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February 3, 2009

Data reflects change and activity during the most recent four-month period from September 26, 2008 to January 26, 2009

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Over the years they have developed a sound system of integrating four separate revenue centers. Having

Restaurantchains.net Alerts Newsletter

[member_name_first]:

A weekly newsletter covering public and private restaurant chains featuring under-reported unique facts relating to growth. Pertinent information is gathered, verified and analyzed in-house using proprietary methods created in our research and library departments.

In order to receive specific personnel for companies mentioned along with full profiles, you must be a client.

Regarding growth stories listed:

We publish net unit growth from (each company has their own four-month cycle and companies have varied verification dates, **percentages are not annualized** as a result) one four-month period to the next. This is performed by re-verifying **net growth figures** of approximately 1,000 companies per month. Once our researchers identify the following growth results from our research efforts, we highlight a new round of results each week in our newsletter. Featured growth stories are only a fraction of the growth stories received by clients.



TOP TEN GROWING CONCEPTS

NEW! The January Top 10 list of the fastest growing concepts with less than 50 units.

See the story and who made the list. [Continued...](#)

February's Top 20 list of the fastest growing concepts with between 50 and 100 units is coming soon.

GROWING CONCEPTS

Growing Concepts that have grown by at least 5% (if less than 50 units).

Mishawaka, IN-based **BETWEEN THE BUNS** (founded 1985) has increased by 1 unit, from 4 to 5 (25% growth). These family/casual sports bar and grill restaurants are open for lunch and dinner, with an \$8-\$20 per person check average. Locations have a full bar and seating for about 250. Catering and banquet facilities are available. All units are in IN.

Calgary, AB-based **EDO JAPAN** (founded 1977) has increased by 4 units,

doubled the amount of locations in the past year (currently 21 locations), The Greene Turtle offers franchisees a complete system of training, development and execution. The company just opened its 21st location.

[Continued...](#)



Genghis grill is growing rapidly. Currently with 25 locations, they are opening stores at a rapid pace. With a successful franchise system in place this company is poised for continued growth.

[Continued...](#)

from 83 to 87 (5% growth). These fast casual Japanese restaurants are open for lunch and dinner, with a \$6-\$12 per person check average. Most units have seating for about 40-50. Locations are franchised and located in AB, BC, CA, FL, HI, ID, NM, ON, PQ, SK, UT, and WA.

Irving, TX-based **CHEDDAR'S CASUAL CAFÉ** (founded 1978) has increased by 3 units, from 68 to 71 (4% growth) and entered into AR and MS. These are family/casual American restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. There is full bar service and seating for about 200. Catering is available. Units are franchised and located in the states of AR, FL, GA, IA, IL, IN, KS, KY, MI, MO, MS, NC, OH, OK, TN, TX, VA, and WV.

CAPITAL ALEHOUSE of Richmond, VA has increased by 1 unit, from 3 to 4 (33% growth). These are family/casual restaurants with full bar and seating for about 300. Banquets and online ordering are offered. The check average is around \$10-\$30 per person. All locations are in VA.

PEARL MANAGEMENT based in Rye NY (founded 1993) has opened a new concept called 1020 Post increasing overall from 6 to 7 units (17% growth). Other concepts are Elm Street Oyster House (1), Lexington Square Café (1), Morgan's Fish House (1), Ruby's Oyster Bar (1), Rye Grill & Bar (1) and The Taphouse (1). These tend to be upscale restaurants with full bar and seating for about 125. The check average is around \$10-\$30 per person. Banquets are offered. Locations are in CT and NY.

FAMOUS ANTHONY'S of Roanoke, VA (founded 1986) has increased by 1 unit, from 10 to 11 (10% growth). These are family/casual restaurants with seating for about 100. Beer is served. The per person check average is around \$6-\$12. Catering and banquets are offered. Locations are 18% franchised and are in VA.

JOE'S NEW YORK PIZZA of Portsmouth, NH (founded 1998) has increased by 1 unit, from 6 to 7 (17% growth) and expanded into ME. These are quick serve pizza restaurants with limited seating. Beer is served. The per person check average is around \$4-\$10. Locations are in NH, NV and ME.

NEW! See the 4th quarter 2008 expansion and pull-out list by state.

[See the results...](#)

See prior quarter's results on the home page:

www.restaurantchains.net

EMERGING CONCEPTS

Concepts with 20 units or less who grew by at least 2 units.

Inver Grove Heights, MN-based **BAJA SOL TORTILLA GRILL** (founded 1997) has increased by 4 units, from 12 to 16 (33% growth) and entered into OH. These are fast casual Mexican restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Some units have seating for about 50; most are located in mall food courts. Catering and delivery are available. Trading areas are MN and OH. About 50% of the locations are franchised.

UFOOD GRILL of Newton, MA (founded 1999: NASDAQ - UFFC) has increased by 2 units, from 9 to 11 (22% growth) and expanded into UT. These are fast casual restaurants with seating for about 80. Beer and wine are served. The per person check average is around \$6-\$15+. Locations are in CA, FL, IL, MA and UT. Some are franchised.

