



# RestaurantChains.net

August 19, 2008

Data reflects change and activity during the most recent four-month period from April 11, 2008 to August 11, 2008

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## Restaurantchains.net Alerts Newsletter

:

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

**See-** The July 2008 Top Ten list of the Fastest Growing Concepts with less than 50 units.

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

**It's going to be just one more week, when we will be publishing the top 20 Fastest Growing Concepts with between 50 and 100 units.**

Over the years they have developed a sound system of integrating four separate revenue centers. Having doubled the amount of locations in the past year (currently 20 locations), The Greene Turtle offers franchisees a complete system of training, development and execution. The company just opened its 20th location.

[Continued...](#)



Genghis grill is growing rapidly. Currently with 24 locations, they are opening stores at a rapid pace. With a successful franchise system in place this company is poised for continued growth.

[Continued...](#)

## GROWING CONCEPTS

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

Miami Lakes, FL-based **SHULA'S STEAKHOUSE** (founded 1989) has increased by 2 units for the Shula's Steakhouse concept, from 15 to 17 (13% concept growth) and 2 units for Shula's 347, from 4 to 6 (50% concept growth), entering into the state of TX. Shula's also operates the concepts Shula's 2 (4), and Shula's on the Beach (1). Overall company increase was from 24 to 28 (17% company growth). The Shula's Steakhouse concepts are upscale, open for dinner, with a \$15-\$50 per person check average. Shula's 2 units are more family/casual, averaging \$8-\$20 per person. Catering and banquet services are available. Trading areas are AL, CA, FL, IL, IN, LA, MD, MI, NY, OH, OR, PA, RI, TX, and VA.

Blountville, TN-based **PIZZA PLUS** (founded 1982) has increased by 4 units, from 60 to 64 (7% growth). These quick serve pizzerias are open for lunch and dinner. Most units have seating for about 40. Delivery is available. Locations are in KY, NC, TN, and VA. Between 10% and 20% of units are franchised.

**PLAZA MEXICO MEXICAN RESTAURANT** based in Mason City, IA has increased by 1 unit, from 5 to 6 (20% growth). These are family/casual Mexican restaurants with full bar and seating for about 100. The per person check average is around \$6-\$12 and catering is offered. All locations are in IA.

**GRAND TRAVERSE PIE CO** headquartered in Traverse City, MI (founded 1996) has increased by 1 unit, from 13 to 14 (8% growth). These are fast casual bakery/cafés with seating for about 30. The check average is around \$3-\$8 per person. Units are 93% franchised and are located in IN and MI.

**CULVER'S FROZEN CUSTARD & BUTTERBURGERS** based in Prairie Du Sac, WI (founded 1984) has increased by 17 units from 376 to 393 (5% growth) and expanded into AZ. These are fast casual burger restaurants with seating for about 90. The check average is around \$3-\$8 per person. Locations are more than 90% franchised and are in AZ, CO, IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, SD, TX, WI and WY.

**VAPIANO** based in Mclean, VA (founded 2002) has increased by 4 units, from 34 to 38 (12% growth). These are fast casual Italian restaurants with full bar and seating for about 150. The check average is around \$10-\$30. The locations are in DC and VA.

See the 2008 expansion and pull-out list by state.

[See the results...](#)

## EMERGING CONCEPTS

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

Dallas, TX-based **FOGO DE CHAO CHURRASCARIA** (founded 1979) has increased by 3 units, from 15 to 18 (20% growth) and entered into IN. These are upscale South American steakhouses, open for lunch and dinner, with a \$15-\$50+ per person check average. The restaurants have a full bar and seating for about 350. Trading areas are CA, DC, GA, IL, IN, MD, MN, PA, and TX, with locations to open in Scottsdale, AZ, Miami, FL, and Kansas City, MO later this year.

**THE ONE RESTAURANTS** based in New York, NY has increased by 1 unit from 1 to 2 (100% concept growth) for the STK concept and added 2 new concepts, Kiss & Fly and Coco de Ville. Overall company increase is from 4 to 7 (75% company growth). These are upscale steak and seafood restaurants with full bar and seating for about 200. The check average is around \$15-\$50+ per person. Other concepts are One (2) and Tenjune (1). Locations are currently in NY and CA with plans to expand into FL and NV.

