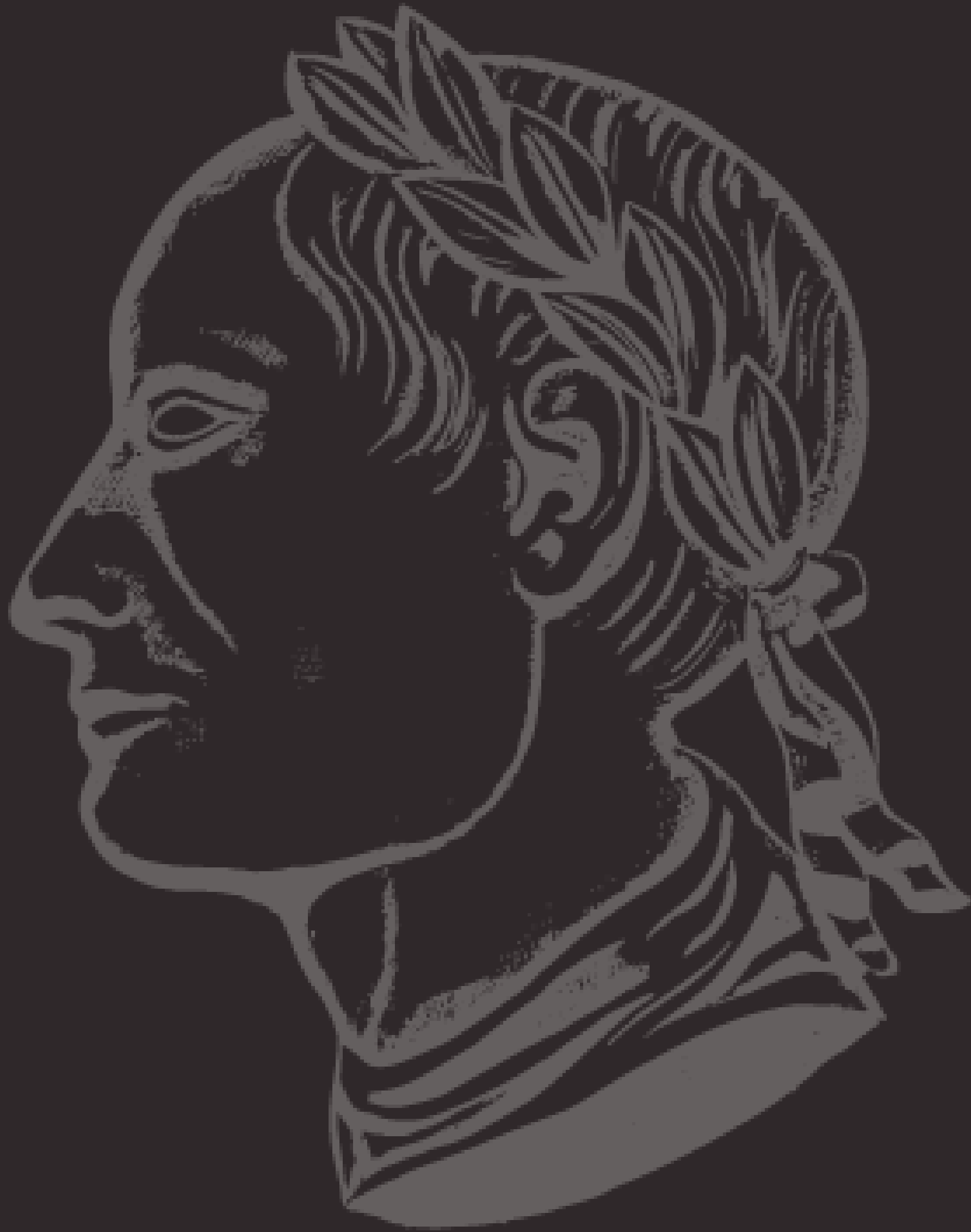


EST. 1972

CAESAR'S

STEAKHOUSE X COCKTAIL BAR



Media Kit 2022



About

WELCOME TO THE RITUAL OF CELEBRATION

Caesar's is an exceptional fine dining experience – crafted over decades. Since its opening in 1972, they have featured traditional table-side service, authentically aged Alberta Beef, a curated wine list, and time-honored cocktails. The steakhouse has hosted generations of guests as they create memories, celebrate milestones, and indulge in the ritual of dining. From the salt used in their secret steak spice recipe to the cherry in their Manhattan, their benchmark is to be the best.

As a Calgary institution, their steakhouses have upheld their unparalleled standard for 50 years.

Caesar's Story - A Historical Timeline

Con immigrated to Canada from Greece at the age of seventeen, with no family by his side, twenty-six dollars in his pocket, and owing \$1,000 to his father for his boat ticket and traveling expenses to Canada. Con knew he had to work hard to support himself and his family back home. As a self-starter, he taught himself English and began working in the restaurant industry. He started at the bottom, but thanks to his hard work and initiative, he quickly rose to the executive chef position and eventually owned his own restaurant.

In the early 1970s, Con was among four young Greek immigrants, all small restaurant owners, who decided to purchase an empty print shop among the vacant houses and empty lots that characterized 4th Avenue SW at the time. It would be a visionary decision – considering the restaurant industry’s notorious failure rate, being your landlord is undoubtedly one way to manage your destiny. On April 26, 1972, they opened Caesar’s Steak House, a 180-seat dining room and 70-seat lounge.

