



# Baldwin Restaurant Group Announces Rochester

March, 2022



**BALDWIN**  
RESTAURANT GROUP

# Our Singular Story...It All Started With the Calamari



J.Baldwin's Restaurant opened its doors in 2004. It started with a story, followed by an expansion. The story continued with a second location featuring an award-winning culinary and beverage program with iconic branded beverage launches. They earned multiple awards and created amazing loyal customers with a culture club of team members.

The second location is named Testa Barra, the "ying & yang" of Jeff and Rosemarie Baldwin. Rosemarie's maiden name is Testa. Barra is an island off the coast of Scotland, highlighting Chef Jeff's English and Scottish heritage. Passing on the torch to the second generation of Baldwins. Hence, the Baldwin Restaurant Group was formed in 2016.



# Baldwin Restaurant Group Players

Jeff Baldwin  
"The Real J. Baldwin"  
Founder / President



Rosemarie Baldwin  
Chief Marketing Officer  
Chief Financial Officer



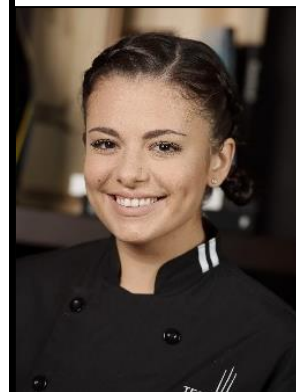
Jeffrey Baldwin  
Director of Operations



Michael Baldwin  
Corporate Chef &  
Processes



Gabriella Baldwin  
Corporate Chef & Events



# Baldwin Restaurant Group Players

Chef Jeff Baldwin is the President and Founder of the Baldwin Restaurant Group. He has been working in the restaurant industry for over 30 years. He is hands-on at both J.Baldwin's and Testa Barra, overseeing the entire operation through the leadership of the second generation. Some of Jeff's landmark successes include:

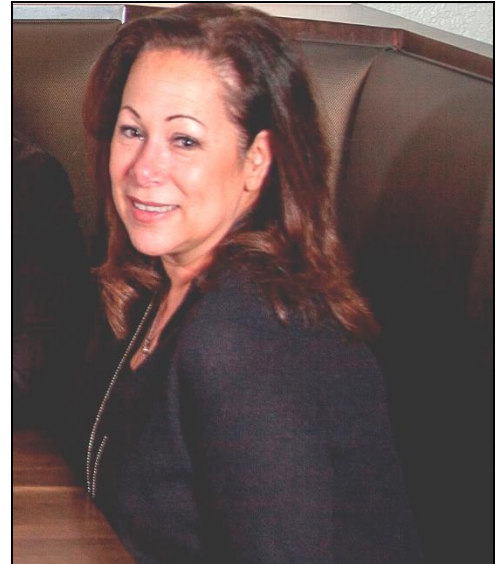
- **2020** – Baldwin Restaurant Group successfully operates through 18 months of the core pandemic with restaurant closures over 6 months. Jeff Baldwin singularly held the team together and retained over 85% of original members through cultural and financial incentives.
- **2017** – Testa Barra, the second restaurant in the newly formed Baldwin Restaurant Group opened its doors.
- **2007, 2009, 2011 & 2014** - J.Baldwin's Restaurant was voted the Best New American Restaurant in the Detroit area.
- **2006** - Jeff was voted the Best Chef and Entrepreneur in Macomb County.
- **2004** - opened up his own restaurant and catering company, J.Baldwin's, featuring his award-winning calamari and stone fired pizza.
- **1996** - became an advisor to the Michigan Culinary Olympics team in Berlin, Germany.
- **1994** - Jeff was the Executive Chef of Detroit's best waterfront restaurant, Mac & Ray's, where he first appeared on Food Network.
- **1986** - Jeff became the Executive Chef of the famous Whitney Restaurant in Detroit, where he first introduced his award-winning Signature Calamari.
- **1982** - At age 21, Jeff became the youngest Executive Chef of the Van Dyke Place Restaurant, voted "Best Restaurant" in the Detroit area. Jeff was also one of the youngest graduates of the Culinary Institute of America in Hyde Park, New York.



