



EATING OUR WAY THROUGH A DEPRESSION

Somewhere it is written that when depressed, folks resort to eating. Well, we're here to help you eat your way through this recession, depression... whatever we're going through! In creating our new menus, particular attention has been given to pricing. Seafood is expensive anytime - good times and bad - but that's where we've staked our reputation and we're stickin' to it! Refusing to compromise our quality after 13 years by substituting frozen for fresh or "artificial" (i.e. crab with a "k") for real, we painstakingly looked for ways to give greater value, retain our high quality and offer reasonable prices.

You will notice lower prices in some areas. We looked everywhere for places to do this and created some new menu categories to accent that. Chockfull Chowders, Soup & Side Salad Combos, Mid-size portion some entrees, our new Blue Plate Specials at dinner, all provide good price points that enable our great guests to continue to join us and spend a little - or more - as budgets allow.

Our management team - John, Kim, Bob, Noreen and Jeff - began

preparing for these crazy time duing the third quarter of last year. Not certain what we were planning for, we looked for ways to contain costs wherever possible without damaging relationships with our guests and members, our dedication and conscientious staff and our quality vendors. Since any place can buy and sell the same food and drinks as we do, we returned to emphasizing the importance of these relationships.

More pre-shift meeting time is spent on education and training. More management meeting time is spent on marketing - offering more than just great meals to our guests - and nurturing old relationships that have been going on for years while cultivating new relationships that will last for years to come. Aside from our new menus, we have some other wonderful stuff coming up in the next few months. We've learned over the years that it's more important to focus on where we're going than wallow in the circumstances around us! Many major chains have moved into our waters in the past few years - big boxes, big budgets, big names - but we've managed not only to survive, but also to excel and continuing growth in sales and profitability during this first decade of the 21st Century.

So much of this growth and stability is due to your continued support, and we certainly appreciate it! We're proud of the relationships built and the many friendships developed over the last 13 years. Our records show that since opening in March of 1996, we've served nearly 900,000 guests. That means by the time we reach our 15th Anniversary in 2011, we'll be past the one million mark. Wow! Now, that's enough to pull us all out of the depression/recession. So let's get eatin' and moving closer to that million guest mark. We hope to feed you soon again...and, please, bring some friends.

With warm, heartfelt gratitude,
The Crew at Marblehead,
Cap'n Clawed Lobster & Lady Bisque, Crew's Directors

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