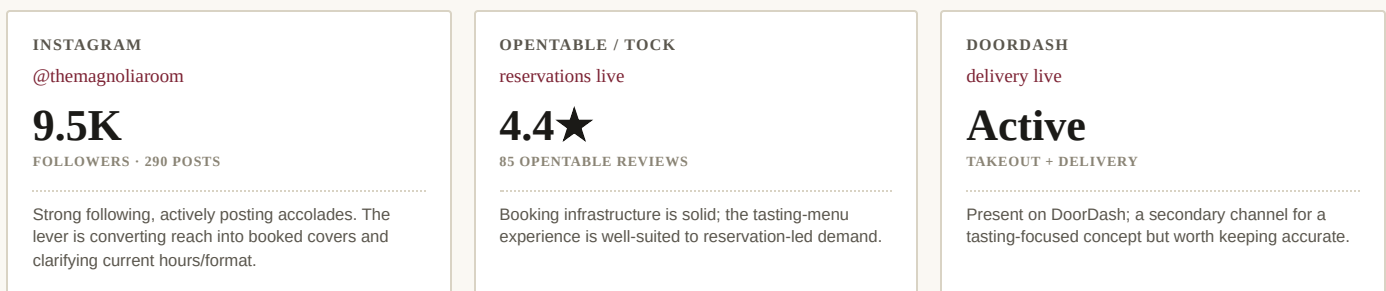
WHAT DOESN'T


- ✗ **Hours conflict across every platform** — the site, Google, Yelp, and critically acclaimed list different lunch/dinner days and times. This is the direct cause of "showed up, was closed" 1★ reviews.
- ✗ **Two addresses in circulation** (Suite 120 vs 130 across listings) — worth standardizing.
- ✗ **Tasting-menu shift under-explained online** — guests expecting à la carte arrive surprised; the format change isn't clearly set up.
- ✗ **Google Business Profile under-optimized** (detailed on the GBP page) — the single highest-impact fix.



06b Social footprint

Active accounts and reach. **The Magnolia Room's Instagram is a real asset** at 9.5K followers, leading with the critical acclaim — the foundation for converting reach into reservations is in place.



 The brand and social work is strong — the gap is **operational accuracy**. Reconcile hours across Google, Yelp, OpenTable, and the site; standardize the address; explain the tasting-menu format clearly; and optimize the Google profile (next page). These fixes directly remove the most damaging 1★ reviews and convert the 9.5K-follower acclaim into covers.

06c The Google profile — your highest-traffic storefront

For most restaurants the Google Business Profile drives more discovery than the website. The Magnolia Room's is **solid on the fundamentals but leaking on accuracy** — and the accuracy gaps are directly tied to the "showed up, was closed" reviews. These are free, fast fixes with outsized impact.

✓ CLAIMED & ACTIVE

The profile is verified, with the critical acclaim surfacing, strong photography, and a healthy 210-review base at 4.3★ — a strong foundation.

! HOURS ARE WRONG / CONFLICTING

Google, Yelp, and review platforms disagree with the site on lunch/dinner days. **Fix #1:** set hours to match the current Wed–Sat dinner / Mon–Fri lunch reality, and use Google's **special-hours** tool for closures. This removes the top source of 1★ reviews.

! SUITE NUMBER INCONSISTENT

Listings show Suite 120 and Suite 130. Standardize the address everywhere so map pins and delivery drivers land correctly.

! TASTING-MENU FORMAT NOT SET UP

Add the tasting-menu concept to the profile description, menu link, and attributes so guests arrive with the right expectation (reduces "expected à la carte" friction).

! OWNER RESPONSES ARE SPARSE

Responding to reviews — especially the "we were closed" and service ones — visibly lifts ranking and conversion, and lets the operator add context (e.g. the resolved 2024 staffing issue).

! UNDERUSED POSTS & ATTRIBUTES

Use weekly Google Posts for the tasting menu, brunch series, and accolades; set attributes (reservations, wheelchair access, "great cocktails") to win more "near me" placements.



The Google profile takeaway: three of these six fixes — accurate hours, special-hours for closures, and review responses — would **directly eliminate the most damaging 1★ reviews** (guests arriving to a closed door) while lifting local-search visibility. Total cost: a few hours of admin. It's the highest-ROI item in this entire report.

Sources · Google Business Profile, Yelp, OpenTable, national review platforms, and themagnoliaroomhtx.com cross-checked for hours, address, and format consistency (June 2026). Recommendations follow Google Business Profile best practices; specific ranking outcomes vary.

07 Who leads each category — and the playbook

The single top-grossing operator in each beverage class within 770XX. **None compete for The Magnolia Room's guest** — together they confirm the downtown market rewards a polished, beverage-forward dining experience, exactly the lane The Magnolia Room occupies.

