

NEWTON  
FITNESS

POWERLINE

Special Edition

# Mack Daddy's

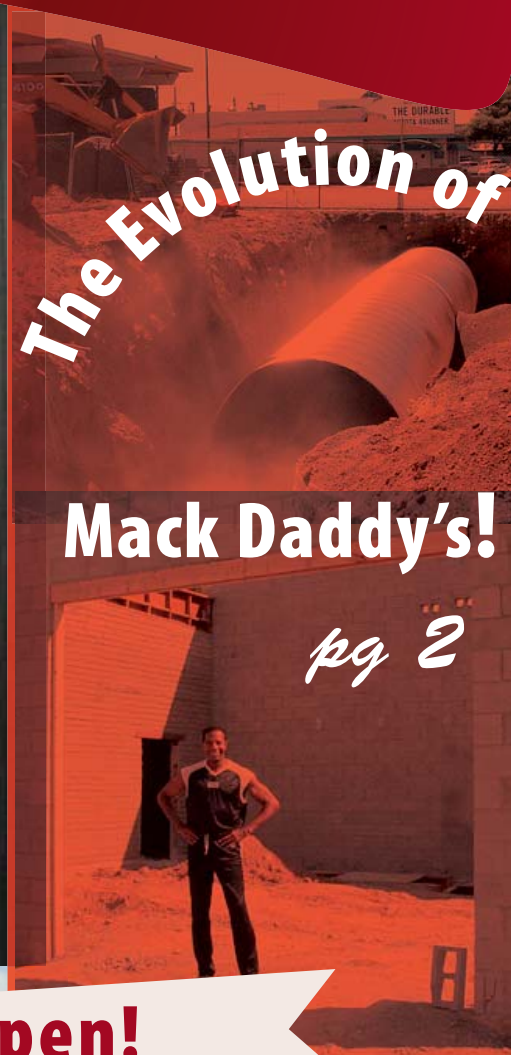
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The Evolution of

Mack Daddy's!

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Where the food  
is the star!

We're Open!

Mack  
Daddy's

3-2 GOURMET TO GO





BUILDING A

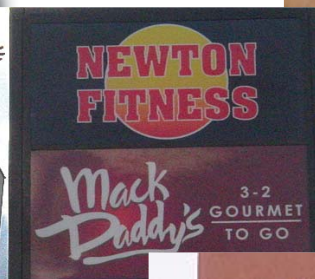
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IN THE BEGINNING



COMING SOON



## Mack Daddy's was the result of a vision I had

says Mack Newton. "It's become even better than I thought it would be. This has definitely been a challenge, designing it, building it, and seeing it come to fruition. I'm doing something I've never done before, but we all need to keep learning and doing something new, instead of just the things we've already mastered. We're open, but we're still learning and training and hiring and working on perfection. I want to build and grow slowly. I'm postponing a grand opening celebration or major interviews with the press because I'm more concerned right now with perfecting the quality and consistency of the food served rather than having lots of customers immediately. I'm very hands-on with everything. I'm always going to be working on something in this place. I'm not ever going to be done. To me, that's the fun of it. I'm enjoying every minute of it.



**B**efore the first shovel of dirt came out of the ground to build this restaurant, I knew what I wanted says Mack Newton.

**"Three qualities will distinguish Mack Daddy's, and I am unwavering in my determination to achieve perfection in all three areas."**

## QUALITY

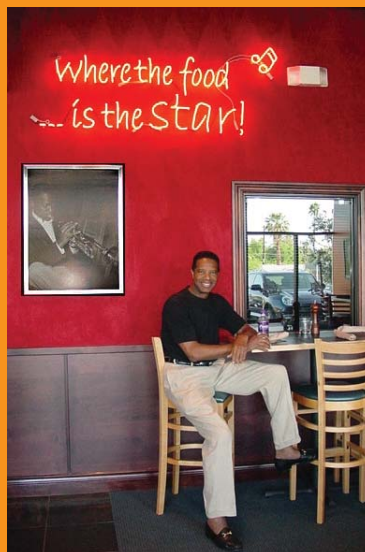
The food is the star at Mack Daddy's. We only serve food of the highest, freshest quality. Our unique, 3-2 menu uses a wide variety of fresh herbs and spices to tantalize your taste buds with flavors from subtle to zesty. Indulge yourself with the aroma and mouthwatering goodness of real, delicious meats and vegetables, unhindered by salt, added sugar, chemical additives or preservatives.

