

## The Breakfast Club is a Next-Generation Diner Designed for Digital Content Creators

By Steven Herrera / September 28, 2021

Tag: Dining

The Breakfast Club is an innovative diner that recently opened at 1600 Vine Street. It is located on the ground floor, just a short walk south of Hollywood Boulevard. People passing by will notice the cartoonish-looking panda bear signage above the entrance at the sidewalk. But The Breakfast Club is more than a family-friendly restaurant for locals and tourists. The trendy space is intended to be an influencer café—a supportive environment for digital creators to connect with peers and fans, and build content for platforms such as TikTok, YouTube, and Instagram.



*The Breakfast Club is located at 1600 Vine Street, just a short walk south of Hollywood Boulevard. (Photo by Steven Herrera)*

The Breakfast Club was launched in August 2021 by Earl Enterprises, which is the parent company of other restaurants such as Planet Hollywood, Buca di Beppo, and Bertucci's. In a recent press release, hospitality mogul **Robert Earl** and his son **Robbie Earl** talked about how the dining destination will attract digital creators and breakfast lovers alike. Robert Earl, founder of Earl Enterprises, pointed out that the Planet Hollywood brand has been an authority on entertainment and popular culture for over 30 years. "Now, with The Breakfast Club, Robbie and I look forward to a new chapter in the legacy with the next generation of creators and we are excited to see where this brand will lead us," he said.



*In addition to the main dining room, The Breakfast Club has seating upstairs. (Photo by Steven Herrera)*

Prior to founding The Breakfast Club, Robbie Earl co-founded Virtual Dining Concepts (VDC) with his father. VDC is a collection of virtual restaurant brands, some involving celebrities such as **Mariah Carey**, **Mario Lopez**, and **Steve Harvey**. The food is prepared in cloud kitchens and serviced to customers through popular delivery apps. Robbie helped influencers such as **MrBeast**, **Larray**, and **Tana Mongeau** launch their own virtual brands. He is now building on that experience with The Breakfast Club, a vibrant neighborhood restaurant where influencers can collaborate in real life. "At The Breakfast Club our focus is on the art of hospitality, breakfast nostalgia, and inviting the ever-growing digital creator community to find a home at our establishment," he said.

The establishment offers all-day breakfast, lunch, and dinner. The menu features breakfast favorites such as pancakes, waffles, avocado toast, and eggs benedict. Specialty dishes include Tomahawk Steak + Eggs, Chicken & Waffles Platter, and Lemon Ricotta Pancake, which is served with blueberry sauce and fresh blueberries. There are also salads, pizzas, and burgers. Meat-free options include the Beyond Burger and Beyond Sausage Sandwich. A full bar is available, as well as non-alcoholic drinks such as the Tiki Fruit Punch.



*The Breakfast Club offers an ice cream and cereal bar, along with coffee, tea, and other grab-and-go items. (Photo by Steven Herrera)*

In addition to traditional on-site dining, the breakfast mecca offers grab-and-go options, including breakfast sandwiches, coffee, tea, and bakery items. Gluten-free baked goods are also available. For dessert, there is an ice cream bar with signature flavors, including vegan options. There is also a wide variety of cereal, which can be used as toppings. The restaurant is open 7 days a week from 8:00am to 11:00pm. Delivery is available through UberEats, GrubHub, and DoorDash.

The restaurant's interior features a main dining room and additional seating upstairs. Outdoor dining is available on a patio out front, as well as a separate area upstairs in the back. Visitors will be inspired to use their imaginations and be creative when they experience the colorful design theme. In addition, the 7,000 square foot space has many elements that creators can use as a backdrop to express themselves, including an oversized cereal box installation, giant bird cages, a donut tunnel, and a mural made up of cereal box covers.



*Besides coffee, grab-and-go options include breakfast sandwiches, banana bread, and a wide variety of bakery items. (Photo by Steven Herrera)*

Working in tandem with the café, the **Hollywood Partnership** is hosting an “Influencer for a Day” event at The Breakfast Club on Wednesday, October 13, from 6:00pm to 9:00pm. This will be a fun, interactive experience with photo-ops, food, drinks, and prizes. The event centers on a social media themed scavenger hunt in which participants can compete individually, or in teams of up to four people. The grand prize is a one-night stay at The Godfrey Hotel in Hollywood, along with a \$100 dining credit at About Last Knife (ALK), the hotel’s restaurant. The other two prizes are a \$50 gift certificate to The Breakfast Club, and two tickets to Rooftop Movies at the Montalbán Theatre. Admission includes the scavenger hunt, light bites, and one drink ticket per person. Tickets are sold individually for \$25, and there is a discounted Team Ticket for \$60 for up to four people. Tickets are available on the Eventbrite site.

The Breakfast Club is at the forefront of influencer culture, offering a space for customers to socialize and create. Guests can enjoy the new neighborhood restaurant whether they are grabbing a cup of coffee, having a business lunch, or meeting with friends for a relaxing dinner. As a culturally inclusive dining destination where visitors are encouraged to be creative, The Breakfast Club will likely be popular with locals and tourists looking to catch a glimpse of their favorite social media stars.