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February 17, 2009

Data reflects change and activity during the most recent four-month period from October 9, 2008 to February 9, 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! February's Top 20 list of the fastest growing concepts with between 50 and 100 units. See the story and who made the list. [Continued...](#)

See the The January Top 10 list of the fastest growing concepts with less than 50 units [Continued...](#)

GROWING CONCEPTS

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

Austin, TX-based **IRON CACTUS** (founded 1996) has increased by 1 unit, from 4 to 5 (25% growth). These are family casual Mexican restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 300. Catering, banquets, and online ordering are available. All the units are in TX.

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...](#)

Denver, CO-based **HACIENDA COLORADO** has increased by 1 unit, from 3 to 4 (33% growth). These family/casual Mexican restaurants are open for lunch and dinner, with an \$8-\$20 per person check average. The restaurants have a full bar and seating for about 200. Catering and private party facilities are available. All locations are in CO.

Pasadena, CA-based **WETZEL'S PRETZELS** (founded 1994) has increased by 15 units, from 185 to 200 (8% growth). These are take-out pretzel shops, open for lunch and dinner hours, with a \$2-\$6 per person price average. Most locations are in malls. Units are franchised and located in AZ, CA, CO, CT, FL, GA, IA, ID, IL, IN, KS, KY, MA, MD, MI, MN, MO, MS, NC, NJ, NS, NV, NY, OH, ON, OR, PA, TN, TX, WA, Puerto Rico, Mexico, Asia, and the Middle East.

ASIAN TOO based in Winter Park, FL (founded 2006) has increased by 1 unit, from 4 to 5 (25% growth). These are fast casual Asian restaurants with seating for about 90. Beer and wine are served. Locations are open for lunch and dinner. The per person check average is around \$6-\$15+. Trading areas are FL, MA and TX.

MCMENAMINS INC of Portland, OR (founded 1974) has added a new concept called Back Stage Bar. Other concepts are Bagdad Theater Pub/backstage Bar (1), Barley Mill Pub (1), Black Rabbit Restaurant (1), Blue Moon Tavern (1), Boon's Treasury (1), Chapel Pub (1), Cornelius Pass Roadhouse (1), Courtyard Restaurant (1), Dad Watson's (1), East 19th St Café (1), Fulton Pub & Brewery (1), Greater Trumps (1), High St Brewery & Café (1), Highland Pub & Brewery (1), Hillsdale Brewery (1), Imbrie Hall (1), Ironwork Grill (1), John Barleycorn's (1), Lighthouse Brewpub (1), Market St Pub (1), Mcmenamins (19), North Bank (1), Oak Hills Brewpub (1), Olympic Club Pub (1), Power Station Pub (1), Raleigh Hills Pub (1), Ringle's Annex (1), Ringle's Pub (1), Riverwood Pub (1), Rock Creek Tavern (1), Roseburg Station Pub (1), Six Arms (1), St John's Theater & Pub (1), The Old St Francis Pub (1), The Rams Head (1), Thompson Brewery (1), White Eagle Saloon (1) and Yardhouse Pub (1). Overall company increase is from 56 to 57 (2% growth). Most concepts tend to be family/casual with full bar and seating for about 250. Locations are in OR and WA.

TACO CASA based in Gainesville, TX has increased by 2 units, from 31 to 33 (6% growth). These are quick serve Mexican restaurants with seating for around 50. The per person check average is around \$3-\$8. Catering is offered. Locations are in OK and TX.

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.

Long Island, NY-based **BAGEL BOSS** (founded 1954) has increased by 2 units, from 12 to 14 (17% growth). These quick serve bagel cafes are open for breakfast, lunch and dinner, with a \$4-\$10 per person check average. Units have limited seating. Catering, delivery and online ordering are available. Stores are individually owned and operated and located in NY.

TOPPERS PIZZA headquartered in Whitewater, WI (founded 1991) has increased by 5 units, from 19 to 24 (26% growth) and expanded into IN and MI. These are quick serve pizza restaurants with seating for about 50. Locations are more than 30% franchised and are in IL, IN, MI, MN, NC and WI.

THE COUNTER headquartered in Culver City, CA (founded 2003) has increased by 4 units, from 14 to 18 (29% growth) and expanded into CT, IL and UT. These are family/casual burger restaurants with full bar and seating for about 100. The per person check average is around \$6-\$15+. Locations are more than 80% franchised and are in CA, CO, CT, GA, IL, NC, TX and UT.

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

Birmingham, MI-based **LEO'S CONEY ISLAND** (founded 1972) has increased by 3 units, from 31 to 34 (10% growth). These are family/casual sandwich restaurants, open for breakfast, lunch and dinner. Beer and wine are served at a couple of locations, others serve no alcohol. Seating is for about 100. Per person check average is \$4-\$10. Catering is available. Locations are more than 90% franchised, all in MI. We wrote about this concept on 8/14/07 (8% growth) and on 5/20/08 (11% growth).

Irvine, CA-based **HABIT BURGER GRILL** (founded 1969) has increased by 2 units, from 23 to 25 (9% growth). This is a quick serve concept, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 40. All locations are in CA. We featured this restaurant on 12/18/07 (11% growth) and again on 9/15/08 (10% growth).

Tampa, FL-based **BEEF O'BRADY'S** (founded 1985) has increased by 8 units, from 254 to 262 (3% growth) and entered into CO and MO. These family/casual American restaurants are open for lunch and dinner, with an \$8-\$15 per person check average. Seating is for about 150. Beer and wine are served. Catering is available. More than 90% of units are franchised. Trading areas are AL, AR, CO, FL, GA, IA, IL, IN, KY, LA, MD, MI, MN, MO, MS, NC, OH, SC, TN, TX, VA, and WI. We featured this concept 3 times previously (9/11/07-5% growth, 2/12/08-7% growth and 9/17/08-2% growth).

Dallas, TX-based **PACIUGO ITALIAN GELATO** (founded 2000) has increased by 3 units, from 39 to 42 (8% growth) and entered into MI. These quick serve gelato cafes are open for lunch and dinner hours, with a \$3-\$8 per person check average. Seating is limited. Catering is available. More than 90% of stores are franchised. Trading areas are AZ, CA, CO, FL, IL, KS, MI, MT, TX, and WI. We wrote about this concept on 5/27/08 (8% growth) and on 10/7/08 (50% growth).

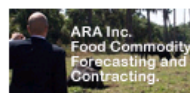
SALAD CREATIONS OF AMERICA of Margate, FL (founded 2002) has increased by 2 units, from 51 to 53 (4% growth) and expanded into CA and NJ. These are fast casual restaurants with seating for about 50. The check average is around \$4-\$10 per person. Catering is offered. Locations are more than 90% franchised and are in AZ, CA, CO, FL, HI, IL, LA, MA, MD, MI, MN, MT, NC, NJ, NV, NY, RI, SC, TX, VA, WV, Trinidad, Brazil and Kuwait. We reported on this concept in our 5/6/08 newsletter (21% growth) and on 9/23/08 (24% growth).

BD'S MONGOLIAN BBQ headquartered in Ferndale, MI (founded 1992) has increased by 1 unit, from 34 to 35 (3% growth). These are fast casual Asian BBQ restaurants with full bar and seating for about 225. The per person check average is around \$8-\$20. Catering is offered. Locations are more than 70% franchised and are in CO, FL, IL, IN, KS, KY, MD, MI, MO, OH and WI. We last reported on this concept in our 1/22/08 newsletter (10% 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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The declining US Capital Supply

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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[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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