# Baldwin Restaurant Group Players

Rosemarie Baldwin is the Chief Marketing Officer and Concept Director for **Baldwin Restaurant Group**. She has been in the Marketing industry for over 30 years. Some of her landmark successes include:

- **2020** – Retrofitted the infrastructure to support all safety protocols and regulations for safe operations during the pandemic as well as continued marketing and financial efforts.
- **2019** - Appeared on Food Network with her family, where they won their episode of Valerie Bertinelli's Family Food Showdown.
- **2016** – Spearheaded the restaurant design and branding of Testa Barra, and social media presence.
- **2015** – Rosemarie joined the Baldwin Restaurant Group as the Chief Marketing Office and launched the catering events division.
- **1999 - 2015** - Rosemarie was an executive at Macy's Department Stores. She has contributed to multiple marketing and visual merchandising concepts.
- **2008** - Researched and launched the newest concept drink called the Ice Martini. That year vodka sales increased by 27%. Instant success!
- **2002** - While working at Marshall Field's, Rosemarie received various Corporate Marketing Awards for Team Development.
- **1995** - elected to the National Association of Display Industries Advisory Council. She held this position for five years.
- **1993** - Rosemarie was featured in an article in *Display and Design Magazine* as one of the top women executives in the industry.
- **1991** - Rosemarie received a prestigious award from the National Association of Display Industries for Outstanding Visual Merchandising. Rosemarie was the youngest Vice President of a specialty store group located in the East Coast. She successfully managed a \$1,000,000 marketing budget.



# Baldwin Restaurant Group Players

Jeffrey Baldwin is the Director of Operations for the Baldwin Restaurant Group, overseeing both J.Baldwin's and Testa Barra.

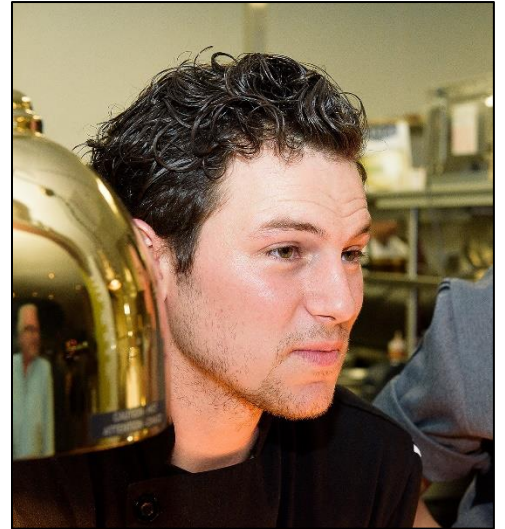
- In 2016, joined the Baldwin Restaurant Group as Director of Operations. He created a sommelier program, giving the Baldwin Restaurant Group more sommeliers than any other restaurant in the metro Detroit area.
- Developed multiple educational programs for team to advance in the hospitality industry. Responsible for all prime costs for profitable operational results. He also took the lead in all the technology of the infrastructure as well as developed a winning service team.
- Partnered with a local distillery and developed an exclusive Testa Barra "Hard Head Gin" spirit. Company currently is #1 spirit for Detroit City Distillery. 2021 expanded launch with a Hard Head barrel aged gin, equally successful.
- Prior to joining the Baldwin Restaurant Group, Jeffrey worked in the sales industry in Pittsburgh, for a progressive industrial Fortune 500 company.
- He also worked for Dow Chemical in their Business Service Rotational Program as a Business Analyst. His areas of focus were Customer Service and Supply Chain. Jeffrey has won multiple Gold, Platinum and Diamond awards for exemplary project development execution.
- Graduated from Northwood University with a Bachelor's degree in Entrepreneurship and Business Marketing. Member of DECA for 8 years, which has helped him emerge as a leader and entrepreneur.
- Studied abroad in both Paris and London, focusing on marketing, hospitality and regional restaurant exclusiveness as it relates to one-of-a-kind dining experiences.
- Jeffrey grew up in the restaurant business. He worked as a host, server and expediter at J.Baldwin's Restaurant from the time he was 15 until he graduated from college. He enjoys being at the front of the house, driving enlightened hospitality, and developing strong teams.



# Baldwin Restaurant Group Players

Michael Baldwin, along with his wife Gabriella, is the Executive Chef at Testa Barra and J.Baldwin's.

- Michael led the opening of the newest restaurant concept, Testa Barra as executive co-chef in 2017, with a farm-to-table, modern Italian inspired menu.
- In 2019, Michael appeared on Food Network with his family, where they won their episode of Valerie Bertinelli's Family Food Showdown.
- Specializes in inventory management and prime cost control, as well as purchasing, supporting local vendors with competitive positioning for BRG.
- In 2015, launched the Skate or Pie brand, with multiple highly successful, sold out pop-up restaurants.
- Graduated from the Culinary Institute of America in Hyde Park, NY, one of the most prestigious institutes in America. Graduated with a Bachelor's degree in Culinary Science, Hospitality in 2014. He is a second-generation graduate of the CIA, in succession of his father, Jeff Baldwin.
- After graduation, Michael worked at J.Baldwin's, aggressively learning and contributing at a new level, expanding the menu, supporting the running of a successful iconic restaurant, and developing new customer relationships.
- As part of his externship at the CIA, Michael studied in Italy and focused on regional, rustic farm fed dishes by local sourcing with authentic aged organic ingredients that he brings to the Testa Barra brand.
- While attending the CIA Michael worked at the Signature Room in the John Hancock Building in Chicago as part of his internship and education training. Worked in New York City and Greenwich, Connecticut doing high profile events.
- Michael also grew up in the restaurant industry, although he preferred to be in the back of the house with his father. He started out bussing tables and washing dishes, and when he was old enough, he was able to cook alongside his dad with cooking classes.
- At the age of 12, he was on Fox 2 news and stole the show!!!



