

# PREGAME

ODDS AND ENDS FROM THE WORLD OF SPORTS



The CBS Scene Restaurant at Patriots Place takes TV dinners to another level (three, actually!)

**Y**ou won't find cow brains, mangrove worms or grubs on the menu, and you don't have to survive an immunity challenge to get a table—but the new CBS Scene Restaurant and Bar may just outwit, outplay and outlast the traditional American restaurant model.

This unique entertainment-and-dining attraction combines gourmet cuisine, television and technology for exclusive indulgence without the couch potato guilt. Ever seen a live broadcast 10 feet from your dinner table? Shared a beer with an NFL player? Hosted a 200-plus-person party, no problem? Welcome to The CBS Scene.

## Wired Concept

Opening September 2008, The CBS Scene Restaurant and Bar is a first-of-its kind dining destination. Inside the three-story, 15,000-square-foot restaurant on the New England Patriots' stomping ground, you'll feel as if you just stepped into a TV studio as you take in lighting grids and 130 high-definition, flat-screen monitors broadcasting live and classic CBS programming. "We're pleased to be partnering with The Kraft Group in bringing this project to life, and creating a venue like nothing else out there," says Leslie Moonves, president and CEO of the CBS Corporation.

"This is a unique venue, where you come for the experience," adds George Schweitzer, president of CBS Marketing. "From the moment you walk in, you're transformed into a world of entertainment filled with high-tech, cool and impressive displays.

