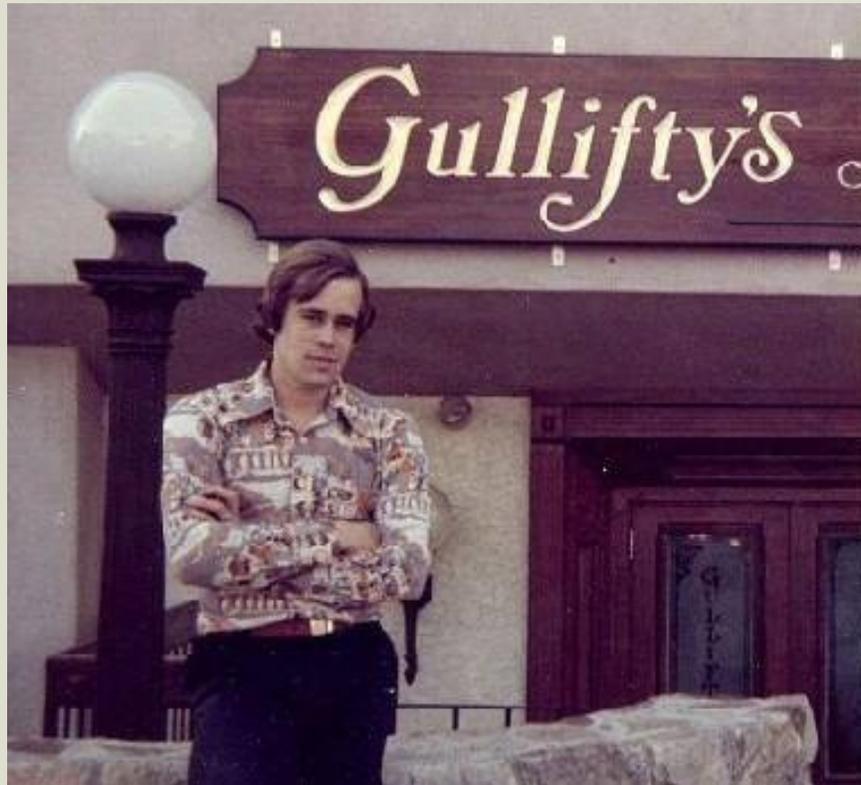


GULLIFTY'S

Gullifty's: A Main Line Tradition Since 1975

Gullifty's Restaurant was founded by Gene Johnson and Andy Zangrilli in 1975.



(Gene Johnson at old front entrance, which is now the back entrance circa 1975)

Gene Johnson dreamt of having his own restaurant when he was 18, working during the summers at Mack & Manco Pizza in Ocean City. The combination of a fast-paced fun atmosphere and an element of showmanship, with people watching the pizza spinners from the boardwalk, convinced Gene that one day he would open a restaurant of his own.

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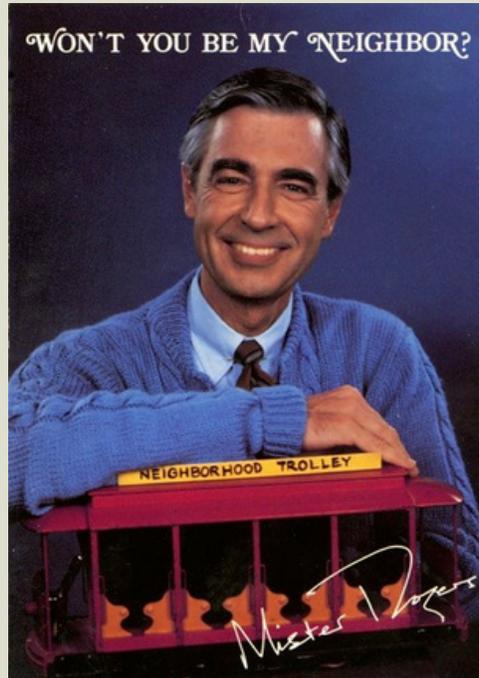


(Gullifty's circa 1978)

While studying for an MBA at Penn State, Gene developed a relationship with Andy, a well-known restaurateur in the State College area. Gene eventually became the general manager of Andy's with the agreement that they would eventually open a restaurant together outside the State College area. During this time Andy opened several new restaurants in State College, all with different concepts.