# Baldwin Restaurant Group Players

Gabriella Baldwin, along with her husband Mike, is the Executive Chef/Events at Testa Barra.

- Gabriella led the opening of the newest restaurant concept, Testa Barra as executive co-chef in 2017, with a farm-to-table, modern Italian inspired menu.
- As the Events executive chef, Gabriella heads up the catering division for Baldwin Restaurant Group.
- Gabriella is an expert in wine pairing dinners, kitchen management, kitchen operations, and customer service. An important aspect of the job for Chef Gabriella is to embrace the front of house to hand-sell her and Chef Michael's decadent creations face to face with her clientele.
- Food columnist for Macomb Now magazine edition, Local Pour.
- Gabriella competed on multiple Food Network shows including Family Food Showdown along with Michael and Rosemarie Baldwin. She appeared twice on Guy's Grocery Games (1 win & 1 appearance), and another Food Network show that cannot be disclosed yet due to NDA prior to its airing date (TBD).
- In 2015, launched the Skate or Pie brand, with multiple highly successful, sold out pop-up restaurants.
- Started with J.Baldwin's after graduation in 2013 leading the events department as lead sales and catering chef. Gabriella branched herself out training in all departments of 'front of house' by managing the dining room and working the host stand.
- Graduated from the Culinary Institute of America finishing her curriculum at their Italian Restaurant "Catarina Di Medici" and their French fine dining restaurant "Bocus".
- Attended Long Island University with a major in Mass Communication and minor in Broadcast Journalism.
- Worked in New York City and Greenwich, Connecticut doing high profile events.





# Expansion into Rochester, Michigan

Baldwin Restaurant Group announces their new concept restaurant...Baldwin Brasserie & Oyster Bar. Opening April, 2023, developer P. Eugene D'Agostini, founding principal of D'Agostini Companies.

