



RestaurantChains.net

March 10, 2009

Data reflects change and activity during the most recent four-month period from November 2, 2008 to March 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! 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).

Indiana-based chain **SCOTTY'S BREWHOUSE** (founded 1996), has increased by 1 unit, from 4 to 5 (25% growth). These are family/casual restaurants, open for lunch and dinner, serving American cuisine. Per person check average is \$8-\$20. Units have a full bar and seating for about 200. Catering and private party services are available. All locations are in IN.

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...](#)

Houston, TX-based **JAMES CONEY ISLAND** (founded 1923) has increased by 1 unit, from 20 to 21 (5% growth). The restaurants are quick serve, with a \$3-\$6 per person check average. Locations serve beer and have seating for about 80. Meal periods are lunch and dinner. Catering is available. All stores are in TX.

SEITO SUSHI JAPANESE RESTAURANT of Celebration, FL (founded 2000) has increased by 1 unit, from 3 to 4 (33% growth). These are upscale Japanese restaurants with seating for about 70. Beer and wine are served. Catering is available. The per person check average is around \$15-\$30+. All are located in FL.

AURELIO'S PIZZA based in Homewood, IL (founded 1959) has increased by 3 units, from 42 to 45 (2% growth). These are family/casual Italian and pizza restaurants with seating for about 100. Catering is offered. Locations are franchised and are in CO, FL, IL, IN, MN and NV.

TOKYO STEAKHOUSE of Salem, NH (founded 1992) has increased by 1 unit, from 2 to 3 (50% growth) and expanded into MA. These are upscale Japanese restaurants with full bar and seating for about 150. The check average is around \$15-\$30+ per person. Locations are in MA and NH.

LOGAN'S ALLEY of Grand Rapids, MI (founded 2000) has increased by 1 unit for their Graydon's Crossing concept, from 1 to 2 (100% concept growth). Other concepts are Cambridge House (1), J D Reardon's (1) and Logan's Alley (1). Overall company growth is from 4 to 5 (25% company growth). These concepts tend to be family/casual with full bar and seating for about 70. The per person check average is around \$6-\$15+. All locations are in MI.

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.

Vancouver, BC-based **FRESHSLICE PIZZA** (founded 1999) has increased by 5 units, from 11 to 16 (45% growth). The restaurants are quick serve, open for breakfast, lunch and dinner hours. Delivery and online ordering are available. Units are franchised and located in BC.

TEXAS DE BRAZIL CHURRASCARIA based in Dallas, TX (founded 1998) has increased by 2 units, from 13 to 15 (15% growth) and expanded into LA. These are upscale Brazilian restaurants with full bar and seating for about 200. The check average is around \$15-\$50+ per person. Catering and banquets are offered. Locations are in CO, FL, IL, LA, NV, TN, TX and VA.

VCG HOLDING CORP headquartered in Lakewood, CO (NASDAQ: VCGH) has increased by 2 units, from 18 to 20 (11% growth) and expanded into CA. The company opened 1 unit for their Jaguar's concept, from 1 to 2 (100% concept growth) and added a new concept called Imperial Showgirls. These are restaurant/gaming locations with full bar. Banquets are offered. Other concepts are Diamond Cabaret (1), La Boheme (1), Penthouse (2), Platinum Plus (1), Pt's Clubs (9), Roxy's (1), Scheiks Palace Royale (1) and The Men's Club Of Raleigh (1). Locations are in CA, CO, FL, IL, IN, KY, ME, MN, NC and TX.



**BEVERAGE MANAGEMENT
MADE EASY**

REPEAT GROWERS

Concepts previously written about in the past 18 months.

Chicago, IL-based **POTBELLY SANDWICH WORKS** (founded 1977) has increased by 6 units, from 209 to 215 (3% growth). These quick serve sandwich restaurants are open for breakfast, lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 40. Catering, delivery and online ordering are available. Trading areas are DC, IL, IN, KY, MD, MI, MN, NJ, OH, PA, TX, VA, and WI. We have featured this concept 4 times in the past 18 months (9/25/07-7% growth, 2/12/08-26% growth, 7/1/08-8% growth, and 10/28/08-5% growth).

Broomfield, CO-based **NOODLES & CO** (founded 1995) has increased by 12 units, from 196 to 208 (6% growth). These are fast casual noodle restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Locations serve beer and wine. Seating is for about 90. Trading areas are CA, CO, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, NE, OH, OR, UT, VA, and WI. About 10% of units are franchised. We previously featured this concept on 2/19/08 (10% growth), 7/15/08 (6% growth), and 10/14/08 (8% growth).

Louisville, KY-based **TEXAS ROADHOUSE** (NASDAQ: TXRH; founded 1993) has increased by 10 units, from 312 to 322 (3% growth) and entered into VT. The restaurants are family/casual steakhouses, open for dinner only, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 250. Catering is available. Locations are franchised and are in AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, PA, RI, SC, SD, TN, TX, UT, VA, VT, WI, WV, and WY. We wrote about this concept on 5/20/08 (3% growth).

NATIVE NEW YORKER based in Gilbert, AZ (founded 1979) has increased by 1 unit, from 25 to 26 (4% growth). These are family/casual American restaurants with full bar and seating for about 200. Catering and banquets are offered. The per person check average is around \$6-\$15+. Locations are more than 90% franchised and are in AZ. There are plans to open locations in CA and TX. We last reported on this concept in our 6/17/08 newsletter when they had 17% growth.

Who likes to count inventory?

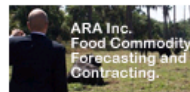
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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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COMMODITIES PRICING

Protein Deflation

The major protein markets have been trending well below their 5 year averages for most of 2009. February has been a particularly difficult month for protein prices. [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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