Featuring exceptionally prepared Alberta beef and professional service – including the “home of the Caesar cocktail” – Caesar’s was soon jam-packed with businessmen, closing deals over Emperor size 3 oz. martini lunches and dinners fuelled by bottles of red wine. Caesar’s was called “the second Petroleum Club” as many deals were being made. The saying still goes that if you want a barometer on how the Calgary economy is doing, stop by Caesar’s at lunch.

In 1985, Caesar's opened their second location in Willow Park Village.

'Don't plan on working in the restaurant industry; get another career!' was Con's advice to his then-teenage daughter, Connie. She listened to her father's advice for a while, but in 2005, she became involved in the ownership of the two locations.

Con, now in his early 80s (the other three owners are no longer part of the business), with his daughter Connie and son-in-law Gerry, lead this award-winning establishment, staying true to the vision of unrelenting quality and professional service.



*"Come together,
feast well
and celebrate often."*



Who We Are

Con Giannoulis

Con is driven by integrity and passion; he has always strived to achieve more, learn more, and experience more. Con's success is that he trusts his instincts and will jump in with two feet, dealing with the outcomes as they arise. Con is known to lead by example by often rolling up his sleeves to get the job done. In relationships with his team, suppliers, and guests, people know where they stand, and his handshake can be trusted.



Connie Giannoulis-Stuart

Connie spent 25 years working in Calgary's energy industry. Focusing on finance, operations and business development, Connie was known for her entrepreneurial skills, leading high-performing teams and delivering results. She thrived on collaborating and innovating with the creative minds of the energy industry.

When Connie joined the Caesar's team in 2005, she had a vision for Caesar's to remain relevant in the Calgary market while respecting the foundation that her father created. Connie now shares her vision, innovation, stewardship and passion for food, wine, architecture, and design at Caesar's.



Gerry Stuart

Gerry joined the Caesar's team in 2004 after a successful fashion retail management career with another iconic Alberta family business. Gerry is known for earning his client's trust, focusing on customer service, and developing teamwork (and an appreciation for wine). He is as comfortable talking about the actual "rare gems" on the Wine List or differentiating the cuts of steak as he is out-of-town counselling guests about the must-see attractions on a visit to Calgary.



FAQ

What was the inspiration behind Caesar's?

A luxurious experience fit for an emperor. It was enhanced by its hospitality and exquisite décor, featuring only the finest Alberta beef with exceptional craftsmanship and polished service.

What is unique about the Caesar's experience?

As a 50-year-old Calgary institution, we've spent decades crafting the Caesar's experience, and we pride ourselves on the principles that define us. Our rooms drip with the nostalgia and ambiance of dark wood, burgundy leather, ornate detailing and our centrepiece flame broiler. We believe in the art and theatre of the traditional tableside dining experience that makes Caesar's a place where Calgarians have consistently enjoyed celebrations, commemorations, and reminiscing over steak, cocktails and wine for more than three generations. Partnerships with our suppliers, some lasting over 50 years, ensures we serve the finest Alberta beef available, paired with some of the most sought-after wines.

Where is Caesar's located?

There are two locations:

CAESAR'S DOWNTOWN

512 - 4 Avenue SW, Calgary, AB T2P 0J6

CAESAR'S WILLOW PARK

110 - 10816 Macleod Trail SE, Calgary, AB T2J 5N8

What do you see for the future of Caesars?

We see increasing interest in authentic experiences such as ours. We offer an enticing sanctuary to truly connect with those around us, enhance our relationships, and celebrate life's moments through the dining ritual. To us, the tradition of dining is something opulent but personal, and we maintain a luxurious environment where nostalgia evokes feelings of connection to our memories and those around us. We are honored to serve for generations to come.

PRESS RELEASE

For Immediate Release

April 6, 2022

Beloved Calgary Steak House celebrates its 50th anniversary this April.

Calgary, Alta. (April 6, 2022) – The iconic Caesar’s Steak House and Cocktail Bar will celebrate its 50th Anniversary this month on April 26th. Their luxurious environment, prime Alberta beef, Wine Spectator awarded wine list, and personalized service have made Caesar’s the fine dining destination for celebrations, commemorations, and reminiscing for more than three generations. Proudly leading this award-winning establishment is still one of the original owners, Con Giannoulis, alongside his daughter, Connie Giannoulis-Stuart, and son-in-law, Gerry Stuart. Located at 512 4th Avenue S.W. in the heart of downtown, Caesar’s is proud to offer a second location in Willow Park, 110 - 10816 Macleod Trail S.E.

Known for its focus on exceptionally prepared Alberta beef and professional service, Caesar’s is often referred to as the “home of the Caesar cocktail.” This notable venue has been jam-packed for decades with businesspeople, closing deals over Emperor martini lunches and dinners fueled with bottles of red wine. In an industry burdened with high failure rates, Caesar’s has withstood recessions, economic downturns, and changing trends by remaining committed to its traditions and values and being unrelenting in its focus on consistency.

“We are privileged to have long been the place where it’s been for families and generations. When people walk in, they know what they are going to get. We’ve got a tradition to uphold. We are respectful of that legacy and feel privileged to be able to continue it,” says Gerry Stuart.

Steeped in nostalgia with dark wood, burgundy leather, and ornate detailing, the downtown location is dripping with a warm ambiance that guests have enjoyed for generations. “We are committed to maintaining Caesar’s legacy by staying authentic to its vision of the ritual of dining, a ritual that is something opulent but personal, savoured in a luxurious environment where the nostalgia evokes feelings of connection to one’s memories and those around them,” says Connie Giannoulis-Stuart. For more information on Caesar’s and their upcoming anniversary, please visit their website or follow them on Instagram, Facebook, and LinkedIn.



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