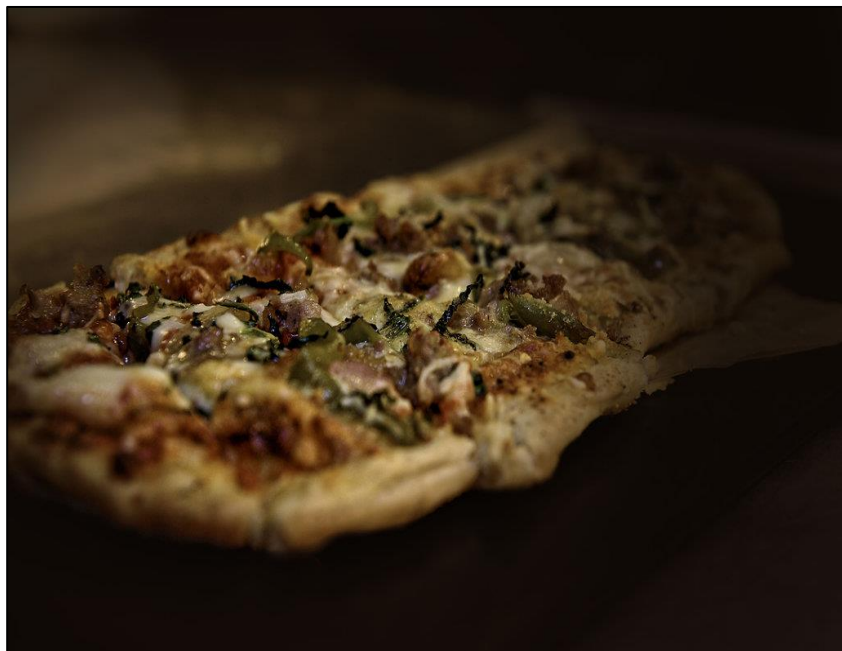


# Culinary First

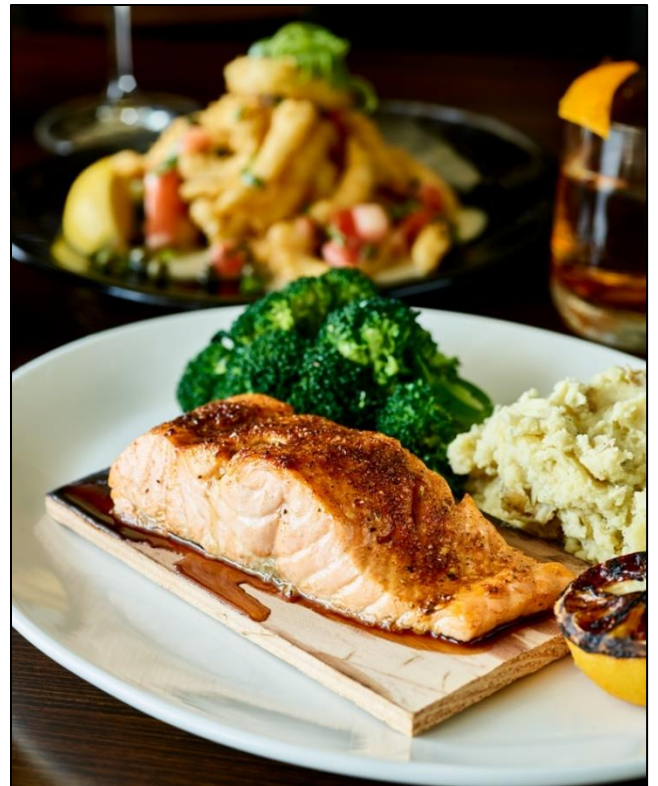
EVERYONE  
WANTS IN



# Culinary First



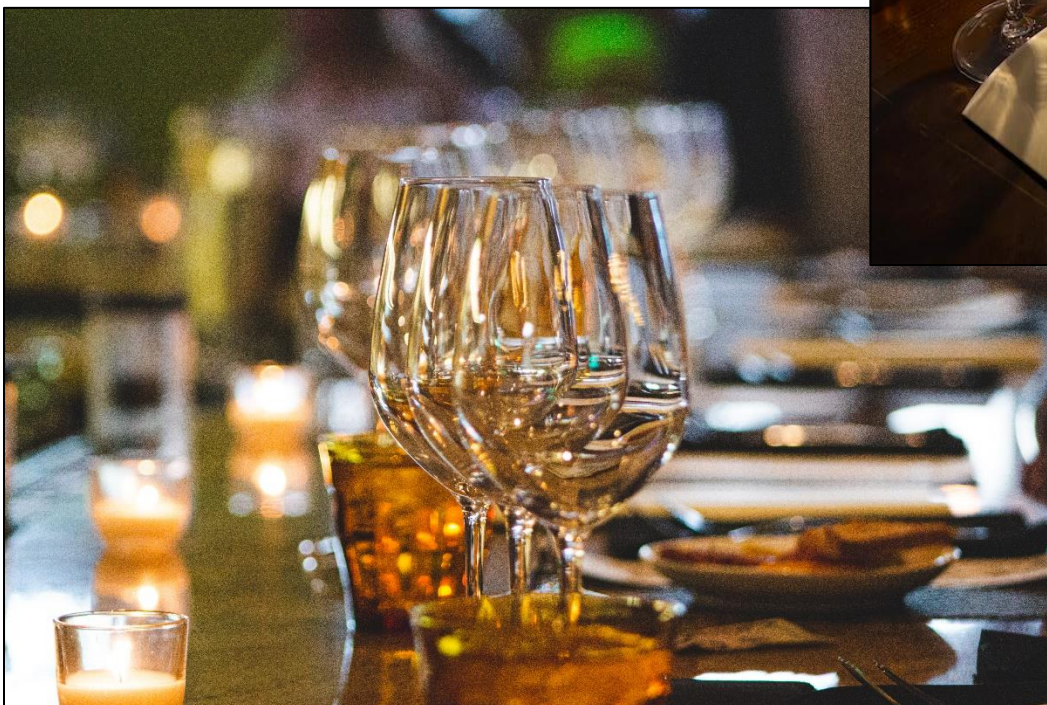
# Culinary First



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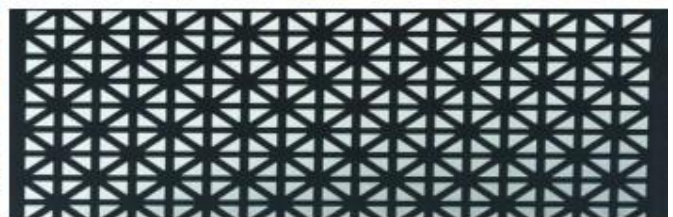


Private launch of Hard Head Gin.

