



RestaurantChains.net

May 5, 2009

Data reflects change and activity during the most recent four-month period from December 27, 2008 to April 27, 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!

May's Top 20 Fastest growing concepts (with between 50 and 100 units),

[See who made the list. Continued...](#)

April's Top 10 list [Continued...](#)

GROWING CONCEPTS

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

San Clemente, CA-based **PICK UP STIX** (founded 1989) has increased by 3 units. from 98 to 101 (3% growth). These fast casual Chinese

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...](#)

restaurants are open for lunch and dinner, with a \$4-\$10 per person check average. Catering, delivery and online ordering are available. Units have seating for about 70. Trading areas are AZ, CA, and NV. Less than 10% of the locations are franchised. Pick Up Stix is a subsidiary of Carrollton, TX-based Carlson Restaurants Worldwide.

Cincinnati, OH-based **JEFF RUBY CULINARY ENTERTAINMENT** (founded 1981) has increased by 1 unit, from 6 to 7 (17% growth), adding a new upscale concept called Bootsy's, serving a multitude of cuisine types. All Jeff Ruby restaurants are upscale, mostly steakhouses, with a \$15-\$50+ per person check average. The restaurants have full bar and seating for about 250. Banquet facilities are available. Other concepts include Carlo & Johnny (1), Jeff Ruby's Steakhouse (3), The Precinct (1), and The Waterfront (1). Trading areas are IN, KY, and OH.

Atlanta, GA-based **TWISTED TACO** (founded 2002) has increased by 1 unit, from 3 to 4 (33% growth). These are family/casual Mexican restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. The restaurants have a full bar and seating for about 250. Catering and private party services are available. All locations are in GA, with a 5th unit scheduled to open soon in Atlanta. Franchise opportunities are available.

DONERAKI RESTAURANT based in Houston, TX (founded 1973) has increased by 1 unit, from 2 to 3 (50% growth). These are family/casual Mexican restaurants with full bar and seating for about 300. The check average is around \$8-\$20 per person. Banquets and catering are offered. All locations are in TX.

ROCKIN BAJA LOBSTER based in Newport Beach, CA (founded 1985) has increased by 1 unit, from 5 to 6 (20% growth). These are family/casual seafood restaurants with full bar and seating for about 225. The check average is around \$10-\$30 per person. Banquets are offered. All locations are in CA. Franchising is offered.

ACAPULCO FRESH MEXICAN GRILL of Redmond, WA has increased by 1 unit, from 5 to 6 (20% growth). These are quick serve Mexican restaurants with seating for about 80. Catering is offered. Beer is served. The per person check average is around \$4-\$10. All locations are in WA.

POLLARD'S CHICKEN headquartered in Virginia Beach, VA (founded 1967) has increased by 1 unit, from 6 to 7 (17% growth). These are quick serve chicken restaurants with seating for about 80. The per person check average is around \$3-\$8. Catering and banquets are offered. All locations are in VA.



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.

Scottsdale, AZ-based **DESERT ISLAND RESTAURANTS** (founded 2001) has increased by 1 unit for the Ling & Louie's concept, from 2 to 3 (50% concept growth) and by 1 unit for Romano's Macaroni Grill, from 1 to 2 (100% concept growth). The company also operates Thaipoon (1) and franchises 5 Ruth's Chris Steakhouse locations. Overall company increase was from 9 to 11 (22% company growth). The unique concepts are Asian-themed, family/casual restaurants with an \$8-\$20 per person check average. Locations have a full bar and average seating for about 250. Catering and banquet services are offered. Trading areas are AZ, CO, HI, and UT. Franchising is available.



**BEVERAGE MANAGEMENT
MADE EASY**

REPEAT GROWERS

Concepts previously written about in the past 18 months.

Denver, CO-based **SMASHBURGER** (founded 2007) has increased by 3 units, from 9 to 12 (33% growth) and entered into TX. These are fast casual burger restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Beer and wine are served. Seating is for about 70. Online ordering is available. Units are franchised and located in CO, KS, and TX, with MN, UT, and OK locations to open in the next few months. We previously featured this concept in our 12/30/08 newsletter (80% growth).

Southfield, MI-based **HAPPY'S PIZZA** (founded 1994) has increased by 5 units, from 37 to 42 (14% growth). These take-out pizzerias are open for lunch and dinner. Seating is for about 10. Catering and delivery are available. Units are franchised and located in MI and OH. We featured this concept on 4/15/08 (17% growth).

Emeryville, CA-based **FREEBIRDS WORLD BURRITO** (founded 1987) has increased by 2 units, from 22 to 24 (9% growth). These are fast casual Mexican restaurants, open for lunch and dinner. Per person check average is around \$4-\$8. Beer is served. Seating is for about 200. Catering and online ordering are available. Locations are in OK and TX. We wrote about this concept on 5/6/08 (5% growth) and on 12/16/08 (10% growth). Freebirds is a subsidiary of Tavistock Restaurants.

Cincinnati, OH-based **PENN STATION EAST COAST SUBS** (founded 1985) has increased by 6 units, from 200 to 206 (3% growth). These are fast casual sandwich shops, open for lunch and dinner, with a \$4-\$8 per person check average. Seating is for about 50 at most units. Locations are franchised and located in the states of IL, IN, KY, MI, MO, NC, OH, PA, SC, TN, VA, and WV. We featured this concept on 12/18/07 (5% growth), 9/2/08 (3% growth), and 12/9/08 (6% growth).

ICEBERG DRIVE-INN based in Salt Lake City, UT (founded 1960) has increased by 1 unit, from 13 to 14 (8% growth) and expanded into ID. These are quick serve burger restaurants with seating for about 70. The per person check average is around \$3-\$8. Units are more than 80% franchised and are in ID and UT. We last reported on this concept on 8/12/08 when they had 17% growth.

Who likes to count inventory?

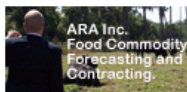
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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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COMMODITIES PRICING

Ethanol and Corn Demand

Most major users of feed corn continue to struggle with profitability but there may be a ray of hope for the ethanol industry. [Continued...](#)

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keith@restaurantchains.net



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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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