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The name “Gullifty’s” is not a family name. It actually comes from the popular children’s television program, Mister Rogers Neighborhood. A character on the show, X the Owl, often used the catch phrase “Nifty Galifty”. One day, a woman used the phrase in conversation with Andy. Andy then called Gene, who was in Bryn Mawr overseeing the construction of their new restaurant, and asked, “What do you think about the name Gullifty’s?” Gene responded, “Gillespie’s, why would you want to name a restaurant Gillespie’s?” This began over forty years of people mispronouncing the name of the restaurant. Once Gene heard the correct pronunciation, he and Andy liked the way it sounded and they thought it was perfect because nobody would know what it meant, and they thought it had an ethnic feel without a real ethnic identity, thus leading to curiosity about the restaurant.

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(Pictured left to right, Daniel Tiger, O the Owl, X the Owl)

-That catchphrase, “Nifty Galifty”, which is how Mister Rogers spelled it, is still used frequently today on the popular children’s television program “Daniel Tiger’s Neighborhood”, which is based on Mister Rogers’ “Land of make-believe”. On the show, X the Owl, and his nephew O the Owl, still repeat the phrase in almost every episode.



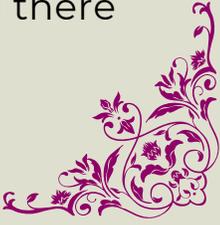
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After working for Andy for two years, they decided it was time to begin looking for a location for their new venture. Their preference was a college town, because of their familiarity with the State College environment. The first place they looked was Cambridge Massachusetts, but relatively quickly settled on Philadelphia's Main Line area because of its high household income, dynamic college scene, and relative proximity to State College.

After finally deciding on the area, they still had to find a specific location. They actually made a verbal commitment to rent the building that For Eyes is located in across from CVS, but backed out when the landlord wanted to charge rent from the day they first engaged in conversation rather than the construction start date. Luckily, a new small shopping center named Rosemont Village was under construction right down the street on the site of the old Mel & Ladda Lumber company. It was being built by three local friends; Tom McCloskey, Bob Gillen, and Bob Lange.

Gullifty's innovative and novel "Something for Everyone" concept was based on combining concepts from three other properties that Andy owned in State College PA. Those were Dante's (An upscale full-service Italian Restaurant), The Deli (A deli and sandwich shop), and Hi-Way Pizza (Authentic Italian Pizzeria). They are all still there today and still owned by Andy Zangrilli.





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At the time Gullifty's opened, most restaurants in the area, fell into very distinct categories like seafood, Italian, Greek, dinner houses (which served both seafood and steaks), delicatessens, fast food, pizzerias, etc. Restaurants that included samplings from diverse menus just didn't exist.



Chain restaurants such as TGI Friday's, Bennigan's, and Houlihan's all came later. For those of you who are unfamiliar with those concepts, think Cheesecake Factory off steroids. The biggest competition came from a small restaurant near the movie theater called H. A. Winston's. It specialized in serving Hamburgers with multiple toppings and onion soup.

-Needless to say, we were very unique for our time. And, very busy! Gullifty's was half the size of its current footprint with just 98 seats. Nevertheless, it was not uncommon to serve up to 5000 customers a week. That is equivalent to having each seat in your section turn eight times on a weekend night. To serve that many guests, Gullifty's employees had to work at a frenetic pace. Customers that were leaving a table and customers that were being seated at the same table often passed each other in the dining room. More importantly, the table was set by the time the new guests arrived.





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The amount of business we had put a tremendous strain on the kitchen. There were no computers, no printers, no expeditors, and no runners. All communication was handled through guest checks.

When an order was placed, the check went into the kitchen face down. When the order was complete, the guest check was placed, with the food, on the counter, face up. Waiters then trayed their food and delivered it to the customer. Sound impossible? It would have been except for our kitchen manager, Tom Kirchner. Tom had the unique ability to remember every item on every check, the table the food went to, and the waitperson responsible for the table. He would communicate the information to the waiters and waitresses when the food came up – all while working the grill. He was a phenomenon and responsible for much of Gullifty's early success. Though our menu was more limited in the early days, the diversity was still there. We served steaks, veal, seafood, Jewish dishes like Matzo ball soup, Rubeen sandwiches, Mesugana (Corned beef and coleslaw on two potato pancakes), meatballs, pasta, burgers, five salads (Spinach with hot bacon dressing, chef, Caesar, tuna salad platter, chicken salad platter), grinders, cheesesteaks, three deserts (cheesecake, strawberry shortcake, and stuffed cannoli), and pizza. A lot of pizza – about 500 per week. In addition to the food, we had complete bar Liquor and wine service, four beers on tap (Culmbacher Dark (not to be confused with the German beer Kulmbacher), Whatney's, Heineken, and Miller Light), and a bottle shop.