## CONSISTENCY

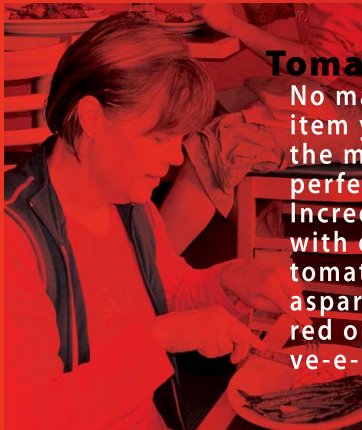
The entire Mack Daddy's staff is focused on delivering your meal to you *on time*, prepared exactly *the same way* every time. Have you ever found a dish you just loved in a restaurant only to discover it tasted or looked a little different the next time you returned? That won't happen at Mack Daddy's. Timeliness is also important – we tell someone exactly when their order will be ready. You know exactly when to get here and we want you to always experience the same dining pleasure on every visit to Mack Daddy's.

## CLEANLINESS

Certain things come to represent a restaurant—I have decided cleanliness is paramount. Two staff people have been hired just to clean—tabletops, counters, windows, floors, every spot in the restaurant. Bathrooms are checked several times an hour. If I see even a crumb on the floor in the kitchen, I have them clean it up immediately. Mack Daddy's health inspection got a perfect score, with no violations. The health inspector told me that almost never happens with a new restaurant. I told him "that's the way it will be every time you inspect. You have my word." Mack Daddy's will be the cleanest restaurant in the country.



# The Mack Daddy Philosophy



### Tomato Salad

No matter which item you choose on the menu, this is the perfect accompaniment. Incredibly flavorful with diced vine-ripened tomatoes, chopped asparagus, thin-sliced red onion and basil. It's ve-e-e-ry nice.

### Mack Daddy Creole Honey Glazed Ribs

This is almost too much of a good thing. I've heard these described as a little bit of heaven. I can't argue with that. Definitely spicy and naturally sweet...the only problem is a full slab is too small to share. Note: All my ribs are served with a side order of my Homemade Baked Cinnamon Applesauce.



### Creole Rubbed Salmon served with Mango Sesame Salsa

Take some chopped fresh thyme, a hint of finely chopped garlic, some paprika, ground cumin and just a dash of cayenne pepper (just for fun) and what do you get? A fabulous rub for grilled salmon! And, that's what we do. I make the Mango Salsa with fresh chopped mango, cilantro, a few other things and a splash of fresh hot red chili peppers, just to make you crazy! When the sweetness touches your lips, you'll feel like you're on the beaches of Jamaica. All you need now is an ice-cold Red Stripe! Yes...my favorite.



Jamaican BBQ Wings   Lime Wings  
Apple Pork Chops  
Popeye's Chicken Spinach Salad  
Beefstro Salad   Shrimp Newton  
Slow Roasted Pork & Tomatillo Salsa  
Filet Mignon   Blackened Catfish  
Shrimp Newton   Ribeye Steak  
Country Chicken Salad  
Build your own meal and more.....



### Beef and Broccoli

The broccoli is steamed first and then stir-fried with bite-sized pieces of prime rib eye steak that just melts in your mouth. It's a simple meal that's tastes anything but simple unless you think the sunset off Del Mar is just a sunset.



**Mack Daddy Favorites**



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