



RestaurantChains.net

August 26, 2008

Data reflects change and activity during the most recent four-month period from April 18, 2008 to August 18, 2008

QUICK LINKS

[NEWSLETTER SIGN-UP](#)

[TESTIMONIALS](#)

[NEWSLETTER ARCHIVE](#)

[CURRENT CLIENTS](#)

[OFFERINGS & PRICING](#)

[FAQ](#)

[GLOSSARY](#)

[NEW WEEKLY RESTAURANT OPENING REPORT](#)

(837 last week)

[RESTAURANT CHAINS.NET WEBSITE](#)

[RESEARCH LAB](#)

[FOODSERVICECLUB](#)
A networking group for foodservice professionals

[CONFIDENTIAL M&A SERVICES](#)

[ADVERTISING PROGRAMS](#)

[FRANCHISE SPOTLIGHT](#)

[Display your company](#)



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

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...](#)

JUST RELEASED!

The Top 20 Fastest Growing Concepts with between 50 and 100 units.

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

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).

Seattle, WA-based **RESTAURANTS UNLIMITED** (founded 1969) has increased by 1 unit for the Pizzeria Fondi concept, from 2 to 3 (50% concept growth), 2 units for Kincaid's Fish Chop & Steak, from 9 to 11 (22% concept growth), 2 units for Palomino, from 8 to 10 (25% concept growth), 1 unit for Stanford's Restaurant & Bar, from 9 to 10 (11% concept growth), and 1 unit for Newport Seafood Grill, from 3 to 4 (33% concept growth). Overall company growth was from 56 to 63 (13% company growth). The company entered into the state of WI. Other concepts include Billy Heartbeats (1), Clunkerdagger (1), Cutters Bayhouse (1), Henry's Tavern (1), Horatio's (1), Maggie Bluff's (1), Manzana Rotisserie Grill (3), Marina Fish House (1), Newport Bay Restaurant (7), Palisade (1), Portland City Grill (1), Ryan's Grill (1), Portland Steak & Chophouse (1), Scott's Bar & Grill (1), Simon & Seafort's (1), Skates on the Bay (1), and Stanley and Seafort's (1). These are all upscale restaurants, most serving steak & seafood, with a \$15-\$50+ per person check average. Most locations are open for lunch and dinner, with a few serving breakfast as well. Catering and banquet facilities are available. All restaurants have a full bar. Average seating is for about 200. Trading areas are AK, AZ, CA, HI, IN, MN, OH, OR, PA, TX, VA, WA, and WI.

Lincoln, NE-based **RUNZA** (founded 1949) has increased by 6 units for the Runza concept, from 74 to 80 (8% concept growth). They company also operates the 4-unit Braeda Fresh Express Cafe. Overall company increase was from 78 to 84 (8% company growth). Runzas are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Braeda is a fast casual sandwich and salad café, with a \$6-\$12 per person check average. Average units have seating for about 80. Catering is available. Trading areas are CO, IA, KS, and NE. Around half the units are franchised.

MELLOW MUSHROOM headquartered in Atlanta, GA has increased by 4 units, from 82 to 86 (5% growth). These are quick serve restaurants with full bar and seating for about 60. The check average is around \$4-\$10 per person. Catering is offered. Locations are more than 90% franchised and are in AL, FL, GA, IN, KY, LA, MS, NC, SC, TN, TX and VA.

SUPER GYROS of Bloomington, IL has increased by 1 unit, from 2 to 3 (50% growth). These are mostly take-out Greek restaurants with seating for about 20. Catering and delivery are offered. Locations are in IL.

EARL OF SANDWICH based in Orlando, FL (founded 2004) has increased by 1 unit, from 9 to 10 (11% growth). These are quick serve sandwich shops with seating for about 100. The per person check average is around \$4-\$10. More than half are franchised. Locations are in CA, FL, IN, MI, NV and TX.

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

[See the results...](#)

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

Vancouver, BC-based **CACTUS CLUB CAFÉ** (founded 1988) has increased by 2 units, from 17 to 19 (12% growth). These are upscale restaurants, featuring a variety of Asian, steak, seafood, pasta and Mexican entrees. Per person check average is \$15-\$30+. Meal periods are lunch and dinner. Restaurants have a full bar and seating for about 200. Locations are in AB and BC.

San Francisco, CA based **MINA GROUP** (founded 2002) has increased by 2 units, from 12 to 14 (17% growth) adding 2 new concepts, Clark Bar (1) and Nemi (1) and expanded into AZ. Other concepts are Arcadia (1), Bourbon Steak (3), Michael Mina (2), Nobhill (1), Saltwater (1), Seablue (2), Stonehill Tavern (1) and Stripsteak (1). They tend to be upscale Steak and Seafood restaurants with full bar and seating for around 250. The check average is around \$15-\$50+ per person. Banquets are offered. Current locations are in AZ, CA, MI, NJ and NV.

THE FREAKY BEAN COFFEE CO based in Westbrook, ME (founded 2006) has increased by 2 units for their Freaky Bean concept, from 2 to 4 (100% concept growth). Overall company growth is from 4 to 6 (50% company growth). These are quick serve coffee shops with seating for about 20. There is a second concept called Maine Roasters (2 units). All are located in ME.



