



# RestaurantChains.net

March 24, 2009

Data reflects change and activity during the most recent four-month period from November 16, 2008 to March 16, 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 22 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).

Vancouver, BC-based **JOEYS RESTAURANTS** has increased by 1 unit for the Joeys Restaurant concept, from 16 to 17 (6% concept growth). The company also operates a 1-unit concept called OPM Asian Bistro. Overall company growth was from 17 to 18 (6% growth). Joeys is a family/casual Italian restaurant, open for lunch and dinner, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 250. Trading areas are AB, BC, MB, and WA.

Santa Cruz, CA-based **ERIK'S DELICAFE** (founded 1973) has increased by 2 units, from 24 to 26 (8% growth). The cafes are open for lunch and dinner, with a \$3-\$6 per person check average. Units seat about 60. Catering is available. More than 90% of the stores are franchised. All are located in CA.

Lebanon, TN-based **CRACKER BARREL OLD COUNTRY STORE** (NASDAQ: CBRL; founded 1969) has increased by 9 units, from 579 to 588 (2% growth). These family/casual American restaurants are open for breakfast, lunch and dinner, with a \$6-\$12 per person check average. Seating is for about 175. Trading areas are AL, AR, AZ, CO, CT, DE, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NY, OH, OK, PA, RI, SC, SD, TN, TX, UT, VA, WI, and WV.

**HAM'S RESTAURANT** of Greensboro, NC (founded 1935) has increased by 1 unit for their Brewster's concept, from 1 to 2 (100% concept growth). Other concepts are Barn Dinner Theater (1), Butlers (5), Hams Restaurant (23) and Mr. Ups (1). Overall company increase from 31 to 32 (3% company growth). The concepts tend to be family/casual with full bar and seating for about 200. The check average is around \$6-\$12 per person and catering is offered. Locations are in FL, NC, VA and VT. About half are franchised.

**LA BELLE VIE** of Minneapolis, MN (founded 1998) has increased by 1 unit, from 3 to 4 (33% growth) adding a new concept called Bario's. Other concepts are La Belle Vie (1), Smiley's Carribean Bbq (1) and Solera (1). Units tend to be upscale with full bar and seating for about 150. The check average is around \$15-\$30+ per person. Banquets are offered. All are located in MN.

**FIGO PASTA** based in Atlanta, GA (founded 2002) has increased by 1 unit, from 6 to 7 (17% growth). These are fast casual Italian restaurants with seating for about 70. Catering is offered and beer and wine are served. The check average is around \$6-\$15+ per person. All are located in GA.



**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.

Gurnee, IL-based **JIMANO'S PIZZERIA** (founded 1998) has increased by 2 units, from 11 to 13 (18% growth) and entered into CA. Other locations are in IL and WI. These quick serve pizzerias are open for lunch and dinner. Beer and wine are available at some locations. Seating is for about 20. Catering and delivery are available. All units are franchised.



**BEVERAGE MANAGEMENT  
MADE EASY**

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

Boston, MA-based **BOLOCO INSPIRED BURRITOS** (founded 1997) has increased by 3 units, from 13 to 16 (23% growth). These are fast casual Mexican restaurants, open for breakfast, lunch and dinner. Per person check average is \$3-\$8. Seating is for about 40. Catering and online ordering are available. Stores are franchised and located in MA, NH, and VT. We featured this concept on 10/9/07 (5% growth)

Wheat Ridge, CO-based **QDOBA MEXICAN GRILL** (founded 1995) has increased by 26 units, from 454 to 480 (6% growth) and entered into DE and KS. These are fast casual restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Beer and wine are served. Seating is for about 80. Catering is available. Trading areas are AK, AL, AR, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NJ, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WA, WI, WV, and WY. Between 60% and 70% of units are franchised. We wrote about this concept on 3/25/08 (12% growth) and on 8/26/08 (6% growth). Qdoba is a subsidiary of San Diego, CA-based Jack in the Box restaurants (NASDAQ: JACK).

Los Angeles, CA-based **INTERNATIONAL COFFEE & TEA CO** (founded 1963) has increased by 36 units, from 669 to 705 (5% growth). These are quick serve coffee shops, open for breakfast, lunch and dinner hours. Per person check average is from \$2-\$6. Most units have seating for about 20. Between 60% and 70% of the stores are franchised. Trading areas are AZ, CA, HI, NV, Asia, Mexico, and the Middle East. We featured this concept on 8/12/08 (13% growth) and on 11/25/08 (3% growth).

**ZAXBY'S** headquartered in Athens, GA (founded 1990) has increased by 18 units, from 447 to 465 (4% growth). These are family/casual chicken restaurants with seating for about 90. The check average is around \$6-\$12 per person. Catering is offered. Locations are franchised and are in AL, AR, FL, GA, KY, MS, NC, OH, SC, TN, TX and VA. We reported on this concept on 3/4/08 (6% growth), 7/22/08 (2% growth) and 10/21/08 (5% growth).

**ZPIZZA** based in Newport Beach, CA (founded 1986) has increased by 10 units, from 85 to 95 (12% growth). These are quick serve pizza restaurants with seating for about 30. Beer and wine are served and catering is offered. More than 70% are franchised and are in AZ, CA, CO, GA, HI, MD, MN, MT, NC, NV, OH, PA, SC, TX and VA. We reported on this concept on 4/22/08 (9% growth), 8/26/08 (5% growth) and 12/2/08 (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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**Lots of Choice Beef**

The percentage of cattle grading choice for the last week of February was 63.24%, the highest percentage since record keeping began in 1997.

[Continued...](#)

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[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...](#)

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