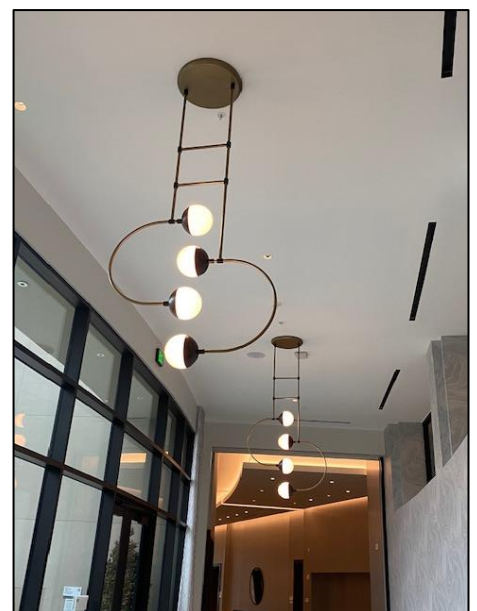
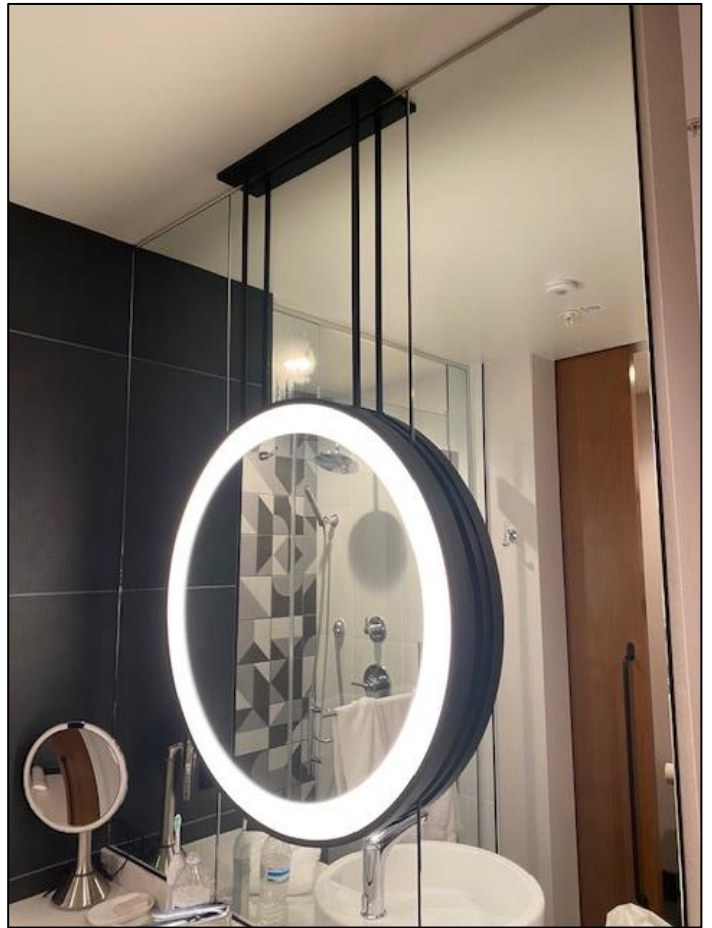


A series of successful wine dinner events.

