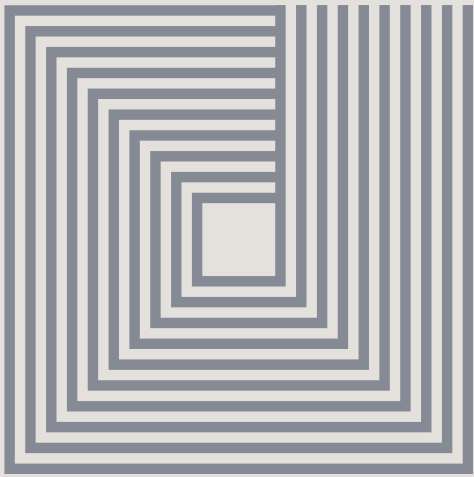


NotebookLM Demo



LETTUCE ENTERTAIN YOU ENTERPRISES



SMS #1 - 'CULTURE OF CARING'

 School of Hospitality Administration
Boston Hospitality Review



CEO Kevin Brown on How a Culture of Caring Is the Key Ingredient to Lettuce Entertain You's Success.

Interview with Kevin Brown

Chief Executive Officer
Lettuce Entertain You

Connect on LinkedIn



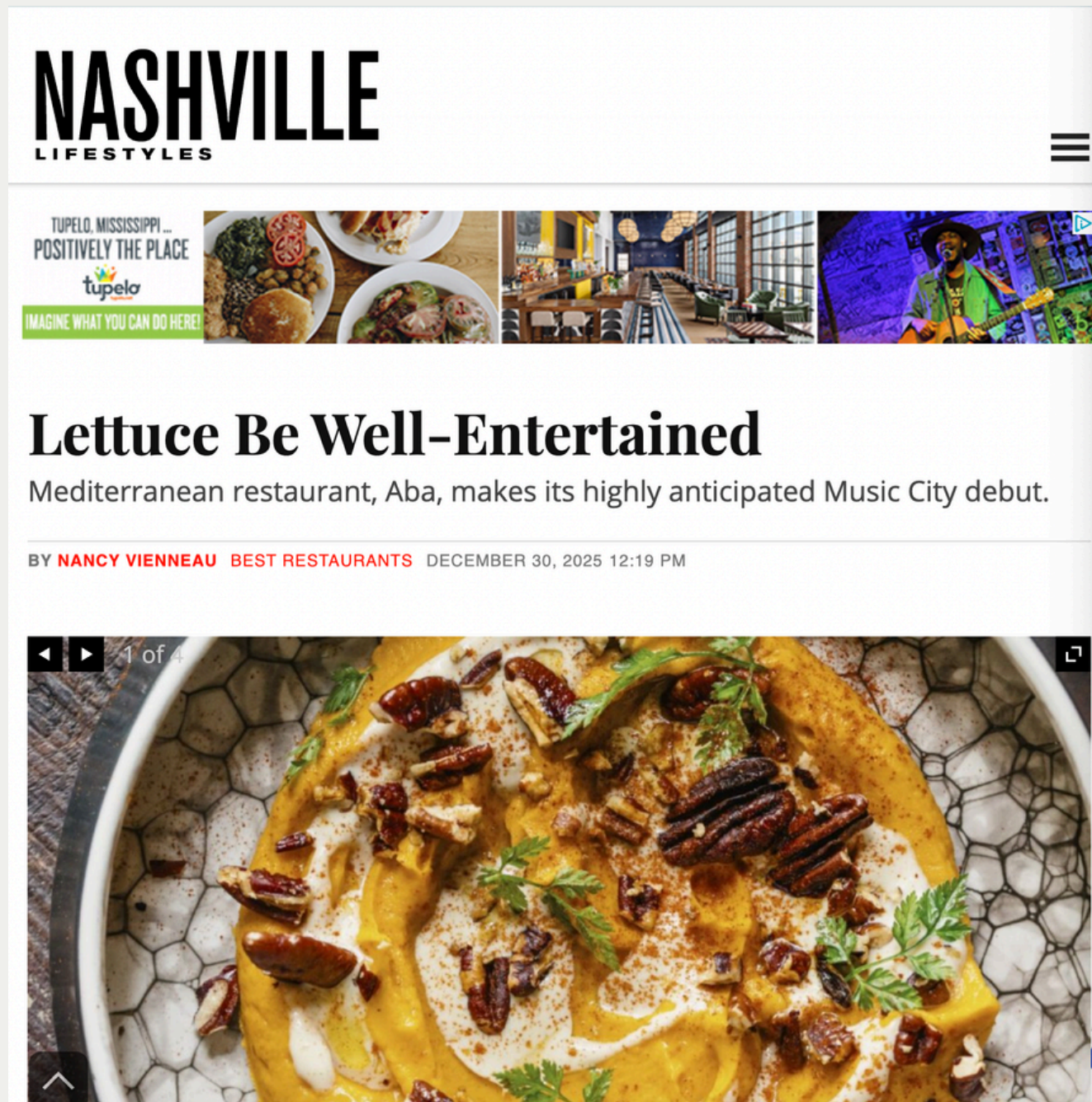
CONTEXT

- March 25th, 2025
- School of Hospitality Administration at Boston University
- Interview with Kevin Brown (CEO)
- [Link to Article](#)

SMS #2 - EXPANSION

CONTEXT

- December 30, 2025
- Nashville Lifestyles
 - Relevant to recent SMS
(expansion into new markets)
- Part of the Jacobs Division
- [Link to Article](#)



SMS #3 - LAWSUIT



CONTEXT

- August 12, 2025
- Chicago Tribune
 - Chicago Company
- Paywall-paste in
- [Link to Article](#)

SMS #4 - PODCAST WITH JEN BELL



CONTEXT

- August 28th, 2023
- Jen Bell is Still the CMO for Lettuce
- [Link to Article](#)

NOTEBOOKLM DEMO

PROMPT: You are a marketing strategist for Lettuce Entertain You Enterprises with expertise in brand/marketing strategy and leveraging frameworks like SWOT and PESTLE to make decisions. You are tasked with creating a current SWOT analysis for Lettuce Entertain You Enterprises based on the source given.

[Link to NotebookLM](#)



Lettuce Entertain You: Marketing Hospitality Through Digital Transformation

4 sources

Jennifer Bell, CMO of **Lettuce Entertain You**, discusses driving **digital transformation** through a custom mobile app. By prioritizing **customer feedback** and **data personalization**, the company lowered its average customer age and improved **loyalty engagement** across 60+ restaurant brands.

WHAT I ALREADY KNEW

Mostly Strengths

- Very large company with 130 + restaurants
- Several divisions within the corporation
 - Each division has a separate marketing strategy
- Jacobs Division is expanding to new markets
- “Culture of Caring”

Threat

- Competitive industry landscape



WHAT I LEARNED

Mostly Weaknesses/Threats

- Internal leadership and partnership friction following a 20-count lawsuit
 - Could potentially hurt the “culture of caring” brand identity
- Historically struggled with soiled data
- An “expensive failure” with the Aba concept in Miami

Strengths

- Digital Innovation (“LettuceEats” customer app)
- Successful brand localization (Aba Nashville)