B

\$92.8K 4.5★
BEER / MO GOOGLE

Beer Hall
 Top beer operator · 3.8 mi · —% beer

MIX L/W/B beer-led taphouse

THE OPPORTUNITY SIGNAL The ZIP's top beer operator is a 100-tap beer hall — a volume model unlike The Magnolia Room's tasting room. It simply shows downtown beer demand is large; it is not a competitor for a regionally acclaimed kitchen.

W

\$238.7K 4.6★
WINE / MO GOOGLE

Destination Steakhouse
 Top wine operator · 2.9 mi · —% wine

MIX L/W/B 57% 43% wine

VALIDATION OF YOUR STRENGTHS The ZIP's top wine operator is a high-end steakhouse with a deep cellar. The Magnolia Room plays in the same wine-forward lane through its acclaimed pairings — confirmation that a serious wine identity wins in this market, and that The Magnolia Room's 33.6% is on the right side of it.

L

\$322.9K 4.6★
LIQUOR / MO GOOGLE

Destination Steakhouse
 Top liquor operator · 2.9 mi · —% liquor

MIX L/W/B 57% liquor 43%

MOST STABLE MAJOR VENUE The top liquor and wine grosser is the same destination steakhouse 2.9 mi away. These leaders confirm the downtown market rewards a polished, beverage-forward dining experience — exactly the lane The Magnolia Room occupies in the district.

● THE THROUGH-LINE — ACCLAIM TO CONVERT

Reputation, beverage identity, demographics, and critical standing all point the same way: **The Magnolia Room is a regionally acclaimed destination in a large downtown market, whose beverage revenue dipped during its tasting-menu transition.** The work isn't reinvention — it's converting extraordinary acclaim and a strong-but-volatile guest reputation into consistent covers.

Going deeper — with access to your internal data

The work below requires your POS, P&L, or guest records — the natural next phase beyond this public-data report.

- **Beverage program expansion:** a focused local-draft & craft-beer build to capture the neighborhood's strongest untapped category — sized from your POS, no capital required.
- **Menu engineering analysis:** which items to promote, reprice, or feature by margin & velocity, building on the cocktail and wine strengths confirmed here.
- **Guest-data & email activation:** converting the neighborhood's huge inbound traffic into repeat, direct-booked visits.
- **Annual performance report:** a board-ready, CPA-reviewed document built from your P&L — for partners, lenders, or investors.
- **Branded marketing template system:** social and campaign assets matched to your identity, ready for in-house staff to deploy.

08 A recommended follow-on project

Everything in this report was built from public records — no access to your books was required. The natural next step, once you're ready, is a menu-and-pricing engagement using The Magnolia Room's internal POS data. For a tasting-menu concept the math is different — it's about course economics and pairing yield — but the framework below shows what that proposed project would deliver. It's offered as a recommendation for what to tackle after this report.

PROPOSED ENGAGEMENT · REQUIRES YOUR INTERNAL DATA · NOT YET PERFORMED

Stars

HIGH MARGIN · HIGH PRAISE

The project would confirm the courses guests rave about — the signature braised-short-rib course, the house dessert, the wine pairings — and **protect them as the emotional anchors** of the tasting arc.

Plowhorses

LOW MARGIN · HIGH COST

It would flag courses whose food cost or labor intensity outweighs their impact, to **re-engineer quietly** without weakening the story the menu tells.

Puzzles

HIGH MARGIN · LOW LOVE

Profitable courses or pairings that under-deliver on guest delight, to **reposition or re-sequence** within the tasting so they land better.

Dogs

LOW MARGIN · LOW LOVE

Courses that cost much and move few hearts, to **retire or rework** — tightening the tasting and improving both margin and pace (a recurring review theme).

08b Pricing moves the engagement would explore

WINE-PAIRING YIELD

With 33.6% of beverage in wine and an acclaimed pairing program, the engagement would model **pairing price tiers and attach rate** — the single biggest beverage lever for a tasting concept.

TASTING-MENU PRICE ARCHITECTURE

It would test **course count and price points** (the venue already references value-forward pairings) to maximize per-guest spend without losing the "affordable critically acclaimed" positioning guests love.

BAR/LOUNGE À LA CARTE RECAPTURE

The renovated bar/lounge offers **cocktails and shareable snacks** — a margin-rich, walk-in-friendly channel to recapture the beverage revenue the tasting shift moved away from.

PACE & LABOR MAPPING

Reviews repeatedly cite slow pacing; mapping course timing to **labor and table turns** protects both the guest experience and the margin.

HOW TO START THIS PROJECT

If you'd like to pursue it, the engagement needs one POS product-mix export (courses, pairings, counts, prices) plus food/labor costs for the tasting. From that, Paisley would deliver a **course-level engineering matrix, a pairing-yield model, and a bar/lounge recapture plan** — the natural sequel to this report, aimed at rebuilding beverage revenue around the tasting concept.