# Environment Later...Cheers!

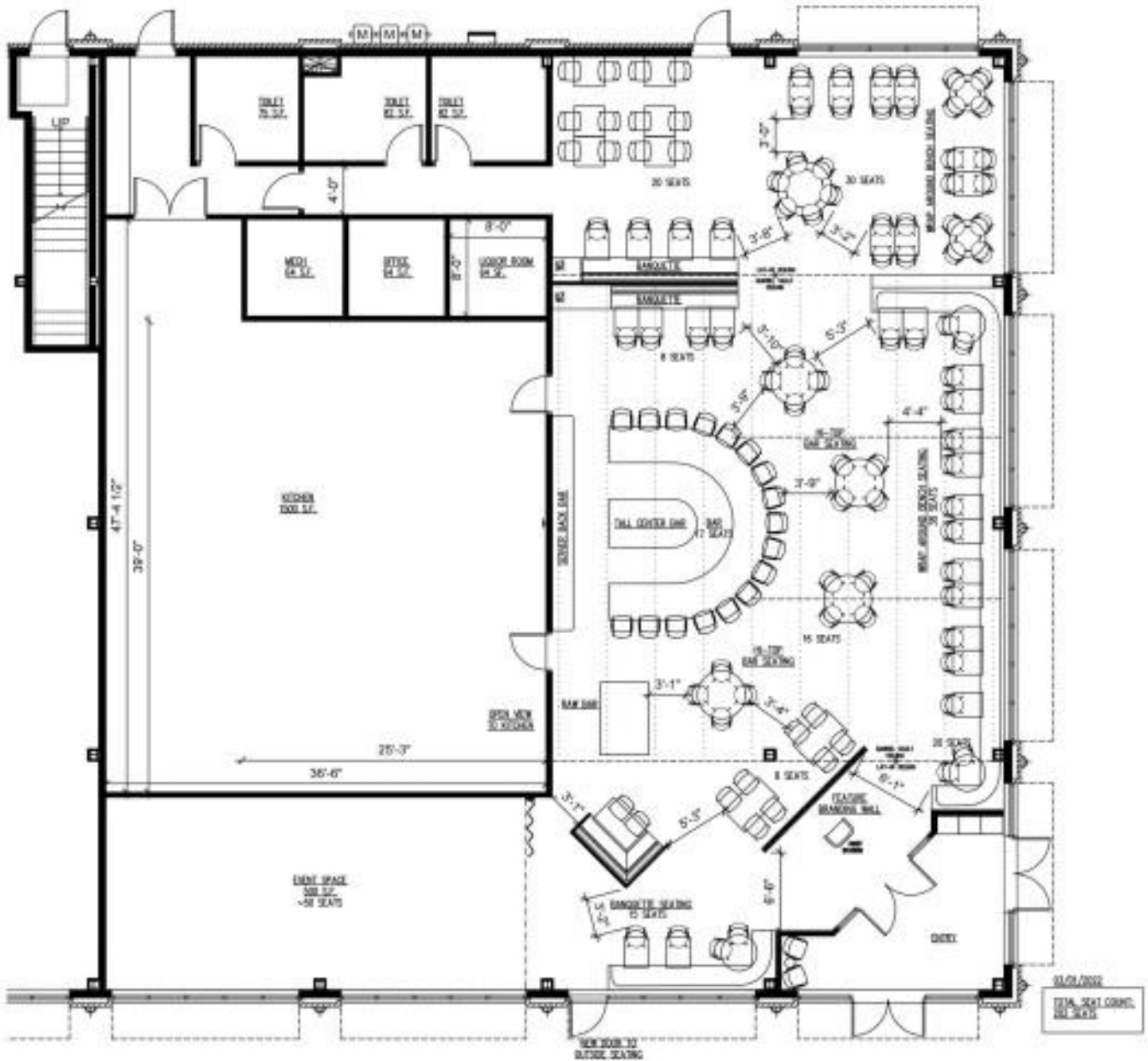


# Environment Later...Cheers!



# Floorplan...How You're Gonna' Stroll

Preliminary floor plan of Baldwin's Brasserie.





# Talk of the Town

The Baldwin Restaurant Group is regularly featured in newspapers, magazines, and television. The opening of Testa Barra was a huge newsworthy event and was featured in a wide array of media.

## Baldwin Group Opens Testa Barra Restaurant in Macomb Township, Draws Groovy Foodies

BY STEPHANIE SHENOUDA

Published: Wednesday, August 2, 2017



Testa Barra's menu and atmosphere are geared towards groovy foodies.

PHOTO COURTESY: TESTA BARRA

After their first restaurant, J. Baldwin's in Clinton Township, celebrated 13 years in business, owners Jeff and Rosemarie Baldwin have launched their second restaurant concept, a hybrid of traditional and modern Italian cuisine called Testa Barra Kitchen and Cocktails in Macomb Township.

Rosemarie Baldwin says the restaurant's décor was designed to evoke a "happy" feel, with a main dining room, a long bar with community seating, and a raised platform with seating dubbed the "naughty corner," as well as neon lights and decorations designed to encourage patrons to loosen up and enjoy.

"The flavor profile is very much out there with an authentic, northern Italian feel with

a modern execution," adds Rosemarie.

Their menu includes hand-tossed pizzas, salads, homemade pasta dishes, bone-in entrees including lamb shank, pollo puttanesca, short ribs, and pork chops, fish, polenta fries, and more.

Rosemarie says that Testa Barra's menu and atmosphere are geared towards "millennials and groovy foodies" who are looking for original culinary concepts and aren't afraid to have fun with their food.

"Groovy foodies aren't about age, it's about an individual that seeks out independent menus and restaurants and that's why they're groovy, because that's what they're looking for, no matter what area they're in," she says.

