

Formed in 1983.

JGL Consultants is a boutique food service and retail consultancy specializing in cultural institutions. The firm has worked with more than three hundred cultural organizations across the US and Canada.







JGL understands the challenges of retail operations in a mission-driven institution. We recognize how important an experiential store with storytelling elements is to the guest experience and the per capita spend. Our retail expert guides our clients through all key decisions including the provision of specific operating recommendations developed to achieve institutional goals. We are fluent in self-operation, contract operation, brick-and-mortar and on-line stores.

The company is minority owned and is certified as a WBE in the state of NJ.



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Our Services Include:

-  Operational Assessments
-  Concept Development
-  Feasibility Studies
-  Master Planning
-  Revenue Enhancement Strategies
-  RFP Process

Our client list for consulting services includes some of the most prestigious and well-known institutions in the country.

Our Select Retail Clients Include:

Longmont Museum and Cultural Center
Mote Marine Laboratory and Aquarium
Seattle Aquarium
Space Center Houston
Shedd Aquarium
St. Louis Science Center



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JGL is unique among consultants for several reasons.

A principal is engaged on every project we undertake.

With over 300 cultural organizations in our portfolio, we have experience addressing the operational, financial, and institutional challenges food service and retail programs face.

Our genesis is operations, not design. This allows us to strategize and evaluate from an operational point of view, which we believe produces realistic expectations for our clients.

Our knowledge of the catering and retail markets, best practices, and operational requirements is unparalleled.

Our Selected Projects Include:

Mote Marine Laboratory and Aquarium

Sarasota, FL – The JGL team was contracted in 2019 to develop a food service feasibility study and manage the RFP process for the new Mote SEA facility in Sarasota's Nathan Benderson Park scheduled to open in 2023. In 2021, JGL recommended Mote include retail as part of their food service RFP process to maximize bidder investment in the facility. The decision to include retail has resulted in a multitude of significant financial offers by qualified retail operators.

Shedd Aquarium

Chicago, IL – JGL was contracted to perform an assessment of the retail operations and on-line store. The assessment addressed merchandise mix, transaction metrics, contract review, branding, and enhanced experiential options. As a result of our assessment, JGL was able to identify opportunities for enhanced revenues, suggested new key performance indicator usage, address planning decisions for the location of future stores and recommend contract terms to consider in a renegotiation with their retail vendor.

Space Center Houston

Houston, TX – JGL was contracted in 2021 to perform an assessment of the retail operations and on-line store. JGL examined the retail operations with regard to optimizing revenues, enhancing the visitor experience, ensuring story-telling throughout the store, and offering mission-related product. JGL also evaluated new store concepts developed by Space Center Houston's retail concession partner to ensure that the design was more experiential and less transactional, and that story-telling was being incorporated at all visitor touchpoints. This assessment is ongoing as of January 2022.