

With Mark Miller on Board, Boneheads Readies for the Future

by Heather Blount/staff writer

James Beard Award-winning chef Mark Miller is joining the board of directors at Boneheads Grilled Fish & Piri Piri Chicken.

Miller is beginning his association with the brand at a time when it is in the midst of several projects, including a prototype redesign in place at its Perimeter location in Atlanta, its home city.

Steel blue accented with stainless steel, smooth tile and exposed ductwork give the space a “modern, yet soothing” look and feel, according to James Walker, who himself recently was appointed to the Boneheads board.



James Walker

“I think it has a very unique color pattern that’s this kind of grayish blue. It’s very modern,” Walker said in an interview with *Sunbelt Foodservice Magazine*, adding, “It’s very soothing. It’s very cool, yet it also has beach overtones.”

The menu boards got a touch of modernity, too; they are now digital and interactive, which Walker said helps showcase the food visually and will let franchisees change the menu according to the season, with ease.

Digital menu boards are one update Walker is particularly excited about, since the boards can show video and animations as well as photography. But that’s not all; Boneheads also has added the

Coca-Cola Freestyle machine along with the redesign.

Freestyle lets guests choose from more than 100 flavors and features a digital display.

“I think it all works well together and it continues to position us as a very unique, exciting concept, both from a consumer standpoint and as a fantastic business model for somebody looking to get into franchising.”

According to Walker, the new look accents the food at Boneheads—grilled fish with a special piri piri sauce, made from an African chili pepper, which isn’t too hot and has a rich flavor with citrus notes.

Boneheads’ particular piri piri sauces, in addition to being unique, are Scovie Award winning and “craveable,” Walker said.



Boneheads’ piri piri sauces

“When somebody walks out of our restaurant, they get in their car, they go home, they’re talking about their meal and they’re already thinking about the next time they can get that flavor in

their mouth,” he said.

Boneheads does bottle its sauces and sells them in-house, so guests can experiment on their own. Its flavor appeals to people of all age groups, Walker added.

Boneheads intends to take advantage of Miller’s restaurant experience, from his understanding of the industry to his development of flavor and quality food. Adding Miller to the board might push Boneheads from a piri piri-centric restaurant to an edgy fusion of on-trend flavors like Southeast Asian, as well as more South African offerings.

Having known Miller for years, Walker said he is “not

Boneheads’ reimaged location in Atlanta.



only a culinary innovator—he is a flavor expert.

“He may be best known for the work that he’s done with Latin and Mexican flavors, but I can tell you, piri piri, South



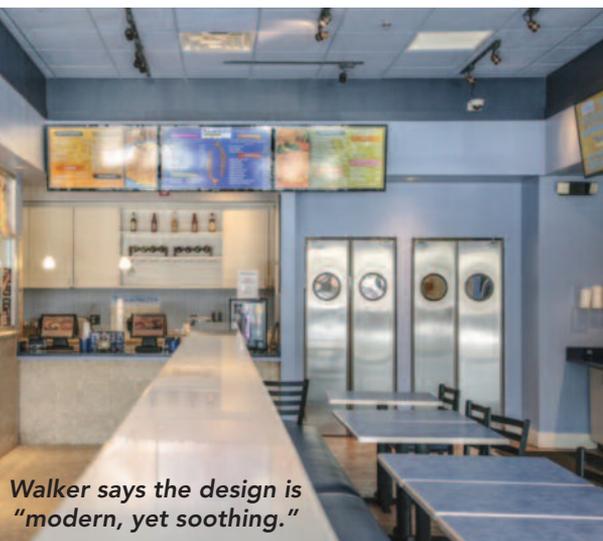
Beachy elements peek through in the redesign.

African flavors and Asian flavors are all things that, frankly, he is a leading expert on,” he said.

While Miller will work with the culinary team to develop and “keep us on the straight and narrow” in terms of quality, as a member of the board, he will devote his industry experience and know-how to help the brand expand internationally and domestically, Walker said.

He added that the company is in talks with master franchisee candidates in South America and the Middle East.

The central goal for Boneheads remains offering uniquely flavored menu items to patrons—tastes only found at a Boneheads store.



Walker says the design is “modern, yet soothing.”