APPENDIX

HOW TO CREATE A NOTEBOOKLM NOTEBOOK

1. Search NotebookLM in Google
2. Sign in using your wisc.edu email

APPENDIX

3. Click “+ Create New” in the upper right hand corner

NotebookLM

AllMy notebooksShared with me

✓

Most recent

+ Create new

Settings

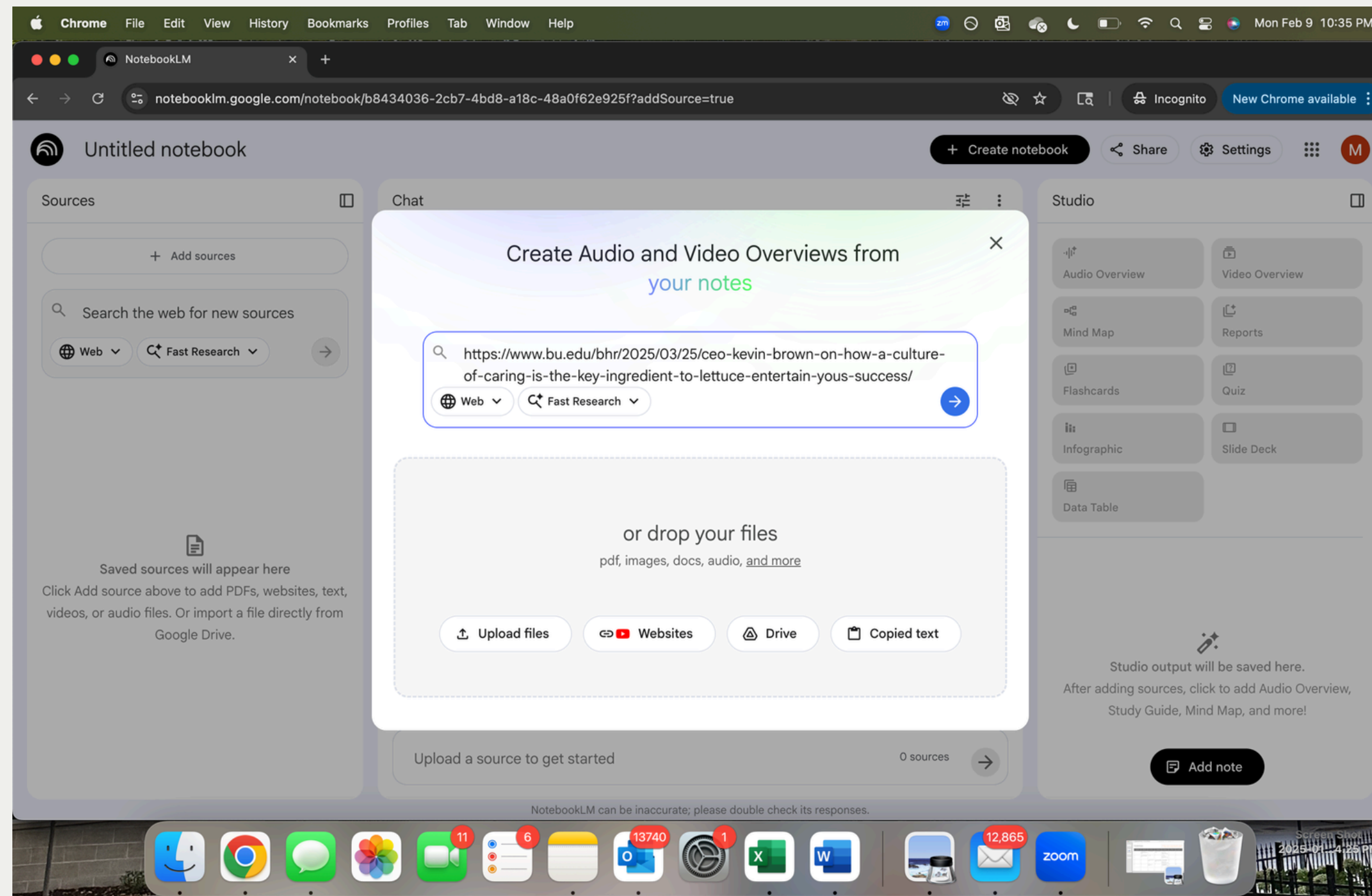
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Recent notebooks