KONA GRILL based in Scottsdale, AZ (NASDAQ: KONA - founded 1998) has increased by 4 units, from 18 to 22 (22% growth) and expanded into FL and VA. These are family/casual restaurants with full bar and seating for about 275. The check average is around \$10-\$30 per person. Banquets are offered. Locations are in AZ, CO, CT, FL, IL, IN, LA, MI, MO, NE, NV, TX and VA.



BEVERAGE MANAGEMENT
MADE EASY

Concepts previously written about in the past 18 months.

Orlando, FL-based **URBAN FLATS FLATBREAD CO** (founded 2004) has increased by 2 units, from 8 to 10 (25% growth). These are family/casual American restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. Units serve beer and wine and have seating for about 150. Catering is available. Trading areas are FL and GA. About half the units are franchised. We reported on this concept on 10/23/07 (75% growth) and on 9/2/08 (14% growth).

Manasquan, NJ-based **JERSEY MIKE'S GIANT SUBS** (founded 1956) has increased by 16 units, from 355 to 371 (5% growth). These quick serve sandwich shops are open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 20. Catering and online ordering are available. Trading areas are AL, AZ, CA, CO, CT, FL, GA, IN, KS, KY, MA, MN, MO, NC, NJ, NV, OH, OK, PA, RI, SC, TN, TX, VA, WA, and WV. More than 90% of stores are franchised. We wrote about this concept on 5/13/08 (2% growth) and on 9/30/08 (3% growth).

Costa Mesa, CA-based **EL POLLO LOCO** (founded 1975) has increased by 7 units, from 406 to 413 (2% growth) and entered into OR, UT, and VA. These are quick serve Mexican restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 60. Catering and drive-thru services are available. Locations are 60% franchised and located in the states of AZ, CA, CO, CT, GA, IL, MA, NV, OR, TX, UT, VA, and WA. We featured this concept 3 times previously (2/5/08-4% growth, 6/10/08-5% growth, and 9/23/08 (2% growth).

Beaumont, TX-based **JASON'S DELI** (founded 1976) has increased by 3 units, from 203 to 206 (1% growth) and entered into IL, OH, and PA. The restaurants are fast casual, open for lunch and dinner, with a \$6-\$12 per person check average. Catering, delivery, and online ordering are available. Seating is for about 100. Locations are franchised and located in AL, AR, AZ, CA, CO, FL, GA, IA, IL, KS, KY, LA, MO, MS, NC, NE, NM, NV, OH, OK, PA, SC, TN, TX, UT, and VA. We featured this concept on 11/27/07 (9% growth) and on 4/1/08 (5% growth).

LE PAIN QUOTIDIEN of New York, NY (founded 1994) has increased by 9 units, from 95 to 104 (9% growth). These are fast casual bakery/cafes with seating for around 50. The per person check average is around \$6-\$12. Beer and wine are served at some locations. Catering is offered. Locations are 66% franchised and are in CA, CT, DC, NY, ON, Australia, Bahrain, Belgium, France, Kuwait, Qatar, Russia, Spain, Switzerland, Turkey, UAE, and UK. We wrote about this concept on 2/12/08 (8% growth) and on 6/24/08 (4% growth).

HERE TO SERVE RESTAURANT GROUP of Atlanta, GA (founded 1993) has opened a new Asian concept called Aja increasing from 8 to 9 units (13% growth). Other concepts are Goldfish (1), Home Restaurant & Bar (1), Lola (1), Noche (1), Prime (1), Shout (1), Strip (1) and Twist (1). These are upscale restaurants with full bar and seating for about 250. Catering and banquets are offered. Per person check average is around \$15-\$50+. All locations are in GA. We reported on this company in our 2/19/08 newsletter when they had 14% growth.

Who likes to count inventory?

Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

There is a company that has a device (picture a palm pilot) you just point at the bottle. The accuracy and speed of the system are second to none. Liquor cost savings of 15-30% are common [Continued...](#)



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90% beef trimming prices have a tendency to trend inversely with the US dollar index meaning when one market is tracking higher, the other usually moves lower. [Continued...](#)

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[Continue to learn more...](#)

If you are a supplier, vendors or manufacturer and want to expand your offerings to our members. Please contact us directly:
keith@restaurantchains.net



Food Cost Control Developed to help food cost control wizards improve their craft

What other data do we offer?

As you now know, this newsletter is free. But behind the newsletter is where the real-time data lies. It comes from a dynamically changing directory that contains 16,000 corporate decision makers. 11,000 personal emails in 7300 restaurant concepts. We are the only company on the planet who stays in such close contact with the restaurant chain world.

Just say NO to dead data.

To know more including pricing options, [Continued...](#)

Newsletter Sponsorship, download media kit.

You may have noticed our new design and sponsor sections. In addition, we have created a location on the newsletter for franchisors to advertise their concepts. This newsletter is sent to more than 48,000 foodservice professionals each week. See the breakdown of our newsletter readers and download a media kit. [Continue to download...](#)

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