

# HAPPY ENDINGS

## HOSPITALITY





# WE ARE A RESTAURANT GROUP DRIVEN BY PEOPLE, PURPOSE AND PASSION

HEH focuses on the purpose of empowering fulfillment. HEH's goal is to provide the onus to help one another to move up "Maslow's Hierarchy of Needs", no matter where they currently are in their lives. To uphold our culture, HEH lives by our core values: "Radical Candor", "Always Learn & Grow", "Strive for the Win-Win" and "Spread Good Vibes"

# ABOUT US



Di Dang, along with his brothers Hac and Au all graduated from the University of Virginia with degrees in Engineering, but are now owners of 4 restaurant concepts in the Northern Virginia area under the restaurant group, Happy Endings Hospitality.

In 2007, Di and Hac played high-stakes online card games and did so well that it became their full-time job. In about 5 years playing, the brothers pooled more than \$20 million.

After realizing that online poker wouldn't be a long term option, the brothers used their winnings to invest in their first full-service restaurant, Chasin' Tails, a Cajun style seafood restaurant that reminded them of the backyard crawfish boils that they experienced growing up in Louisiana.

With the success of the first restaurant in Arlington, the Dang brothers opened a second location in Centreville. In 2014, the brothers realized the advantages of Fast-Casual restaurants and began to build out Roll Play Vietnamese Grill, Teas'n You Fusion Tea House, and Lei'd Hawaiian Poke.

All concepts are currently open, with Roll Play being the highest Yelp-rated Restaurant and Teas'n You the highest Yelp-rated Cafe in Tyson's Corner.



Chasin' Tails offers a family style dining that mimics a backyard boil, a traditional event that takes place throughout Louisiana during crawfish season. A backyard boil typically involved large sacks of live crawfish cooked in an oversized boiling pot flavored with cajun spices, oranges, lemons, garlic, onions, and celery. Chasin' Tails has been open for 10 years, since 2012.



# ROLL PLAY

Viet Street Food

Roll Play Grill is a fast-casual Vietnamese restaurant that reinvents a tradition of healthy, fresh, and tasty Vietnamese food. It takes the exciting palettes from the streets of Vietnam and makes it simple, customizable, and convenient. Its core items features spring and summer rolls, vermicelli bowls, and Bánh mì Sandwiches.

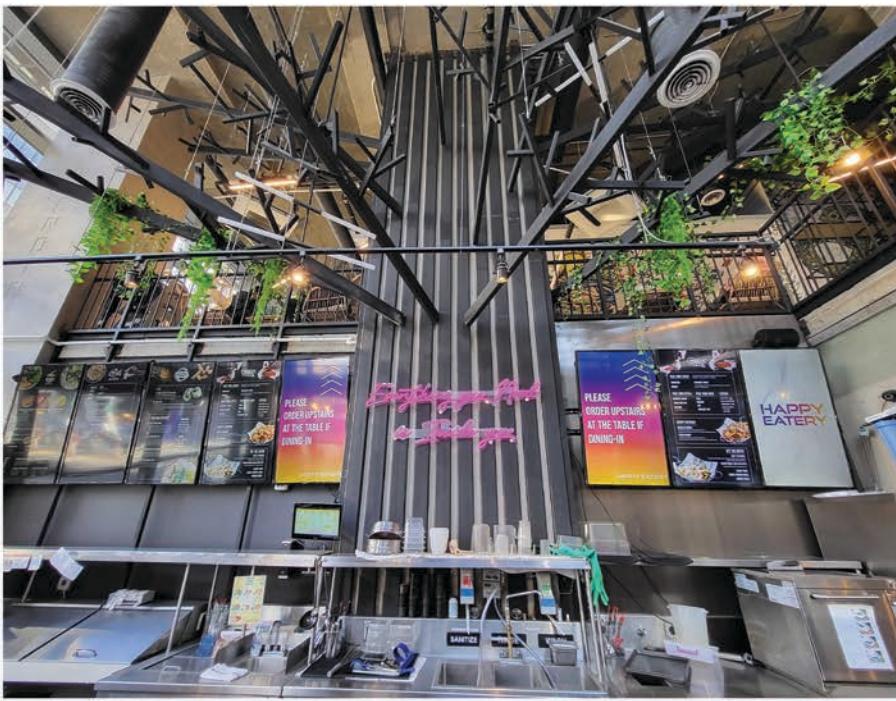


Teas'n You Fusion Tea House was started with a passion for tea and the desire to share homemade recipes and unique fresh fruit infusions. All drinks are made to order and are customized for the guests to their liking. Teas'n You provides its customers with quality, whole and organic ingredients that satisfy their taste buds.