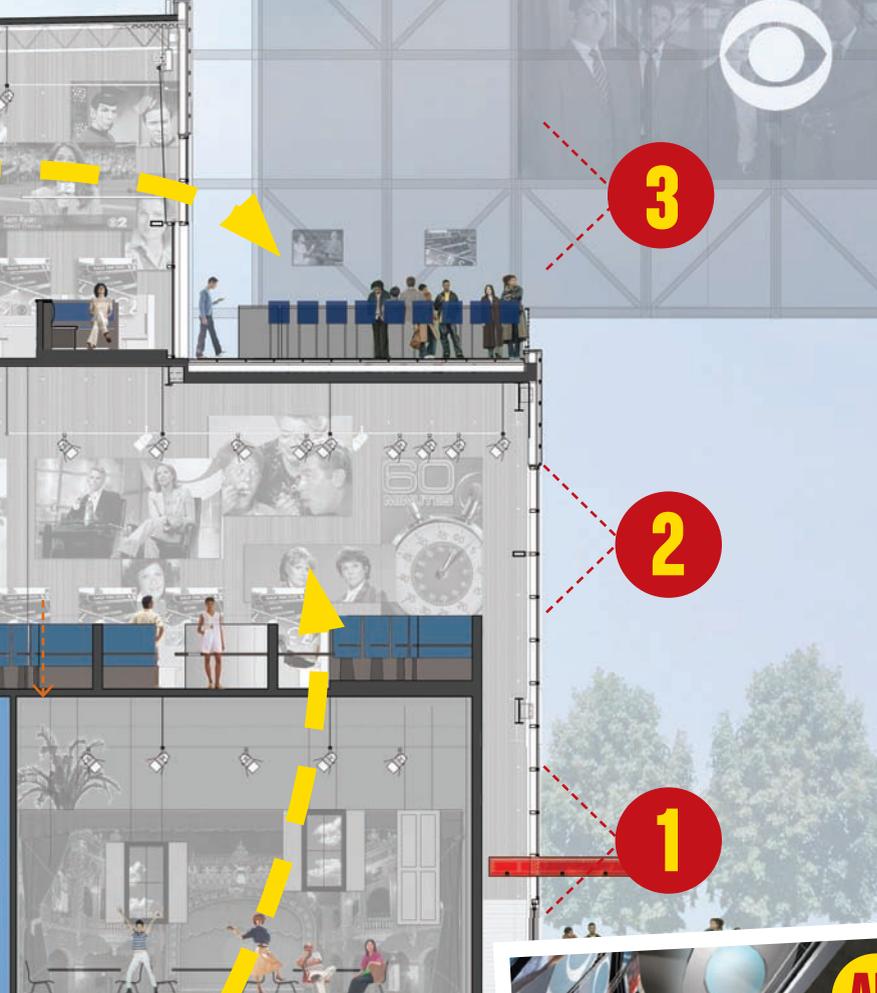


# See and Be Scene

By Mona Buehler



Renderings: Cambridge Seven Associates Inc.; architect Chris Musko



## FLOOR BY FLOOR

**ALL:** Perhaps the most intriguing restaurant detail is a stunning, circular stairway designed in the CBS “Eye” motif that spirals through a collage of videos, graphics, pictorials, memorabilia and other unique artifacts from the Tiffany Network’s storied history.

**FLOOR 3:** Provides dining for lunch, dinner or dessert plus an enormous wraparound bar.

**FLOOR 2:** Provides dining for lunch, dinner or dessert; large outdoor terraces open seasonally.

**FLOOR 1:** Features private function and meeting space with optional private terrace and a 900-square-foot retail store selling fun CBS swag, clothing and merchandise.



You’ve never seen anything like this in the world.”

The CBS Scene hosts fully operational, state-of-the-art broadcast facilities for CBS and its New England television and radio stations to telecast game coverage, pregame reports, local newscasts and live programming. “The whole restaurant is wired so that on event or game days there are some great opportunities,” explains Kevin Luczkow, a representative of The Kraft Group. “In addition, two point-of-view cameras right outside the restaurant will allow local stations to easily get bump and beauty shots in their newscasts and show what’s happening at Patriots Place.”

This technology extends tableside, as well. Booth diners will be able to view television favorites as they eat—tables have their own flat-screens, featuring 10 to 20 unique channels and moments from *I Love Lucy*, the *Late Show with David Letterman* and CBS Sports highlights.

### Location, Location, Location

Designed by Cambridge Seven Associates, the modern steel and glass venue sits adjacent to the Hall at Patriot Place, New England’s new 1.3 million-square-foot retail and entertainment complex. Here, you can shop, catch a movie at a luxury theater, see a concert, visit the Patriots museum or get a medical checkup. Just steps from Gillette Stadium’s signature lighthouse and bridge, you’ll feel the stadium’s energy, whether there’s a

game or not. “It’s a prime location,” Schweitzer says. “Everyone can see the restaurant just beyond the end zone.”

### Recipe for Success

Amazing food is a large part of why the CBS Scene became the chosen restaurant-and-entertainment venue to anchor Patriot Place. The Kraft Group teamed

with CBS Corporation to build everything from the ground up, including the menu. With both partners bringing unique expertise to the table—and hiring award-winning restaurant veterans—they created a tasty new brand. “The CBS Scene Restaurant and Bar represents a terrific opportunity to bring these forces together to launch a first-of-its-kind dining and entertainment destination at what promises to be one of the Northeast’s most popular attractions,” Moonves says.

The restaurant is a unique dining experience, thanks to the culinary creativity of Executive Chef Brian Corbley and Restaurant General Manager Michael Seznec. The chef has cooked at the James Beard House as part of the “Best Hotel Chefs in America” series and infuses his expertise into a gourmet menu. “Our food is freshly prepared from scratch, with a menu featuring upscale casual American cuisine,” Seznec says. “We are going to feature items from the grill as well as from our wood-fired hearth ovens.”

In keeping with the restaurant’s interactive motif, the menu features facts and imagery from CBS programming, which means you’ll get your *Survivor* fix—without having to eat bugs. ●

line camera that captured all 22 players on the field. • **REWIND:** CBS first used its invention—the instant replay—at the Orange Bowl on Dec. 30, 1964.

TV production trucks that make up CBS Sports’ Network Compound at NFL games cost an estimated **\$10-\$14** million to build and feature 135 monitors.