



# RestaurantChains.net

June 2, 2009

Data reflects change and activity during the most recent four-month period from January 25, 2009 to May 25, 2009

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## FRANCHISE SPOTLIGHT

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Over the years they have developed a sound system of integrating four separate revenue centers. Growing strong with 22 units, The Greene Turtle offers franchisees a complete system of

## 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. [Pricing for chain data.](#)

*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.

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## 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).

Murrysville, PA-based **FOX'S PIZZA DEN** (founded 1971) has increased by 2 units, from 296 to 298 (1% growth). These are take-out/delivery pizzerias, open for lunch and dinner. Online ordering is available. Trading areas are AL, AR, AZ, CA, CO, CT, FL, GA, IL, KY, LA, MA, MD, MI, MO, MS, NC, NM, NV, NY, OH, PA, SC, SD, TN, TX, VA, WI, and WV. More than 90% of locations are franchised.

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...](#)

Chicago, IL-based **BRAVO RESTAURANTS INC** (founded 1978) has increased by 1 unit for the Gino's East concept, from 13 to 14 (8% concept growth). The company also operates Ed Debevic's (2), Mitchell's Soda Shop (2), and Edwardo's (9). Overall company increase was from 26 to 27 (4% company growth). Edwardo's and Gino's East are family/casual pizzerias, serving beer and wine, with a \$6-\$15+ per person check average. Seating is for about 100. Catering, delivery, online ordering, and private party services are available. Ed Debevic's is a family/casual American restaurant. Mitchell's Soda Shop is quick serve ice cream. Trading areas are IL, IN, and WI.

Whitefish, MT-based **MACKENZIE RIVER PIZZA CO** (founded 1993) has increased by 1 unit, from 12 to 13 (8% growth) and entered into ID. All other units are in MT. These are family/casual pizza restaurants, open for lunch and dinner. Per person check average is \$6-\$12. Locations have a full bar and seating for about 150. Catering, banquets, and delivery are available.

**WEATHERVANE SEAFOOD** based in Kittery, ME (founded 1969) has increased by 1 unit, from 14 to 15 (7% concept growth). These are upscale seafood restaurants with full bar and seating for about 250. The check average is around \$10-\$30 per person. Catering is offered. There is a second one unit concept called Original Shack. Overall company growth is from 15 to 16 (7% company growth). Locations are in MA, ME and NH.

**ARIZONA STEAKHOUSE** of Simpsonville, SC has increased by 1 unit for their Travinia Italian Kitchen concept, from 4 to 5 (25% concept growth). These are upscale Italian restaurants with full bar and seating for about 175. The check average is around \$15-\$30+ per person. Catering and banquets are offered. Other company concepts are Arizona Steakhouse (2) and Arizona's At Stonecrest (2). Overall company growth is from 8 to 9 (13% company growth). Locations are in GA and SC.



**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](http://www.restaurantchains.net)

#### EMERGING CONCEPTS

**Concepts with 20 units or less who grew by at least 2 units.**

Sugar Land, TX-based **BOUDREAU'S CAJUN KITCHEN** has increased by 3 units, from 4 to 7 (75% growth). The restaurants are fast casual, with a \$6-\$12 per person check average. Locations have a full bar and seating for about 250. Meal periods are lunch and dinner. Catering is available. All units are in TX. Franchise opportunities are now available.



**BEVERAGE MANAGEMENT  
MADE EASY**

#### REPEAT GROWERS

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

Calgary, AB-based **EDO JAPAN** (founded 1977) has increased by 4 units, from 87 to 91 (5% growth). These are fast casual Japanese restaurants, open for lunch and dinner. Per person check average is \$6-\$12, with seating for about 40 at most locations. Units are franchised and located in AB, BC, CA, FL, HI, ID, NM, ON, PQ, SK, UT, and WA. We wrote about this concept on 2/3/09 (5% growth).

Lake Forest, CA-based **JOHNNY ROCKETS** (founded 1986) has increased by 14 units, from 253 to 267 (6% growth). These are family/casual burger restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Average

open for lunch and dinner, with a \$7.95 per person check average. Average seating is for about 80-100. Beer and wine are served at some locations. Units are franchised and located in AL, AZ, CA, CO, CT, DC, FL, GA, IL, IN, KY, MA, MD, MI, MN, MO, NJ, NM, NV, NY, OH, ON, PA, RI, SC, TN, TX, VA, WA, Puerto Rico, and 9 other countries worldwide. We featured this concept on 10/7/08 (8% growth).

Brooklyn Center, MN-based **CARIBOU COFFEE** (NASDAQ: CBOU; founded 1992) has increased by 20 units, from 495 to 515 (4% growth). These quick serve coffee shops are open for breakfast, lunch and dinner hours, with a price of about \$2-\$6 per person. Most units have seating for about 20. Catering is available. Units are 20% franchised and located in the states of CO, DC, GA, IA, IL, KS, MD, MI, MN, MO, NC, ND, OH, PA, SD, VA, and WI. We wrote about this company on 12/30/08 (2% growth).

Missoula, MT-based **HUHOT MONGOLIAN GRILL** (founded 1999) has increased by 2 units, from 28 to 30 (7% growth). These are fast casual Asian restaurants, open for lunch and dinner. Per person check average is \$6-\$12. Beer and wine are served and seating is for about 150. Catering and online ordering are available. More than 70% of the units are franchised and are located in CO, FL, IA, KS, MI, MN, MO, MT, ND, NE, SD, TX, WA, and WI. We wrote about this concept on 12/11/07 (9% growth) and 4/8/08 (16% 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

##### Grain Markets Concerns

Corn and soybean stocks are projected to be relatively tight with the upcoming crop year (2009/10- for corn and soybean crops that are being planted now). And the major problem that buyers face when the trade is anticipating tight stocks is that the margin for error is small. And when the margin for error is small, the markets have a tendency to react more violently to supply challenging news. [Continued...](#)

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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...](#)

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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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