



CHAMBER
of
COMMERCE

presents

STATE OF LUXURY POWER PANEL SERIES *with Ann Shatilla*

Tosh Berman is a national visionary entrepreneur, restaurateur, real estate developer and leading respected figure in the lifestyle hospitality industry today. He is CEO and Co-Founder of The Madera Group, which develops, owns and operates a collection of leading restaurant venues such as the upscale restaurant Toca Madera and the rapidly expanding fresh-casual Tocaya Organica. Berman and his team at The Madera Group are known as an industry “disruptor.”

Berman has made a national name for himself, as one of the brightest minds in the upscale landscape today. Known for his brilliance in ‘conceptualizing’ and for ‘developing’ innovative marketing concepts, across several portfolios, his vision has changed business perceptions and set new standards.

Making specific headlines is the fact that the company is expected to generate \$100 million in sales since its creation in just a mere six years. Known for one of the fastest growth expansions to date, an additional 40 venues will soon be built throughout the U.S and overseas. The company continues to open in other states and will franchise its brands outside the U.S., including Canada, Europe and more in the Middle East. Specific aggressive growth plans for Tocaya Organica alone, will see a whopping 37 restaurants expected by the end of 2019 as the brand continues to be the epitome of elevated fast casual dining 2.0.

Berman will speak about marketing trends to set you apart, what affluent clients want for Spring/Summer 2019, ‘Alpha Growth’ — how to grow faster than your competitor with these three bold moves, how to take your own high-end concepts to the next level, and how to bring “Emotional Intelligence” into your ‘digital’ marketing strategy.

Prior to forming The Madera Group with Amrou Manaseer, Berman was behind the massively successful and internationally acclaimed AV Nightclub in Hollywood, a frequent nightclub for A-list celebrities, as well as acclaimed nightlife destination, CAKE Scottsdale (2013) and San Diego (2015). Berman owned and operated restaurants and nightclubs in Denver, Colorado and Cabo San Lucas, Mexico. He opened his first venue at the mere age of 23 in Denver. After living in Mexico for six years, Berman discovered a stark gap in the LA food market. To fill it, he re-educated the public, founded and designed LA upscale hot spot restaurant Toca Madera in 2014. His forward-thinking ideas, quickly had it coined the “Sexiest Restaurant in Los Angeles.” Serving Mexican dishes with a very modern spin, Toka Madera became favored by Hollywood’s A-list, including Channing Tatum, Angelina Jolie, Brad Pitt and Michael B. Jordan and remains one of L.A.’s hottest restaurants. In 2016, The Madera Group launched Tocaya Organica, the cutting-edge new concept fresh-casual upscale eatery that featured a menu made of organic produce, hormone-free meat and sustainable seafood with gluten-free, vegetarian and vegan options - with the idea of catering to any upscale client - no matter what their dietary needs.

Tosh Berman grew up in Santa Barbara, California, attended Hebrew University in Jerusalem, studied at the University of Colorado and was a member of the U.S. Ski Team. Tosh Berman is on the cutting-edge of change.



Panelist

TOSH BERMAN

**CEO and Co-Founder of
the The Madera Group**