



RestaurantChains.net

April 14, 2009

Data reflects change and activity during the most recent four-month period from December 6, 2008 to April 6, 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).

Mississippi-based Mexican restaurant chain, **LA FIESTA BRAVA**, has increased by 1 unit, from 6 to 7 (17% growth). The restaurants are family/casual, open for lunch and dinner, with a \$6-\$12 per person check average. Restaurants offer a full bar and seating for about 150. Catering, delivery, and banquet facilities are available. All units are in MS.

Brentwood, TN-based **SANTA FE CATTLE CO** (ticker: SFHD.PK; founded 1996) has increased by 2 units, from 28 to 30 (7% growth). These are family/casual restaurants, serving American cuisine. Meal periods are lunch and dinner. Per person check average is \$10-\$30. All locations have a full bar and seating for about 225. Trading areas are AL, GA, IN, MS, OK, and TN, with locations to open in Clermont, FL and Hammond, LA

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...](#)

in the summer of 2009.

CODY'S ORIGINAL ROADHOUSE based in Clearwater, FL has increased by 1 unit, from 13 to 14 (8% growth). These are family/casual American restaurants with full bar and seating for about 125. The check average is around \$8-\$20 per person. Catering is offered. Locations are in FL, ME and NC.

CAMERON MITCHELL RESTAURANTS of Columbus, OH (founded 1993) has increased by 1 unit for Ocean Prime, from 4 to 5 (25% concept growth). These are upscale seafood restaurants with full bar and seating for about 250. Per person check average is around \$15-\$30+. Catering and banquets are offered. Other concepts are Cameron's American Bistro (1), Cap City Diner (2), M (1), Marcella's Ristorante (2), Martini Italian Bistro (2), Martini Modern Italian (1), Mitchell's Ocean Club (1), and Molly Woo's (1). Overall company growth is from 15 to 16 (7% company growth). Locations are in AZ, FL, KY, MI and OH.

NATURE'S WAY CAFÉ based in North Palm Beach, FL (founded 1978) has increased by 1 unit, from 14 to 15 (7% growth). These are fast casual sandwich restaurants with seating for about 40. The per person check average is around \$3-\$8. Catering is offered. Locations are more than 90% franchised and are in FL.



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.

Lutherville, MD-based **BILL BATEMAN'S** (founded 1987) has increased by 1 unit for the Bill Bateman's Bistro concept, from 8 to 9 (13% concept growth) and by 1 unit for Bill Bateman's Express, from 3 to 4 (33% concept growth). The company also operates one Bill Bateman's Raw Bar location. Overall company increase was from 12 to 14 (17% company growth). The bistro locations are family/casual, with a \$10-\$30 per person check average, full bar, and seating for about 350. The express locations are quick serve, mostly take-out. Meal periods are lunch and dinner. Catering and banquet services are available. Trading areas are MD and PA. Four units are franchised (29%).

Eugene, OR-based **CAFE YUMM** (founded 1997) has increased by 2 units, from 7 to 9 (29% growth). The restaurants are fast casual, open for breakfast, lunch and dinner, with a \$4-\$10 per person check average. Seating is for about 90. Beer and wine are served. Catering is available. All locations are in OR. More than 90% of units are franchised.

EDDIE V'S RESTAURANTS INC of Scottsdale, AZ has increased by 2 units, from 9 to 11 (22% growth). The company has opened a new location for their Eddie V's concept, from 3 to 4 units (33% concept growth) and a new location for their Roaring Fork concept, from 3 to 4 (33% concept growth). These are upscale steak and seafood restaurants with full bar and seating for about 250. The per person check average is around \$15-\$50+. Dinner is served and banquets are offered. There is a third concept called Wildfish Seafood Grill (3 units). Locations are in AZ, CA and TX.

DA7ROG COFFEE COMPANY based in Denver, CO (founded 1996) has

increased by 5 units, from 19 to 24 (26% growth) and expanded into AZ and CA. These are quick serve coffeehouses with seating for about 20. The check average is around \$2-\$6 per person. Locations are in AZ, CA and CO.

MANNY & OLGA'S PIZZA based in Washington, DC has increased by 3 units, from 9 to 12 (33% growth) and expanded into NV. These are quick serve pizza restaurants with seating for about 40. Delivery is offered. Locations are 33% franchised and are in DC, MD, NC, NV and VA.



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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Atlanta, GA-based **METROTAINMENT CAFES** (founded 1991) has increased by 1 unit for the Hudson Grill concept, from 2 to 3 (50% concept growth). The company also operates Cheyenne Grill (1), Cowtippers (1), Einstein's (1), Garrison's Broiler & Tap (2), Joe's (2), and Metrotainment Bakery (1). Overall company increase was from 10 to 11 (10% company growth). Most of the restaurants are family/casual, open for lunch and dinner, with a \$10-\$30 per person check average. Most locations have a full bar and seating for about 250. Catering and banquets are available. All the restaurants are located in GA. We previously wrote about this company on 10/30/07 (10% company growth).

Newark, DE-based **SEASONS PIZZA & RESTAURANT** has increased by 2 units, from 19 to 21 (11% growth) and entered into PA. These are family/casual Italian and pizza restaurants. Meal periods are lunch and dinner. Per person check average is about \$6-\$12. Most locations serve beer and wine, with seating for about 60. Catering, delivery, and private party services are available. Between 20% and 30% of the units are franchised. Trading areas are DE, MD, NJ, and PA. We featured this concept on 11/20/07 (14% growth) and again on 8/5/08 (13% growth).

Farmers Branch, TX-based **TACO BUENO** (founded 1967) has increased by 3 units, from 186 to 189 (2% growth) and entered into KY. These quick serve Mexican restaurants are open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 50, with drive-thru service also available. Trading areas are AR, IN, KS, KY, LA, MO, NE, NM, OK, and TX. We featured this concept on 11/6/07 (4% growth) and on 3/12/08 (3% growth).

New York, NY-based **CRUMBS BAKESHOP** (founded 2003) has increased by 6 units, from 12 to 18 (50% growth) and entered into CT and NJ. These are quick serve cupcake cafes, open for breakfast, lunch and dinner hours. Per person check average is \$4-\$10. Seating is for about 10-20. Catering, delivery and online ordering are available. Trading areas are CA, CT, NJ, and NY. We wrote about this concept on 8/5/08 (14% growth) and on 11/18/08 (50% 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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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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