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Given our success in the late 1970's we frequently had spies from other restaurants. Right before Friday's opened on City Line Avenue we had an incredibly good employee quit after three months. It turns out, she was one of the managers of the new Fridays sent to find out what made us tick. One of our food vendors was reviewing local restaurants during a meeting with Marriott Executives. When he got to Gullifty's, the executive said he was familiar with Gullifty's and believed us to be 10 years ahead of our time. Being open for over 43 years, we have had many iterations of training materials.

Developing the materials was quite an undertaking before computerization. Invariably, when we came up with something new, we would get new applicants who would come in and apply for a job, stay long enough to get the training materials, and never be seen again, only to find they were working at competing restaurants.

Over the years, many celebrities have graced our establishment most notable of which were: Sylvester Stallone, M Night Shyamalan, Stephen King, Julius Erving, Mayor Ed Rendell, and Prince Rainier of Monaco. There have been many others and will be more in the future. When they come in, we like to treat them with respect for their privacy just like every other customer. Let our good food, and service be the symbol of our appreciation.



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Gene and Andy amicably parted ways in 1990 with Gene maintaining ownership of this Gullifty's location in Rosemont. Gene and his wife BJ were able to turn this concept into what is now, the longest running continually owned and operated full-service bar restaurant on the Main Line.



(Gullifty's circa 1990-91)

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There were multiple other Gullifty's locations over the years which Andy opened with other partners, including ones in Squirrel Hill (Near Pittsburgh), Downtown Pittsburg, Altoona, Camp Hill (Near Harrisburg), and Elkins Park with Gene in 1980(Northern Suburb of Philadelphia). None of them are still in operation. This location in Rosemont is now the only Gullifty's Restaurant.



(Former Gullifty's Squirrel Hill near Pittsburgh)



(Gullifty's Camp Hill near Harrisburg)

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In 2004 we opened "The Gaarden", our outdoor bar and grille here in Rosemont. The Name "Gaarden" was intentionally spelled with two a's as a reference to one of our most popular craft beers at the time, Hoegaarden.

From 2004 to 2013, The Gaarden had a completely separate and different menu from the inside Gullifty's Restaurant. All food for the Gaarden was prepared outside in the area behind the bar. We had a full-sized char grill and served primarily burgers, sandwiches, salads, and grilled appetizers. The open format allowed customers at the bar to watch their food being made.

In 2014 we removed the kitchen equipment from the outside and began serving our regular inside menu out in the Gaarden. This proved to be much more efficient and overall customers seemed to respond positively to being able to get the full slate of items we had available from inside.

