



# RestaurantChains.net

February 10, 2009

Data reflects change and activity during the most recent four-month period from October 2, 2008 to February 2, 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).**

Lubbock, TX-based **CAPROCK RESTAURANTS INC** (founded 1965) has increased by 1 unit for the Caprock Café concept, from 1 to 2 (100% concept growth). The group also operates another concept called Orlando's Italian Restaurant (2 units). Overall company increase was from 3 to 4 (33% company growth). The Caprock Cafes are family/casual bar and grills, open for lunch and dinner, with a full bar. Orlando's is a family/casual Italian concept, open for lunch and dinner, with a full bar. Per person check averages are about \$6-\$15+ at both concepts.

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...](#)

Orlando's offers delivery and private party facilities. The restaurants have seating for about 100-200 people. All the locations are in TX.

Fredericksburg, VA-based **PANCHO VILLA MEXICAN RESTAURANT** (founded 1993) has increased by 1 unit, from 6 to 7 (17% growth) and entered into NC. These are family/casual restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. The restaurants have a full bar and seating for about 100. Catering is available. Locations are in NC and VA.

Norcross, GA-based **HONEYBAKED HAM CO AND CAFÉ** (founded 1957) has increased by 8 units, from 404 to 412 (2% growth). These fast casual restaurants are open for lunch and dinner, with a \$4-\$8 per person check average. The cafes provide mostly take-out service, with limited seating. Catering is available. Stores are franchised and located in the states of AL, AR, AZ, CA, CO, CT, FL, GA, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, NC, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, UT, VA, WA, and WI.

**CLAIM JUMPER RESTAURANT** of Irvine, CA (founded 1977) has increased by 1 unit, from 45 to 46 (2% growth). These are family/casual American restaurants with full bar and seating for about 450. Catering and banquets are offered. The per person check average is around \$10-\$30. Locations are in AZ, CA, CO, IL, NV, OR, WA and WI.

**YARD HOUSE RESTAURANT** based in Irvine, CA (founded 1996) has increased by 1 unit, from 20 to 21 (5% growth) and expanded into NV. These are family/casual restaurants with full bar and seating for about 300. The per person check average is around \$10-\$30. Catering and banquets are offered. Locations are in AZ, CA, CO, FL, HI, IL, KS and NV.

**BARRO'S PIZZA** based in Carefree, AZ (founded 1961) has increased by 1 unit, from 24 to 25 (4% growth). These are quick serve pizza restaurants serving beer and wine. Seating is for about 50. Take out and delivery are offered. The per person check average is around \$4-\$10. All locations are in AZ.

**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](http://www.restaurantchains.net)

## EMERGING CONCEPTS

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

New York, NY-based **TWO BOOTS PIZZA** (founded 1987) has increased by 2 units, from 8 to 10 (25% growth) and entered into CA. Other trading areas are CT and NY. These family/casual pizza restaurants are open for lunch and dinner, with a full bar. Some locations have limited seating, others have seating for about 100. Catering, delivery and private party services are available.

**TOPZ HEALTHIER BURGER GRILL** based in Woodland Hills, CA (founded 1998) has increased by 2 units, from 11 to 13 (18% growth) and expanded into TN. These are fast casual restaurants with seating for about 50. The check average is around \$4-\$10. All locations are franchised and are in CA, MI, NC, TN and TX.

**WILLY'S MEXICANA GRILL** of Atlanta, GA (founded 1995) has increased by 2 units, from 17 to 19 (12% growth). These are fast casual Mexican restaurants serving beer and wine. Seating is for about 60. The check average is around \$3-\$8. All locations are in GA.

**TILTED KILT PUB & EATERY** based in Tempe, AZ (founded 2003) has increased by 3 units, from 11 to 14 (27% growth) and expanded into IA. These are family/casual American restaurants with full bar and seating for about 200. The per person check average is around \$8-\$20. All locations are franchised and are in AZ, CA, FL, IA, TX and WI. There are plans to expand into AL, GA and IL.



ACQUADA

BEVERAGE MANAGEMENT

**REPEAT GROWERS**
**Concepts previously written about in the past 18 months.**

Scottsdale, AZ-based **FOX RESTAURANT CONCEPTS** has increased by 1 unit for the Blanco Tacos & Tequila concept, from 1 to 2 (100% concept growth), 1 unit for Sauce, from 9 to 10 (11% concept growth), and added a new concept called True Food Kitchen (1 unit). The company also operates Bloom (2), Chloe's Corner (1), Montana Avenue (1), North (6), Olive & Ivy (1), The Greene House (1), Wildflower (1), and Zinburger (1). Overall company increase was from 24 to 27 (13% company growth). The restaurants are mostly family/casual concepts, serving a variety of different cuisine types. Per person check average is typically \$10-\$30. The restaurants have a full bar, most with seating for about 250. Catering and banquet facilities are available at most locations. Trading areas are AZ, CO, KS, and TX. We previously featured this restaurant group on 5/13/08 (15% company growth).

