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March 17, 2009

Data reflects change and activity during the most recent four-month period from November 9, 2008 to March 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...](#)

Current state of the industry and opinion as it relates to unit growth:

Normal unit growth (in new opening locations) seems to have returned to growth levels not seen in three or four calendar quarters as displayed in recent legal filings. In recent weeks, location counts have risen and are close to mirroring March of last year.

Currently there is consistent multi-unit growth in the lower check average segments. However most new opening locations are single-unit, independent operations.

We anticipate future healthy growth in franchising as operators and managers seek out professional systems.

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 29 locations, they are opening stores at a rapid pace. With a successful franchise system in place this company is poised for continued growth.

[Continued...](#)

GROWING CONCEPTS

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

Mount Pleasant, SC-based **DINE WITH SAL RESTAURANT GROUP** has increased by 1 unit for the Boulevard Diner concept, from 1 to 2 (100% concept growth). Other restaurants are Long Point Grill (1), Sette (1), The Mustard Seed (3), Una Mas (1), and Village Bakery (1). Overall company growth was from 8 to 9 (13% growth). The restaurants are family/casual, open for breakfast, lunch and dinner, serving mostly American cuisine (Uno Mas is Mexican, Sette is Italian). Beer and wine are served. Average seating is for about 80. Catering is available. All locations are in SC.

Lakewood, OH-based **GEPPETTO'S PIZZA AND RIBS** (founded 1982) has increased by 1 unit, from 16 to 17 (6% growth) and entered into FL. These are quick serve pizzerias, open for lunch and dinner. A few locations have a full bar, but others serve no alcohol. Most locations have seating for about 50. Catering, delivery and online ordering are available. Trading areas are FL and OH. More than 90% of units are franchised.

Fairfax, VA-based **GREAT AMERICAN RESTAURANTS** (founded 1974) has increased by 1 unit, from 10 to 11 (10% company growth), adding a new concept called Jackson's Mighty Fine Food & Lucky Lounge. Other concepts are Artie's (1), Best Buns Bread Co (1), Carlyle (1), Coastal Flats (2), Mike's American Grill (1), Silverado (1), and Sweetwater Tavern (3). These are mainly family/casual restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. Full bar is available and seating is for about 200. All locations are in VA.

BECKS PRIME RESTAURANT based in Houston, TX has increased by 1 unit, from 8 to 9 (13% growth). These are quick serve restaurants serving beer and wine. The check average is around \$6-\$15+ per person. Catering and drive thru are offered. All locations are in TX.

LEEANN CHIN INC based in Bloomington, MN (founded 1980) has increased by 3 units for their Leeann Chin concept, from 37 to 40 (8% concept growth). There is a second 5 unit concept called Chin's Asia Fresh. Overall company growth is from 42 to 45 (7% company growth). Concepts are fast casual Chinese restaurants with seating for about 80. Beer and wine are served. The per person check average is around \$4-\$10. Locations are in MN and WI.

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.

Rockford, IL-based **MEG'S DAILY GRIND** (founded 2001) has increased by 2 units, from 4 to 5 (50% growth). These are quick serve coffee/cafes, open for breakfast, lunch and dinner. Per person check average is \$2-\$6. Seating is for about 30. Catering, delivery and drive-thru services are available. All stores are in IL.



**BEVERAGE MANAGEMENT
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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Scottsdale, AZ-based **GRIMALDI'S COAL BRICK-OVEN PIZZERIA** (founded 1931) has increased by 3 units, from 9 to 12 (33% growth). The restaurants are family/casual pizzerias, open for lunch and dinner, with a \$6-\$12 per person check average. Locations have a full bar and seating for about 125. Catering, delivery and private party services are available. Trading areas are AZ, NV, NY, and TX. We featured this concept on 7/1/08 (29% growth).

Minneapolis, MN-based **BUFFALO WILD WINGS** (NASDAQ: BWLD; founded 1982) has increased by 28 units, from 545 to 573 (5% growth) and entered into ID and MA. These are family/causal restaurant/bars, specializing in chicken entrees. Seating is for about 200. Catering is available. Between 60% and 70% of units are franchised and are located in the states of AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NM, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WI, and WV. We wrote about this concept on 11/11/08 (5% growth).

Oakville, ON-based **MADE IN JAPAN TERIYAKI EXPERIENCE** (founded 1986) has increased by 6 units, from 125 to 131 (5% growth) and entered into AZ. This fast casual Japanese concept is located in mall food courts. Meal periods are lunch and dinner, with a per person check average of \$4-\$10. Catering is available. Trading areas are AB, AZ, BC, CA, FL, GA, MB, NB, NS, NY, ON, PQ, and 9 other countries worldwide. We wrote about this concept 4 times previously (10/30/07-7% growth, 3/18/08-4% growth, 8/19/08-5% growth, and 11/18/08-2% growth).

Pompano Beach, FL-based **ANTHONY'S COAL FIRED PIZZA** (founded 2002) has increased by 2 units, from 12 to 14 (17% growth). These are family/casual pizza restaurants open for lunch and dinner. Beer and wine are served. Seating is for about 70. All units are in FL. We featured this concept on 11/13/07 (40% growth) and on 3/18/08 (29% growth).

RIB CITY GRILL of Fort Myers, FL (founded 1989) has increased by 1 unit for Rib City Grill from 26 to 27 (4% concept growth) and expanded into MO. These are family/casual BBQ restaurants with full bar and seating for about 100. The check average is around \$8-\$20. There is a second 1-unit concept called The Veranda Restaurant. Overall company growth is from 27 to 28 (4% company growth). Locations are in CO, FL, MI, MO, OH, OR, UT and WA. About half are franchised. We reported on this concept in our 6/10/08 newsletter (26% growth) and our 10/28/08 newsletter (13% growth).

RUSTY BUCKET CORNER TAVERN of Worthington, OH has increased by 1 unit, from 10 to 11 (10% growth). These are family/casual American restaurants with full bar and seating for about 100. Catering and banquets are offered. The check average is around \$6-\$12 per person. We wrote about this concept in our 2/12/08 newsletter (14% growth) and our 6/24/08 newsletter (25% growth). Locations are in MI and OH.

Who likes to count inventory?

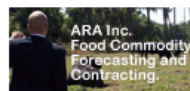
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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

Chicken Production Changes

2009 will likely experience the first downturn in chicken output in 34 years. [Continued...](#)

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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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