

EMILY FRIEDMAN

Emily and her partner Micah opened Friedman's in 2012 and have been running it as a family owned business since then.

Before opening Friedman's, Emily worked for Tri State Commercial Realty as a broker. She was very successful but her friends knew the job was killing her.

She knew (and only shared with her inner circle) that Cape May, New Jersey was a fertile market about to take off so she bought the Friedman's location with her then newlywed husband Micah in 2011 and opened it the following year.

Emily is smart, hardworking, and capable, but she's never felt like she truly found her calling. 10 months ago, she sold Friedman's to JBA Holdings. Technically the building and business license are in her name, so there was no malfeasance, but notably Micah was not involved in the sale. As per their contract Emily and Micah need to run the business for a 12-month transition period and Emily is doing her best to get through the window without incurring a breach of contract with JBA.

Choose one to define your relationship with Emily:

- It was a tough choice, but Emily did the right thing. This is the path to the Friedman's financial security. Add a 1d8 positive relationship with Emily.
- She had no right to make this decision on her own. Add a 1d4 complicated relationship with Emily and a 1d6 trait "I can tell when people are hurting"

MICAH FRIEDMAN

Micah has dreamed of being a chef as long as you've known him. He worked at Katz's Deli in West Village as a busboy when he was a kid and has been chasing that experience the rest of his life.

When Micah and Emily opened Friedman's in 2012 he thought it would need a gimmick to stand out from the other diners in the area and so he cobbled together a smoked brisket burger that they call the "Free Burger". It's just a silly play on words from Friedman, but it took off and patriotic tourists will make a trip to Friedman's just to say they had a Free Burger. It helps that it's delicious!

Micah has never been good with money and his friends know that he's nearly 40 and still paying off student debt. Despite that he always takes care of the people in his life. He loves his wife and co-owner Emily, and he's the kind of guy who will make sure his staff get paid before he does. He's a hard worker who gets lost in the job, and you know he hasn't been on a date or anything else resembling a romantic get away with Emily in years.

Choose one to define your relationship with Micah:

- We used to be close but I've hardly heard from Micah in years. Take a 1d4 complicated relationship with Micah and a 1d6 trait "I know a gimmick when I see one".
- Micah is solid. He's always been there for me when I need him and I'll be there for him now. Take a 1d8 positive relationship with Micah.

FRIEDMAN'S

Friedman's LLC was formed in 2011 by Emily Friedman and the diner opened in 2012 in Cape May, New Jersey. It has become a local tourist attraction primarily for its signature "Free Burger" which is a smoked brisket burger in the style of New York delis. In 2015 it was rated Cape May's #1 Diner by Eater Magazine.

In the past few years the tourist industry in Cape May has declined and Friedman's has gained less attention as focus moves away from the seaside resort.

10 Months ago, Friedman's was purchased by JBA Holding, a UK conglomerate focused on long term investment and retail markets. The terms of sale necessitate that Emily and Micah continue running Friedman's for a 12-month transitional period, that they maintain at least 80% of the 2022 sales numbers, and that they train a replacement manager to run the business. During this transition year they are being paid a reasonable salary from JBA and will receive a large balloon payment once the transition is complete.

Since the contract was signed, Friedman's has done poorly. Their sales are down, they've let go of several staff, and there is no one who has been appointed future manager. At this rate they may be in breach of contract with JBA or worse, the restaurant could fail all together.

Choose one that describes your outlook:

- JBA Holding is a group of vultures that likely hope the contract will fail so they can swoop in and buy the building and business for pennies on the dollar. Take a 1d4 complicated relationship with JBA and 1d6 trait "Corporate Law".
- This is the best move for everyone involved. Micah and Emily just need to hold things together and then the business will be in JBA's capable hands. Take a 1d8 positive relationship with JBA Holding.