



ELEGANT, AFFORDABLE AMBIANCE

Why Live Music?



Despite a consensus that **fine dining guests prefer live music**, restaurateurs admit their reluctance to recip-

rocate due to three main reasons: cost, available space and product quality. They report that they would provide live music for their guests if the contractor could create the desired dining atmosphere without “eating up” precious floor space and revenues. I offer the perfect solution: **Timeless, sophisticated, live music without excessive cost or space requirements.** Drawing on extensive experience in upscale dining rooms, I can help you provide your guests with a more memorable dining experience conducive to increased wine, liquor and dessert sales without wasting valuable space or resources. More than just a musician, I will work with you to **create an atmosphere that enhances the guest experience and encourages patrons to spend more...**

Live Music Increases Revenues?

Live music can increase revenues in several ways. First, the right live entertainment can **significantly increase reservations.** Correct marketing of this unique asset helps distinguish your restaurant from all the others that potential customers consider when making reservations. Second, live music **entices guests to return** for another performance—often with friends. Third, elegant live music **reinforces the restaurant’s upscale or “special occasion” image**, encouraging customers to return while attracting new and more affluent patrons at the same time. Fourth, the sophisticated atmosphere created by the right music **bolsters sales and increases up-sales of high-profit products** like wine and dessert. Guests who perceive the “special occasion” atmosphere are more likely to order champagne, fine wine, top-shelf liquor products and higher priced menu items. What’s more, guests can be encouraged to linger for dessert, wait longer at the bar for a table, and even relinquish their table at key turnover times through thoughtfully extended or shortened performance sets and breaks.

What Kind of Music?

Designed to blend into the background and subtly compliment the ambiance, my sets are comprised of the highest quality guitar compositions, transcriptions and arrangements of the last five centuries. Using your input, I can cater my repertoire to suit the needs of your particular space and/or occasion. Choices include music from the great composers of the Renaissance, Baroque, Classical, Romantic and Contemporary periods; virtuosic solo guitar pieces from the great guitar composers; some pop and jazz standards arranged for solo guitar; occasional music for holidays and special events; and even a few popular titles from opera, ballet, musical theatre and film. Or, just leave me on “shuffle” for a repetition-free blend of all these styles. Though many admit not being too familiar with the classical guitar genre or its repertoire, guests frequently rave about their experience using phrases like “absolutely perfect;” “very romantic;” “special evening;” “unforgettable;” and “the icing on the cake.”



THE MODERN CLASSICAL GUITAR

The classical guitar is an instrument capable of playing multiple complex parts simultaneously; the late great Andres Segovia called it a “miniature orchestra.” A modern hybrid successor to the Greek kithar, the English lute, the Italian mandolin and the Baroque guitar, this instrument utilizes both ancient and contemporary elements. Its mellow-sounding nylon strings and warm tone woods make it **the perfect instrument for entertaining intimate crowds.** In fact, well-known composer Heitor Villa-Lobos spent much of his life traveling his native Brazil, playing his guitar in cafés while collecting folk tunes to arrange for both guitar and symphony orchestra.



THE PROFESSIONAL GUITARIST

With Bachelor's and pending Master's degrees in Guitar Performance, my music performance education is second to none. I have literally thousands of hours of fine dining performance experience, including over five combined years of exclusivity contracts. I have accumulated hundreds more hours in solo and ensemble recitals, special event performances and concerts. I have played bistros and four-diamond marquee restaurants alike. After twenty-five years of studying and playing with many of the world's finest guitarists, I am ready



to use my acquired skills to help maximize your restaurant's bottom line.

Christopher Rude

Classical Guitarist

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ELEGANT, AFFORDABLE
AMBIANCE FOR A SUPERIOR
DINING EXPERIENCE

- *Create a refined atmosphere*
- *Attract new reservations*
- *Generate repeat business*
- *Increase guest check average*
- *Improve wine sales*
- *Enhance restaurant image*



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