**BEVERAGE MANAGEMENT
MADE EASY**

Concepts previously written about in the past 18 months.

Wheat Ridge, CO-based **QDOBA MEXICAN GRILL** (founded 1995) has increased by 23 units, from 414 to 437 (6% growth). We wrote about this concept on 3/25/08 (12% growth). These are fast casual Mexican restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Beer and wine are served. Seating is for about 80. Catering is available. Trading areas are AK, AL, AR, AZ, CA, CO, DC, FL, GA, IA, ID, IL, IN, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NJ, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WA, WI, WV, and WY, with locations to open soon in DE and KS. Between 70% and 80% of units are franchised. Qdoba is a subsidiary of San Diego, CA-based Jack in the Box restaurants.

Newport Beach, CA-based **ZPIZZA** (founded 1986) has increased by 4 units, from 73 to 77 (5% growth) and entered into MT. We wrote about this concept 4 times previously (4/10/07-14% growth, 7/2/07-3% growth, 12/26/07-12% growth, and 4/22/08 (9% growth). These quick serve pizzerias are open for lunch and dinner. Beer and wine are served at some locations. Most have seating for about 30. Catering, delivery and online ordering are available. Trading areas are AZ, CA, GA, MD, MN, MT, NC, NV, PA, and VA. About 80% of units are franchised.

Sewell, NJ-based **VENUTO'S OLD WORLD PIZZA** (founded 2007) has increased by 5 units, from 8 to 13 (63% growth). We featured this concept in our 3/25/08 newsletter (75% growth). It also ranked #2 on our April 2008 Top Ten Fastest Growing Concepts list. These are quick serve pizzerias, open for lunch and dinner. Most units have seating for about 60. Online ordering and delivery are available. Trading areas are NJ and PA. All locations are franchised.

Memphis, TN-based **LENNY'S SUB SHOP** (founded 1998) has increased by 7 units, from 162 to 169 (4% growth) and entered into SC. We have featured this concept 3 times previously (4/24/07-33% growth, 12/4/07-4% growth, and 4/8/08-14% growth). These are

growing 27% year-over-year growth, and 17,000 units growth. These are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 60. Catering and delivery are available. Trading areas are AL, AR, CA, FL, GA, IN, KS, MI, MO, MS, NC, NM, NV, OH, OK, SC, TN, TX, and VA, with locations to open in CO and LA later this year. More than 90% of stores are franchised.

MELT GELATO & CREPE CAFÉ based in Temecula, CA (founded 2003) has increased by 2 units, from 25 to 27 (8% growth) and expanded into VA. These are quick serve ice cream units with seating for about 30. The per person check average is around \$3-\$8. Locations are in AZ, CA, CT, IL, MA, OH and VA. We last reported on this concept in our 4/1/08 newsletter when they had 14% growth.

FAMOUS FAMIGLIA based in White Plains, NY (founded 1986) has increased by 5 units, from 88 to 93 (6% growth) and entered into KY. These are quick serve pizza restaurants with seating for about 50. Locations are in AK, AZ, DC, FL, GA, HI, IL, KY, MA, MI, MO, NJ, NY, NV, OH, PA, TN, TX and VA. There are plans to expand into CA, DE, MD, RI and WI. We reported on this concept in our 5/13/08 newsletter (44% growth).

Who likes to count inventory?

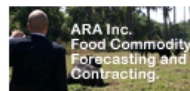
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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...](#)



jump out of the fish bowl and stay in constant contact...

no templates no design fees no generic looking emails
Restaurant eMarketing - www.restaurantemarketing.com



COMMODITIES PRICING

Chicken Market Headwinds

Will the forthcoming chicken production cutbacks be enough to drive chicken prices higher and return profitability for most of the industry?
[Continued...](#)

SPONSORED BY



WWW.JOEDUNBAR.COM

COST CONTROL

Restaurant Cooperative

If you could use the same multi-line distributor, buy the same products that you already do, for a lower cost of approximately 14-20% (on the more than 400 manufacturer lines in the program) with no fee.

Would you investigate further?

With costs rising, you need every edge available. We are confident you are leaving rebate dollars on the table that you would receive by joining our group.

There is no cost to join and our service is designed so your current habits remain the same. You don't change your current deals, distributors, sales people or items purchased.

[Continue to learn more...](#)



Food Cost Control Developed to help food cost control wizards improve their craft

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...](#)

What other data do you 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...](#)

Contacts:

Publisher:

Keith Gellman

keith@restaurantchains.net

Editorial concerns:

Maura O'Neill

maura@foodservicereport.com

Francine Graham

francine@foodservicereport.com

RestaurantChains.net
One Bridge Street, Suite 44, Irvington, NY 10533 | p: (914) 591 - 4297 | f: (914) 591 - 4293
info@restaurantchains.net

eMarketing

ONLINE ORDERING - EMAIL MARKETING - POST DINE SURVEYS
VISIT US ONLINE AT WWW.RESTAURANTEMARKETING.COM

Let Restaurant eMarketing handle your email marketing for your restaurant(s)
60 Day Free Trial... Contact us today at 888-415-6669