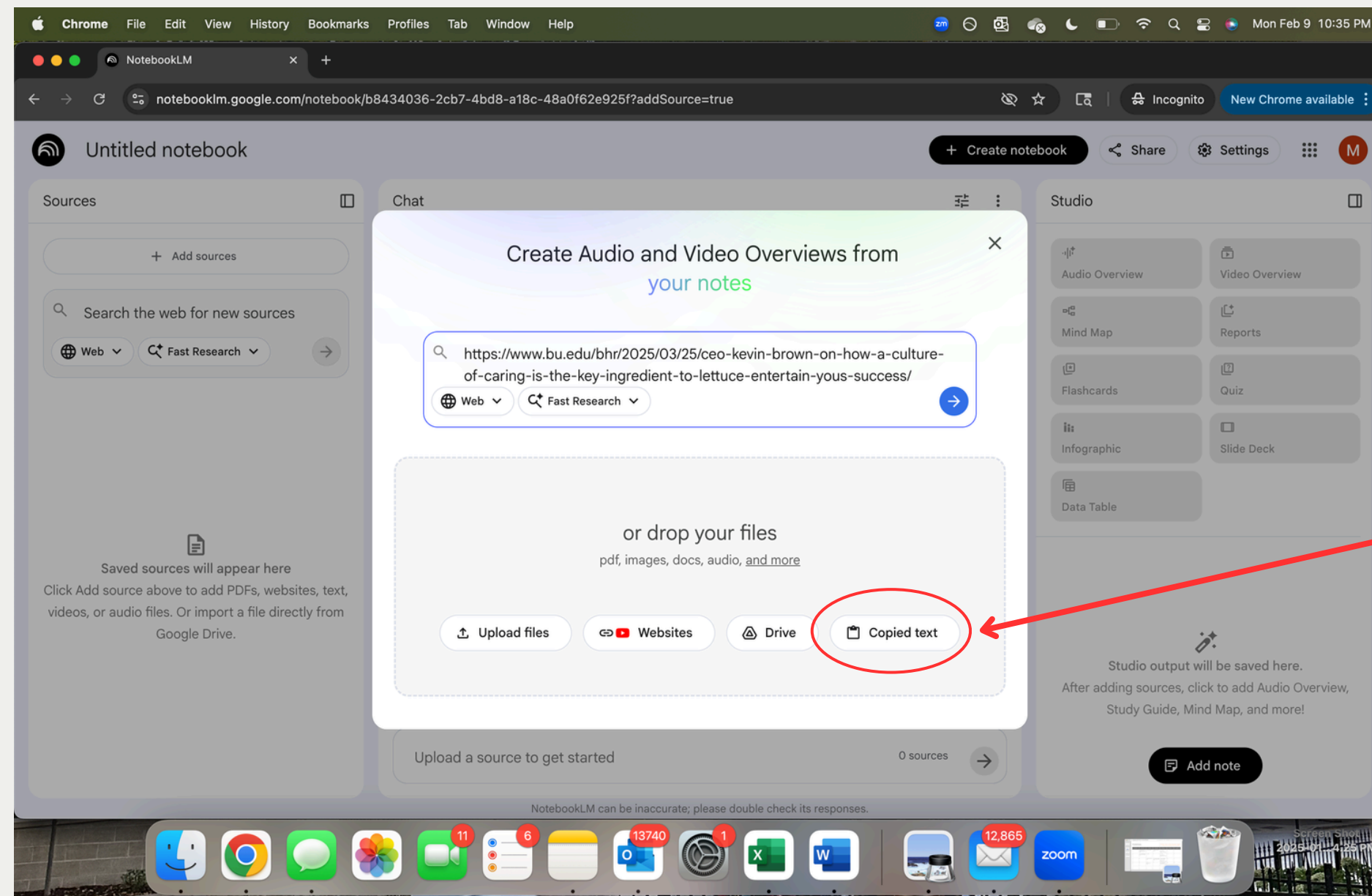
Title	Sources	Created		Role	
 Lettuce Entertain You: Marketing Hospitality Through Digital Transformation	4 Sources	Feb 9, 2026		Owner	⋮
 Apple's Deliberate AI Strategy and Acquisitions	3 Sources	Oct 23, 2025		Owner	⋮
 The IKEA Saga 2022: Culture, Strategy, and Sustainability	5 Sources	Sep 15, 2025		Owner	⋮
 Plato's Republic, Book VII: Allegory of the Cave	24 Sources	Dec 10, 2025		Owner	⋮
 Untitled notebook	0 Sources	Dec 11, 2025		Owner	⋮
 UCC Sale of Goods: Performance, Title, Risk of Loss	5 Sources	Dec 9, 2025		Owner	⋮

