










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 organizations across the US and Canada.

JGL understands the importance of food service and retail programming for Aquariums, Botanical Gardens and Zoos. Food service and retail operations are critical activities that can elevate the overall guest experience and generate meaningful earned income. Our expertise is in helping our clients realize untapped earned income opportunities while simultaneously incorporating other mission specific goals.

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

Our Services Include:

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

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

Our Select Clients Include:

- Greater Los Angeles Zoo Association
- Hillwood Estate, Museum and Gardens
- Marie Selby Botanical Gardens
- Mote Marine Laboratory & Aquarium
- National Aquarium in Baltimore
- New York Botanical Garden
- Philadelphia Zoo
- Seattle Aquarium
- Shedd Aquarium
- Zoo New England



Photo: www.photoshelter.com

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:

New York Botanical Garden

Bronx, NY – JGL has worked with the New York Botanical Garden over the last decade on a variety of projects. Scopes over the years have included: assessments, contract renegotiation, RFP management and developing revenue enhancement strategies.

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 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, addressed planning decisions for the location of future stores and recommended contract terms to consider in a renegotiation with their retail vendor.