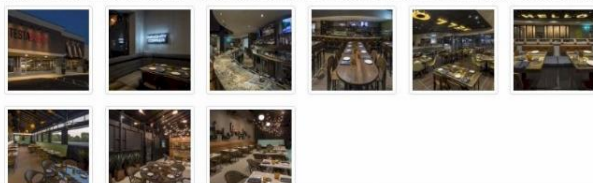
While their business has always been a family affair, the new restaurant is being manned by a second generation of Baldwins, including youngest son, Mike Baldwin, and his fiancée, Gabriella Rodriguez, who are both chefs at Testa Barra. Oldest son Jeffery Baldwin has also come aboard as director of operations, juggling responsibilities at both restaurants. The name itself is a combination of Rosemarie's maiden name (Testa) and Barra, the name of an island off the coast of Scotland, an homage to Jeff's Scottish and English heritage.

Prior to opening his own establishments, Jeff served as an executive chef in several metro Detroit kitchens, including MacRay Harbor in Harrison Township, the former Van Dyke Place in Detroit's Indian Village neighborhood, and The Whitney in Detroit.

Though the Baldwins considered opening Testa Barra in different parts of metro Detroit, they ultimately decided to stay in Macomb Township because research indicated most of their customers hailed from the local area. Testa Barra is located within five miles of J. Baldwin's.

"We wanted our customers who supported the J. Baldwin's story to know that they could trust and take a chance on the new concept, as opposed to going to downtown Detroit or to Plymouth where you're trying to prove yourself as a brand," says Rosemarie. "People want to drive less than three miles to go to great restaurants, and there's this demographic in this particular area that's craving local products and from-scratch kitchens, and that's what we provide."

This article appears in the *Annual 2017* issue of *Daily News*.  
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JASLO RESOS

Located just north of downtown Detroit, Testa Barra brings the city cool quotient to a suburban strip mall.

## How to Court Customers with Outside-the-Box Design

DESIGNS HEARKENING TO THE PAST AND TRENDY RETREATS ARE LURING EXPERIENCE-MINDED DINERS.

By Maggie Hennessy | January 2018 | Restaurant Design

In the age-old migration of 20- and 30-somethings, even the globetrotting, city-loving millennials are forgoing urban living for the more family-friendly suburbs. The northern Detroit suburb of Macomb Township—among the fastest growing in the Motor City's metro area—is full of such young parents who haven't abandoned their penchant for edgier, downtown-style dining. So when the team behind Italian stalwart J. Baldwin's started scouting locations for modern Italian Testa Barra, they saw potential to bring a taste of the city to a suburban strip mall.

"We leapt at the thought of creating something that felt like you were dining in an urban area without having to leave the neighborhood," says co-owner Rosemarie Baldwin. Executive chef and co-owner Jeff Baldwin adds that the area was laden with chains and devoid of independents, save for sports bars.

The group worked with local design firm JGA to transform the 5,600-square-foot former Mediterranean restaurant into the modern, multipurpose Testa Barra. A lounge with curved granite-topped bar and high-top tables calls for conversation over cocktails and modern shared plates like harissa-roasted rainbow carrots. In a small mezzanine area, a cozy corner booth is denoted the "naughty corner" under a neon sign, reflecting Testa Barra's cheeky vibe. The spacious dining room comprises lacquered wood tables and cozy banquettes overlooking an open kitchen, enclosed in a long chef's bar.

"The design—which is a little IKEA meets custom and one-off artist work—mimics the idea of being downtown, which is a little scrappier and less formulaic," says Ken Nisch, chairman of JGA. "The juxtaposition between found and made and really artist-driven brings that energy that's reflected in the modern food and craft cocktails."

Chef Jeffrey Baldwin, Jeff and Rosemarie's son, oversees the veg-forward menu with Chef Gabriella Rodriguez. Their approach mirrors the design, mixing the familiar (Jeff Sr.'s signature fried calamari in lemon butter sauce) with the unexpected (beet pappardelle with roasted beet pesto, Brussels leaves, and vodka sauce).

"Initially, we didn't bring Jeff's calamari to Testa Barra because we wanted to differentiate the concept," Rosemarie Baldwin says. "The day we added it, we sold 65 of them; customers were just so happy. It's an iconic piece of the brand that lended a bridge between the concepts. And it reflects that balance of comfortability with bringing in a different edge."

# HOUR

DETROIT

## Review: Testa Barra Wows with Contemporary Dishes

The Macomb Township restaurant serves Italian fare that is on par with the surging Detroit food scene.  
Christopher Cook - July 24, 2018

**T**esta Barra, the year-old contemporary Italian restaurant in Macomb Township, does everything just so — which is to say they do it right and with a plus-sign.

The food is all-around good, the service is pleasant and never officious, and the atmosphere is friendly, without being over the top.

Viewed through the wider lens of restaurant dining in the northeastern tier of metro Detroit, Testa Barra is a standout, and I highly recommend it.

