



RestaurantChains.net

April 21, 2009

Data reflects change and activity during the most recent four-month period from December 13, 2008 to April 13, 2009

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Over the years they have developed a sound system of integrating four separate revenue centers. Growing

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).

Maitland, FL-based **SONNY'S REAL PIT BBQ** (founded 1968) has increased by 1 unit, from 128 to 129 (1% growth). These family/casual BBQ restaurants are open for lunch and dinner, with a \$6-\$15+ per person check average. Beer and wine are available and seating is for about 200. Catering services are offered. Locations are franchised and located in AL, FL, GA, KY, LA, MS, NC, SC, and TN.

Metairie, LA-based **FAT TUESDAY** (founded 1983) has increased by 1 unit for the Fat Tuesday concept, from 19 to 20 (5% concept growth) and by 2 units for New Orleans Original Daiquiris, from 30 to 32 (7% concept growth). Overall company increase was from 49 to 52 (6% company growth). These are family/casual daiquiri bars, with limited food.

strong with 22 units, The Greene Turtle offers franchisees a complete system of training, development and execution.

[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...](#)

Locations have seating for about 150 and are open during lunch and dinner hours. Per person check average is about \$6-\$12. Trading areas are AZ, FL, LA, NV, PA, SC, and Mexico.

WHITE LODGING based in Merrillville, IN (founded 1985) has increased by 1 unit for Coaches Bar and Grill, from 1 to 2 (100% concept growth). These are family/casual restaurants with full bar and seating for about 200. Catering and banquets are offered. Other concepts are Bin 595 (1), Blu Italian Mediterranean Grill (1), Champions (3), Circle City Bar & Grill (1), Dempsey's Irish American Grill (1), Flatz (1), J W Steakhouse (1), Legend's Sports Bar & Grill (1), Limestone Lounge & Kitchen (1), Parkway Grille (1), Sonoma's (1), T J Maloney's (1), Tgi Friday's (1) and Viand Bar & Kitchen (1). Overall company growth is from 17 to 18 (6% company growth). Locations are in CO, FL, IL, IN, KY, MI and TX.

PLUCKERS WING FACTORY & GRILL headquartered in Austin, TX (founded 1995) has increased by 1 unit, from 8 to 9 (13% growth). These are family/casual chicken restaurants with seating for about 100. Beer is served. Catering and banquets are offered. The check average is around \$6-\$12 per person. Locations are franchised and are in LA and TX.

FORD RESTAURANT GROUP based in Lakeway, TX (founded 1989) has increased 1 unit for Rudy's Country Store BBQ, from 26 to 27 (4% concept growth). These are family/casual BBQ restaurants with seating for about 200. The per person check average is around \$6-\$12. Other concepts are Elite Circle Grill (1) and Ozona Grill & Bar (2). Overall company growth is from 29 to 30 (3% company growth). Locations are more than 30% franchised and are in NM, OK and TX.



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.

Texas-based **PALIO'S PIZZA CAFÉ** has increased by 3 units, from 17 to 20 (18% growth). These are quick serve Italian/pizza restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Beer is served at some locations. Catering, delivery and online ordering are also available. All the units are in TX.

New Jersey-based quick serve pizza chain **VENUTO'S OLD WORLD PIZZA** (founded 2007) has increased by 2 units, from 8 to 10 (25% growth) and entered into FL. The restaurants are open for lunch and dinner, offering delivery and online ordering services. Trading areas are FL, NJ, and PA. All locations are franchised.



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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Covington, LA-based **SMOOTHIE KING** (founded 1973) has increased by 19 units, from 581 to 600 (3% growth). These quick serve juice/smoothie cafes are open for breakfast, lunch and dinner hours, with a \$4-\$8 per person check average. Catering is available. Seating is for about 10. Trading areas are AL, AR, AZ, CA, CO, DC, FL, GA, IA, IL, IN, KY, LA, MD,

Trading areas are AL, AR, AZ, CA, CO, DC, FL, GA, IA, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, NC, NJ, NM, NY, OH, OK, SC, TN, TX, UT, VA, WI, and South Korea. All units are franchised. We previously featured this concept on 4/15/08 (4% growth).

Omaha, NE-based **GODFATHER'S PIZZA** (founded 1973) has increased by 14 units, from 633 to 647 (2% growth). These are quick serve pizzerias, open for lunch and dinner. Catering, delivery, and online ordering are available. Beer and wine are available at some locations. Units have seating for about 20-50. Locations are franchised and located in the states of AK, AL, AR, AZ, CA, CO, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MI, MN, MO, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WI, WV, and WY. We previously featured this concept on 12/11/07 (3% growth).

Jacksonville, FL-based **FIREHOUSE SUBS** (founded 1994) has increased by 19 units, from 345 to 364 (6% growth) and entered into CO and MO. These quick serve sandwich restaurants are open for lunch and dinner, with a \$3-\$8 per person check average. Units have seating for about 20. Catering and online ordering are available. Locations are franchised and located in the states of AL, AR, AZ, CO, FL, GA, KY, LA, MO, MS, NC, NV, OK, SC, TN, TX, and VA. We have previously featured this concept 4 times (12/11/07-12% growth, 5/6/08-5% growth, 9/9/08-6% growth, and 12/30/08-1% growth).

NEW YORK PIZZERIA of Houston, TX (founded 1992) has increased 1 unit for their Russo's concept, from 1 to 2 (100% concept growth). These are family/casual pizza restaurants with full bar and seating for about 100. The check average is around \$6-\$15+ per person. Catering is offered. The New York Pizzeria concept has 21 units. Overall company increase is from 22 to 23 (5% company growth). Locations are in TN and TX. We reported on this concept on 11/25/08 newsletter (5% growth).

MELLOW MUSHROOM of Atlanta, GA (founded 1974) has increased by 3 units, from 96 to 99 (3% growth) and expanded into AZ. These are quick serve pizza restaurants with full bar and seating for about 60. Locations are open for lunch and dinner and catering is offered. Locations are more than 90% franchised and are in AL, AR, AZ, FL, GA, IN, KY, LA, MS, NC, OH, SC, TN, TX and VA. We reported on this concept on 8/26/08 (5% growth) and on 1/6/09 (12% growth).

STEVIE B'S PIZZA based in Kennesaw, GA (founded 1996) has increased by 2 units, from 30 to 32 (7% growth). These are buffet pizza restaurants with seating for about 175. The per person check average is around \$6-\$12. Banquets are offered. Locations are more than 90% franchised and are in AL, FL, GA, MI, OH, SC and TN. We last wrote about this concept on 1/6/09 when they had 7% 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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Choice Beef Surprise

Choice beef prices typically move upward during the mid spring. [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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