San Francisco, CA-based **MINA GROUP** (founded 2002) has increased by 1 unit for the Bourbon Steak concept, from 3 to 4 (33% concept growth; entered DC) and has also added a new concept called XIV (1 unit). Other concepts are Arcadia (1), Clock Bar (1), Michael Mina (2), Nemi (1), Nobhill Tavern (1), Saltwater (1), Seablue (2), Stonehill Tavern (1), and Stripsteak (1). Overall company increase was from 14 to 16 (14% company growth). These are upscale steak and seafood restaurants, open for dinner only (Arcadia is B/L/D), with a full bar. Seating is for about 250. Banquet facilities are available. Trading areas are AZ, CA, DC, FL, MI, NJ, and NV. We featured this company 3 times previously (11/27/07-25% growth, 4/15/08-20% growth, and 8/26/08-17% growth).

Sterling Heights, MI-based **JET'S PIZZA** (founded 1978) has increased by 7 units, from 156 to 163 (4% growth) and entered into GA. These are take-out/delivery pizza shops, open for lunch and dinner. Locations are franchised and are in FL, GA, MI, MN, NC, OH, TN, and TX, with a Florence, KY location to open this year. We wrote about this concept on 1/8/08 (5% growth) and on 5/6/08 (8% growth).

Vestavia Hills, AL-based **JIM 'N NICK'S BAR-B-Q** (founded 1985) has increased by 3 units, from 24 to 27 (13% growth). The restaurants are family/casual, with a full bar and seating for about 100. Per person check average is about \$6-\$12. Catering is available. Trading areas are AL, CO, FL, GA, NC, SC, and TN. We featured this concept on 9/4/07 (10% growth) and on 9/23/08 (9% growth).

**CACTUS CLUB CAFE** of Vancouver, BC (founded 1988) has increased by 1 unit, from 19 to 20 (5% growth). These are upscale restaurants with full bar and seating for about 200. The per person check average is around \$15-\$30+. We reported on this concept on 8/26/08 when they had 12% growth. Locations are in AB and BC.

**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.

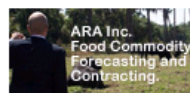
There is a company that has a device (picture a palm pilot) you just point at the bottle. The accuracy and speed of the system are second to none. [Liquor cost savings of 15-30% are common](#) [Continued...](#)



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**Restaurant eMarketing - [www.restaurantemarketing.com](http://www.restaurantemarketing.com)**


**COMMODITIES PRICING**
**The declining US Capital Supply**

The chart of the week is the January 1 US cattle and calf inventory. Twice a year (Jan and July) the USDA gives us an estimate of the total US cattle herd and various subgroups (not be to confused with the monthly cattle on feed report which just gives us cattle in feedlot numbers). Last Friday, the USDA released

their latest total cattle and calf estimate for the US which was 1.6% less than last year and the smallest since 1959. Why is the cattle herd shrinking and what does this mean for beef... [Continued...](#)

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You have probably heard lately about restaurant cooperatives. Imagine the flexibility and savings in you could receive by joining our group who negotiate and establish pricing for you with our group buying power.

There is now a significant bonafide approach we offer and ~~membership~~ membership is free.

Participants in the program include large and small restaurant operators. Driving the cooperative are regional, national, global manufacturers, suppliers and vendors who provide specific cost savings for members in the group.

To become a cooperative member, you don't need to change your current deals, distributors, sales people or items purchased.

[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](mailto: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...](#)

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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...](#)

Contacts:

Publisher:  
Keith Gellman  
[keith@restaurantchains.net](mailto:keith@restaurantchains.net)

Editorial concerns:  
Maura O'Neill  
[maura@foodservicereport.com](mailto:maura@foodservicereport.com)

Francine Graham  
[francine@foodservicereport.com](mailto:francine@foodservicereport.com)

[RestaurantChains.net](http://RestaurantChains.net)  
One Bridge Street, Suite 44, Irvington, NY 10533 | p: (914) 591- 4297 | f: (914) 591 - 4293  
[info@restaurantchains.net](mailto:info@restaurantchains.net)

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