Testa Barra is a project of the second generation of the Baldwin family, which, for years, has owned the signature J.Baldwin's restaurant in Clinton Township. Founder Jeffrey Baldwin made his mark in the kitchens of some of Detroit's big-name restaurants in the '80s and '90s, such as The Whitney and Van Dyke Place. He opened J.Baldwin's in 2004.

J.Baldwin's menu tends to defy any ethnic pigeon-holing — Italian, Spanish, California, New Orleans. It ranges the culinary landscape. More than a dozen years down the road, the Baldwins opened Testa Barra in the spring of 2017.

Jeffrey's son, Jeffrey Jr., is the director of operations, and another son, Michael, is providing firepower as head chef in the kitchen. Michael is a 2014 graduate of the famous Culinary Institute of America in New Hyde Park, N.Y., along with his former classmate and fiancée, Gabriella Rodriguez.

Jeffrey Sr. is never far away, overseeing the back-of-the-house operations — and jumping in at the stove when needed, says family matriarch, Rose Baldwin (owner and director of marketing).



Photographs by Joe Vaughn



Navano Meatballs (veal, beef, and pork with red sauce and herb ricotta)

"It's modern Italian cuisine of a type where you have deep flavors," Rose says of the menu. "But served in a modern way, with all kinds of elements from other places — like Sriracha or arrabbiata sauce, or ravioli with butternut with a vodka sauce."

Testa Barra has a welcoming warm feel. The basic color palette of the walls is a greenish-yellow and gray, dotted throughout by the warm orange wood tones of the tables and chairs, while three high-top communal tables that can seat eight to 10 dominate the bar area.

To one side of the bar there's a garage-style roll-up door with window panes. Hugely popular nowadays with restaurants, it provides instant alfresco terrace dining in warmer weather, and adds a half dozen more four-seater tables in the busy times of a day.

Despite seeing several critical comments about Testa Barra online before our visit, we found nothing out of place, improperly prepared, plated, or served. It sometimes takes new restaurants a few months to settle in — to actually reach what it sets out to do and do it well. And after about 30 years of sniffing out good dining, I can say unequivocally that Testa Barra certainly has reached that level.



Co-chefs Mike Baldwin and fiancée Gabriella Rodriguez mill at the Culinary Institute of America.



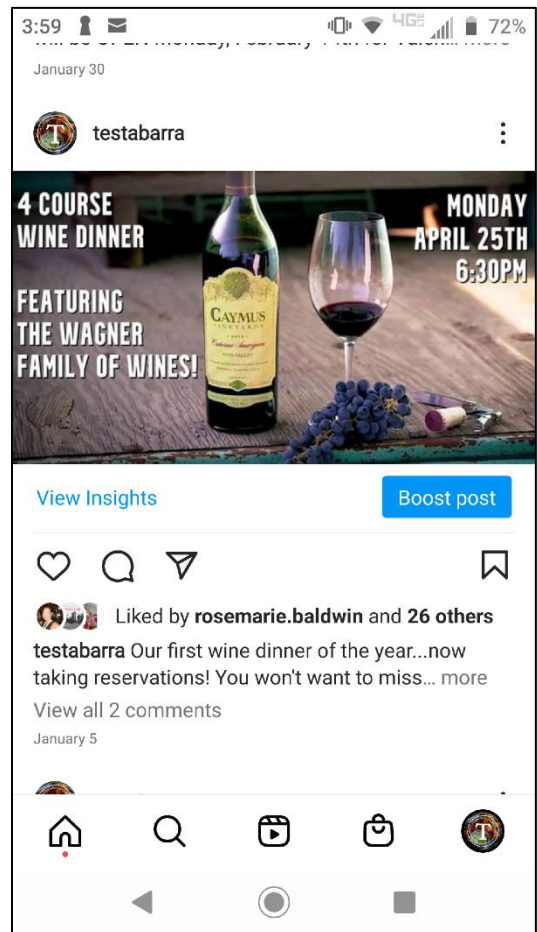
Carbonara Bucatini (guanciale, beef, egg, Parmesan, and pork)

# Social Media Presence

Our Baldwin Restaurant Group website exhibits current information on special events, menu offerings, gift cards, online reservations and ordering.

The current websites for the Baldwin Restaurant Group receives over 18,000 hits per month, and we will leverage the knowledge we have acquired over the past 17 years to grow the website presence of Baldwin Brasserie. We also have an active email database of over 65,000 email addresses.

We will promote Baldwin's Brasserie on our existing websites and social media platforms, as well as introduce a new social media presence for the new restaurant.



Social media channels:

- Facebook
- Twitter
- Instagram
- TikTok