**TAVERN RESTAURANT GROUP** of Cincinnati, OH (founded 1973) has increased by 1 unit for the Pub concept, from 6 to 7 (17% concept growth) and added a new concept called Horse and Barrel. Overall company increase is from 11 to 13 (18% growth). Other concepts are Desha's (3), Nicholson's (1) and The Polo Grille (1). These are casual bar and grills with full bar and seating for about 250. Per person check average is around \$6-\$15+ and banquets are offered. Locations are in KY and OH.



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### REPEAT GROWERS

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

Rosemead, CA-based **PANDA RESTAURANT GROUP** (founded 1983) has increased by 47 units for the Panda Express concept, from 1080 to 1127 (4% concept growth). Other concepts are Hibachi-San (26) and Panda Inn (7). Overall company increase was from 1113 to 1160 (4% company growth). We wrote about this concept on 5/1/07 (8% company growth) and on 3/18/08 (6% company growth). Panda Express units are fast casual Chinese restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Panda Inns are upscale, with a full bar. Hibachi-San is fast casual Japanese cuisine. Catering is available and banquet services are at Panda Inn locations. Trading areas are AZ, CA, CO, CT, FL, GA, HI, IA, ID, IL, IN, KS, LA, MA, MD, ME, MI, MN, MO, NC, NE, NJ, NM, NV, NY, OH, OK, OR, PA, RI, TN, TX, UT, VA, WA, and WI.

Oakville, ON-based **MADE IN JAPAN TERIYAKI EXPERIENCE** (founded 1986) has increased by 6 units, from 117 to 123 (5% growth) and entered into IA. We wrote about this concept 3 times previously (5/1/07-19% growth, 10/30/07-7% growth, and 3/18/08-4% growth). These are fast casual Japanese restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Most locations are in mall food courts. Trading areas are AB, BC, CA, GA, IA, MB, NB, NS, ON, PQ, Europe, South Africa, and the Middle East. New units to open in AZ, FL, and NY later this year. All stores are franchised.

Orlando, FL-based **NATURE'S TABLE CAFÉ** (founded 1977) has increased by 7 units, from 65 to 72 (11% growth). We wrote about this concept on 12/4/07 (5% growth). These are fast casual American restaurants, open for breakfast, lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 40. Catering is available. Trading areas are CA, CO, FL, GA, KS, MD, OK, PA, TX, and WA. Around 90% of units are franchised.

Milford, OH-based **BUFFALO WINGS & RINGS** (founded 1988) has increased by 11 units, from 25 to 36 (44% growth) and entered into AZ, MI, and SD. This concept was featured in our 7/10/07 newsletter (20% growth) and again on 10/16/07 (25% growth). These are

(25% growth) and again on 10/10/07 (25% growth). These are family/casual American restaurants, specializing in chicken wings. Meal periods are lunch and dinner, with a \$6-\$15+ per person check average. The restaurants have a full bar and seating for about 200. Catering is available. Trading areas are AZ, CA, FL, IL, IN, KY, MI, NC, NY, OH, SD, and TX. All locations are franchised.

**WHICH WICH** headquartered in Dallas, TX (founded 2003) has increased by 2 units, from 52 to 54 (4% growth). These are quick serve sandwich shops with seating for about 50. Locations are open for breakfast, lunch and dinner and the check average is around \$3-\$8 per person. Units are 98% franchised and are located in AZ, CO, FL, GA, IA, MO, OK, SC, TN and TX. There are plans to expand into CA, NM, MS and WA. We reported on this concept in the following newsletters: 4/17/07 (75% growth), 10/23/07 (57% growth) and 4/22/08 (58% growth). They ranked #1 in our July '07 Top Ten list and #3 in the January '08 Top Ten list.

## Who likes to count inventory?

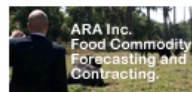
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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  
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## Directory Information

As a reader you are viewing a snapshot of the companies, contacts and trend watching performed by us. To know more including pricing options, [Continued...](#)

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