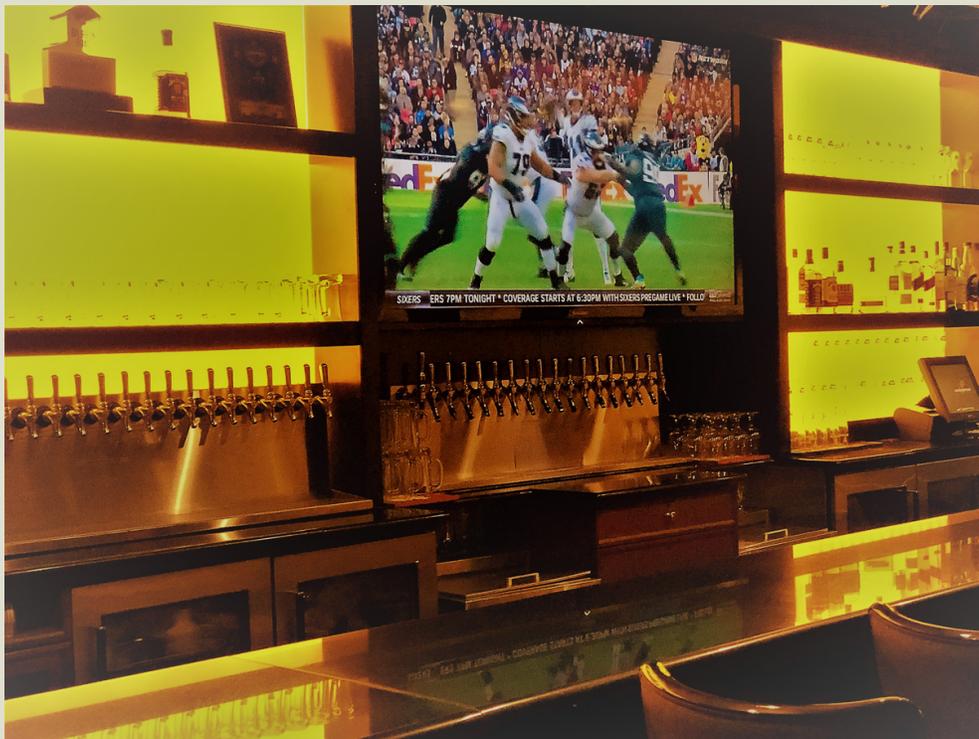


(Original artist's rendition of the Gaarden)

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In 2018, we underwent a major expansion of our draft beer lines going from 18 taps to 40. This allows us to offer our “something for everyone” concept to beer lovers. Unlike most area “beer bars”, we serve both macro brews and microbrews and everything else in between because we believe that everyone should just drink whatever beer they enjoy the most regardless of its status. This was also the inspiration for our “Snob Factor” ratings and Barron von Braggart, our beer mascot.



(40 beers on tap)

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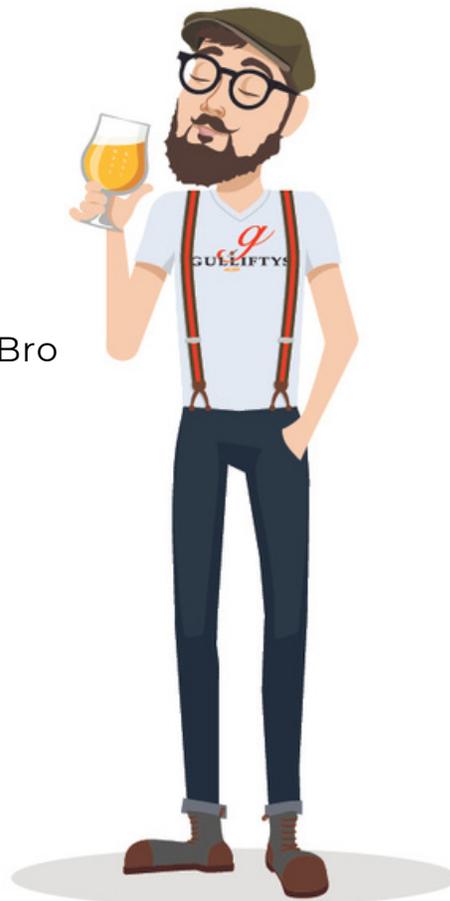
Barron von Braggart

Meet Barron von Braggart. He's the brains behind the new Gullifty's Snob Factor Beer Rating System. These ratings are tabulated using the scores from ratebeer.com, beeradvocate.com, and untapped.com, along with several other factors including prestige, price, brewery ownership, and difficulty to acquire. Snob Factor ratings are intended to be a light-hearted guide to the 40 beers we have on tap.

Please don't take them too seriously. We don't.

Rating Levels:

- 100 or Higher = OMFG!!!!
- 91 or Higher = Prestige Worldwide!!!
- 86 or Higher = Super Dope!
- 80 or Higher = Dope
- 70 or Higher = Solid Brew
- 60 or Higher = Good for the Style
- 59 or Lower = Just Gimme a Cold One Bro



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Barron von Braggart

Today, Gene Johnson has retired and moved to Florida with his wife Leslie. His son Jason has taken the reigns at Gullifty's. Gene still enjoys having a hand in things and participates in restaurant meetings from Florida on a weekly basis.



(Pictured left to right, Jason Johnson and Gene Johnson)

Gullifty's first opened its doors on July 9th, 1975. On that day, we stayed open for one hour. Gene Johnson had been up for over 30 hours trying to prepare for opening day. Everything was going so badly that every customer that came through the door that evening ate for free. We closed at 6 PM cleaned up and tried again the next day. A lot has happened since that night, by our best count we have served over 7,000,000 customers and employed more than 5,000 people. Through it all we have tried to maintain the same philosophy: Provide great service, and quality products, at a fair price in a clean attractive environment. We couldn't possibly do that without your enthusiasm, motivation, and cooperation!

THANK YOU