



RSC/Field Navigator News

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Book Shares History of the Red Lobster Brand

This year, we are celebrating our 50th anniversary. As we reflect upon our rich and exciting history, we honor our co-founders who helped build the foundation of the great brand we are today. Charley Woodsby, one of Bill Darden's business partners and co-founder of Red Lobster recently published a book about the start and growth of Red Lobster. Inspired by his early days at Red Lobster, Charley shares his business tips, life lessons and delicious recipes in the hardback book, "Red Lobster...The Beginning."

Charley started his career by attending culinary school in New York City in 1954. He later moved to Jacksonville, FL and formed a business partnership with Bill Darden that would change the rest of his life. In 1968, they opened the very first Red Lobster in Lakeland, FL.

During his time working at Red Lobster, Charley played major roles in operations, including creating the original operating systems and menus. Following his time at Red Lobster, Charley went on to build Talk of the Town Restaurant Group, which includes Charley's Steak House, Fish Bones, Johnnie's Hideaway and Moonfish.

In the book, Charley shares the inspiration behind Red Lobster, including the vision of creating a casual family dining experience, which didn't exist in 1968. He goes on to talk about the immediate success of the first restaurant and the rapid expansion of the brand with a focus on great people and great seafood. And, he includes pictures and menus from those early days.

Recently, Charley gifted a hardcopy, signed edition to CEO Kim Lopdrup during a special lunch at Red Lobster.

If you're interested in learning more, you can purchase a copy of "Red Lobster...The Beginning," on Amazon [by clicking here](#). You can also follow Charley on [Facebook](#).