APPENDIX

4. Start adding sources

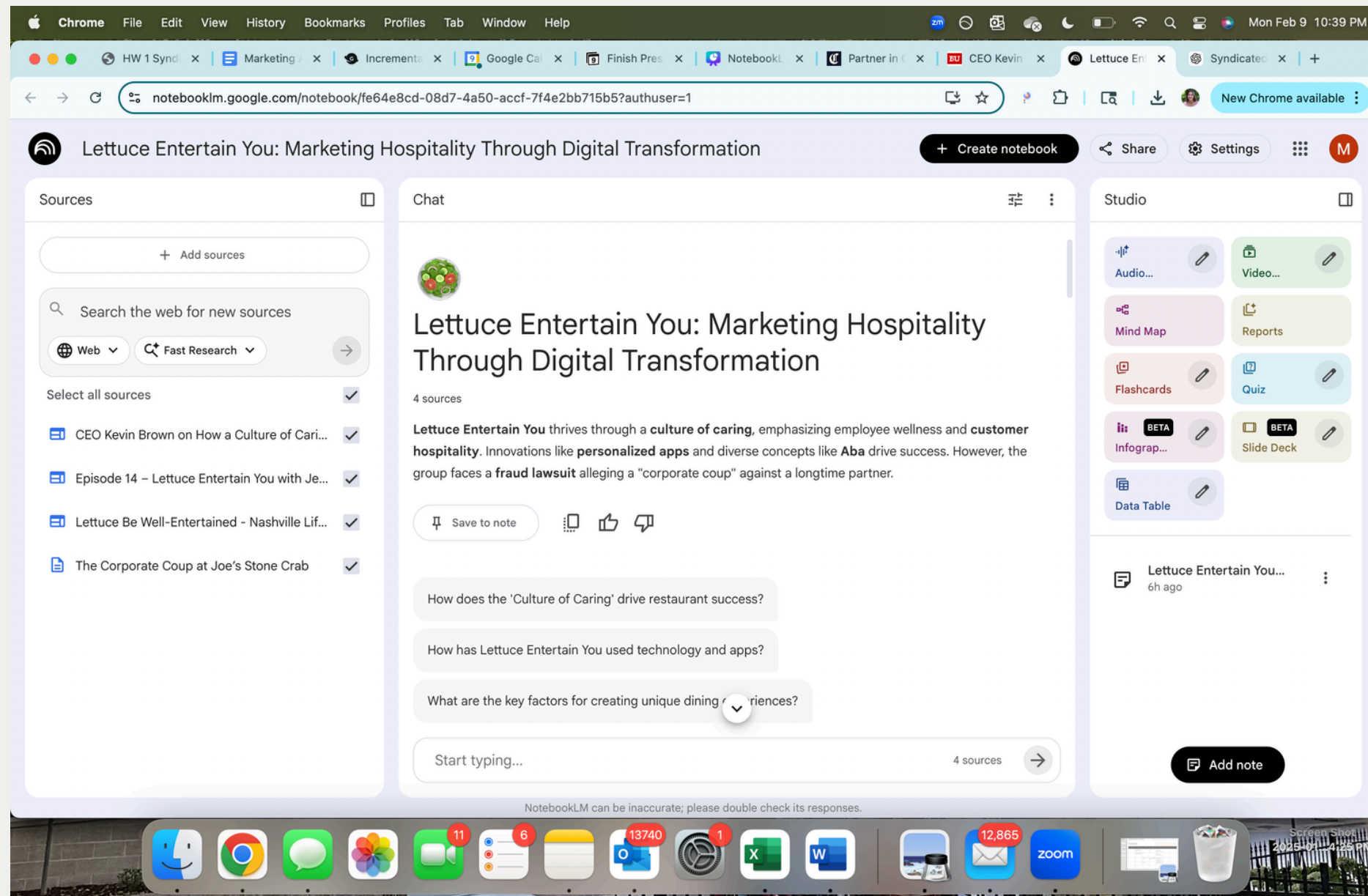


APPENDIX



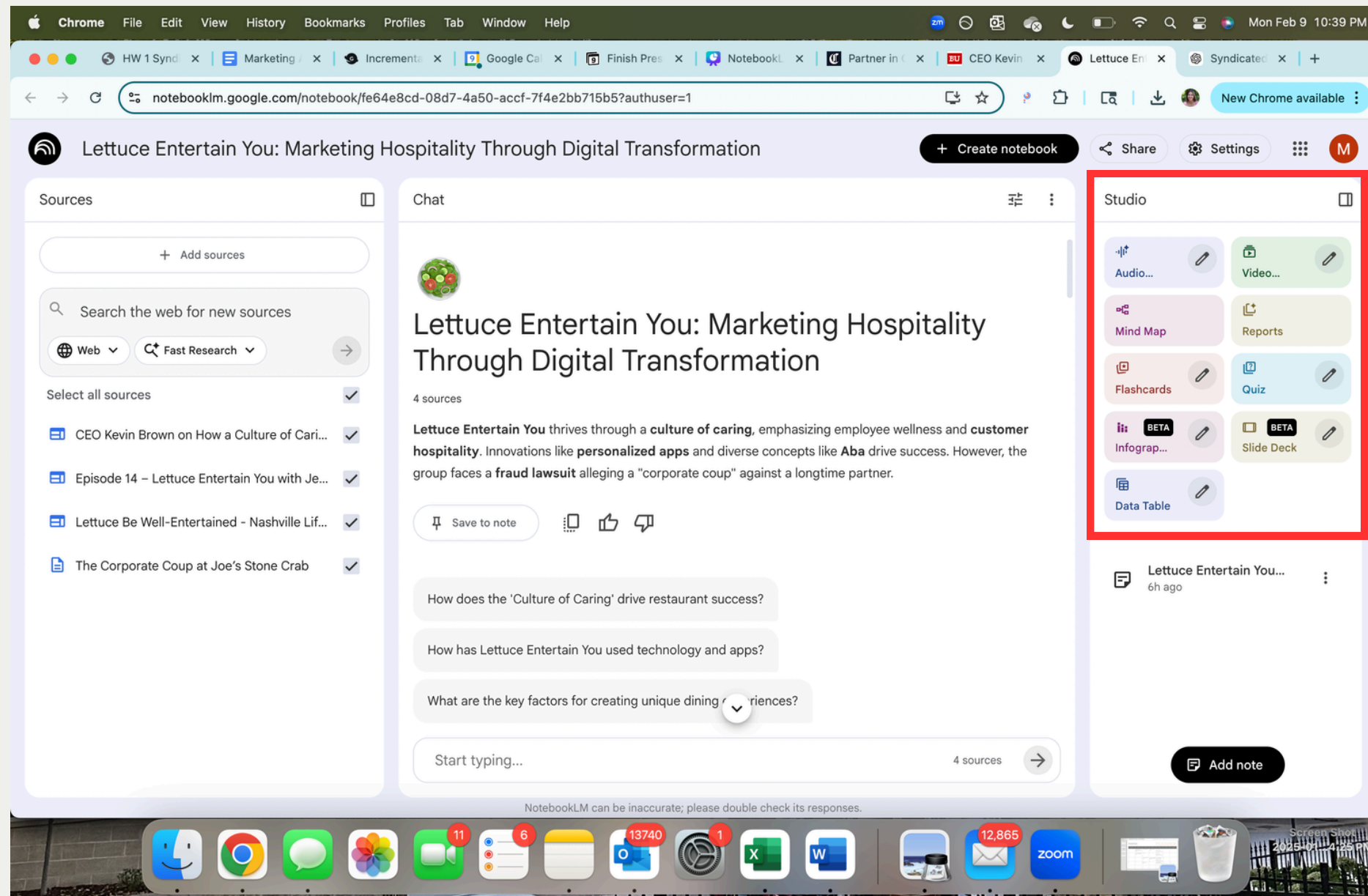
4. For Sources w/ a pay wall,
copy and paste them into
the “Copied Text” option

APPENDIX



5. Once you have all of your sources in the Notebook, it should look something like this

APPENDIX



6. Next, all you have to do is prompt!

7. Check out the Right side of the notebook to have NotebookLM generate at podcast, video, mind map, and more!