



RestaurantChains.net

April 7, 2009

Data reflects change and activity during the most recent four-month period from November 30, 2008 to March 30, 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! April's Top 10 list is here! [Continued...](#)

GROWING CONCEPTS

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

Southfield, MI-based **SWEET LORRAINE'S** (founded 1982) has increased by 1 unit, from 3 to 4 (33% growth) and entered into PA. Other locations are in MI. This is an upscale concept, serving American cuisine. Meal periods are breakfast, lunch and dinner. Per person check average is around \$15-\$30. Beer and wine are served. Seating is for about 200. Catering and banquet facilities are available.

Ann Arbor, MI-based **SWEETWATERS COFFEE & TEA** (founded 1994) has increased by 1 unit, from 2 to 3 (50% growth). These quick serve bakery/cafes are open for breakfast, lunch and dinner, with a \$2-\$6 per person check average. Seating is for about 20. Catering is available. One unit is franchised and all are in MI.

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

[Continued...](#)



EGG HARBOR CAFE headquartered in Lincolnshire, IL (founded 1985) has increased by 1 unit, from 14 to 15 (7% growth). These are family/casual American restaurants with seating for about 100. The check average is around \$3-\$8 per person. Units are open for breakfast and lunch. Locations are in IL and WI.

IL MULINO of New York, NY (founded 1981) has increased by 1 unit, from 11 to 12 (9% growth) and expanded into GA. These are upscale Italian restaurants with full bar and seating for about 80. Locations are open for dinner with a per person check average of around \$15-\$50+. Banquets are offered. Locations are in DC, FL, GA, IL, NJ, NV and NY.

MR GREEK RESTAURANTS based in Toronto, ON (founded 1988) has increased by 4 units for their Mr. Greek Mediterranean Grill concept, from 13 to 17 (31% concept growth). These are family/casual Greek restaurants with full bar and seating for about 150. The check average is around \$6-\$15+ per person. Catering is offered. There is also a second concept called Mr. Greek Express (9 units). Overall company growth is from 22 to 26 (18% company growth). Locations are more than 80% franchised and are in ON.



NEW! See the 1st quarter 2009 expansion and pull-out list by state.

See the results... [Continued...](#)

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.

Mobile, AL-based **WINTZELL'S OYSTER HOUSE** (founded 1938) has increased by 2 units, from 6 to 8 (33% growth). These family/casual seafood restaurants are open for lunch and dinner, with a \$10-\$20 per person check average. Catering and banquets are available. About 10% of the units are franchised. Trading areas are AL and MS.

DU-PAR'S RESTAURANT & BAKERY based in Los Angeles, CA (founded 1938) has increased by 4 units, from 3 to 7 (133% growth). These are family/casual restaurants with full bar and seating for about 150. They are open for breakfast, lunch and dinner. The check average is around \$6-\$15+ per person. Catering and banquets are offered. All locations are in CA.



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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Northbrook, IL-based **LOU MALNATTI'S PIZZA** (founded 1971) has increased by 2 units, from 28 to 30 (7% growth). Some of the locations are family/casual Italian and pizza restaurants, with a full bar and seating for about 200. Some are take-out/delivery only. Per person check

average is about \$6-\$12. Meal periods are lunch and dinner. Catering, banquet and online ordering services are available. All units are in IL. We wrote about this concept on 4/8/08 (8% growth).

Mount Olive, NC-based **ANDY'S BURGERS SHAKES & FRIES** (founded 1991) has increased by 3 units, from 105 to 108 (3% growth). These are family/casual burger restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 70. All units are in NC. We reported on this concept on 4/1/08 (8% growth).

Nashville, TN-based **OTTER'S CHICKEN TENDERS** (founded 2003) has increased by 1 unit, from 3 to 4 (33% growth) and entered into LA. All other units are in TN. This is the first franchised unit for the company (another is planned for Murfreesboro, TN this year). The restaurants are family/casual, open for lunch and dinner, with a \$4-\$10 per person check average. Beer is served. Seating is for about 100. Catering is available. We wrote about this company on 11/18/08 (50% growth).

CHEESEBURGER CHARLEY'S of Nashville, TN (founded 1988) has increased by 1 unit, from 10 to 11 (10% growth). These are quick serve burger restaurants with seating for about 30. The per person check average is around \$3-\$8. Locations are 91% franchised and are in TN. We reported on this concept in our 12/2/08 newsletter (25% growth).

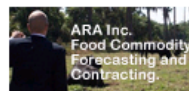
BRIXX WOOD FIRED PIZZA of Charlotte, NC (founded 1998) has increased by 1 unit, from 13 to 14 (8% growth). These are family/casual pizza restaurants with seating for about 250. Beer and wine are served. The per person check average is around \$6-\$12. Catering is offered. Locations are in NC, SC and TN. We reported on this concept on 11/25/08 when they had 30% 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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Prudent Protein Hedging

Hog farmers, like the rest of the protein industry, have struggled with profitability which has led to curbed production levels. [Continued...](#)

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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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