Hawaiian Poke

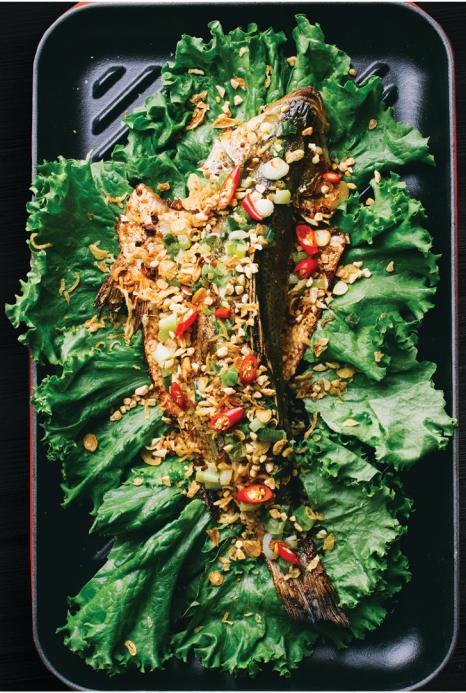
Lei'D Hawaiian Poke is a fast-casual restaurant that serves the Hawaiian speciality consisting of fresh, raw fish marinated in various combinations of Asian sauces, seaweed, roe, onion, and seasonings. Customers can select one of its signature combinations or customize their own bowls.



# HAPPY EATERY

Happy Eatery is a modern Asian food hall that brings the best and crave-able dishes from all of the Happy Endings brands under one kitchen.

Happy Eatery is about spreading good vibes and creating a paradise for your palette. Not just a food hall, Happy Eatery is a place that brings good people together and connect over a good meal.



NUE™  
MODERN  
VIETNAMESE

We have a singular purpose: to create new expressions of Viet-merican culture and cuisine that nourish the body and spirit. We elevate that experience through a modern interpretation of traditional dishes and a surreal pace that celebrates the richness of art and history of Vietnamese culture.



# CORE VALUES

## PRACTICE RADICAL CANDOR

Genuinely care AND directly challenge teammates to help them improve. Don't sacrifice clarity for kindness. Be open and honest with your thoughts and feelings. Always confront teammates with feedback; never gossip.

## ALWAYS LEARN AND GROW

Continuous improvement; always a student. Be open minded to feedback; it's shown in your effort not just your words. You must be willing to step out of your comfort zone. Be adaptable.

## STRIVE FOR THE WIN-WIN

Seek solutions that benefit everyone involved. Give smartly to make the pie bigger for you and for me. Be creatively collaborative.

## SPREAD GOOD VIBES

Radiate positive energy; it's contagious. Be kind; be empathetic; be considerate. Don't be arrogant; be humbly confident. Be the reason someone smiles today.



## MANAGEMENT & LEADERSHIP

HEH is run on EOS (Entrepreneurial Operating System). EOS provides 5 Management and 5 Leadership tools for our leadership to effectively coach and hold direct reports accountable. HEH also has regular meetings in and above the store level to keep our entire team aligned. Every two weeks, the executive team holds a “Masterminds Meeting” with all of the managers and corporate team. Each department lead holds weekly SCRUM Backlogs with their direct reports. At each HEH restaurant, managers have weekly meetings with their shift leads. These meetings and constant communication help ensure that feedback given and received, expectations are clear, workload and stress is managed, and encourages our team to move toward the same goal.



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## HOSPITALITY



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MAGAZINE

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EATER

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