



# RestaurantChains.net

September 9, 2008

Data reflects change and activity during the most recent four-month period from May 1, 2008 to September 1, 2008

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

## Restaurantchains.net Alerts Newsletter

RestaurantChains.net Subscriber:

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. On the left side of the page you will find the heading please support our sponsors.**

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

**The August 2008 Top 20 Fastest Growing Concepts with between 50 and 100 units. On the left side of the page you will find the heading please support our sponsors.**

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

The [Restaurantchains.net 2008](#) Top 200 PIZZA chains (by worldwide unit size).

Published in association with PMQ Magazine. See the whole story.

[Continued...](#)

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).

Overland Park, KS-based **FAMOUS SAM'S** (founded 1963) has increased by 1 unit, from 21 to 22 (5% growth) and entered into KS. Other units are in AZ. These are family/casual American restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Seating is for about 225, with a full bar. Private party facilities are available. All units are franchised. Famous Sam's is a subsidiary of TWA Restaurant Group.

Leawood, KS-based **HOULIHAN'S RESTAURANTS INC** (founded 1972) has increased by 6 units for the Houlihan's concept, from 93 to 99 (6% concept growth). The company also operates a number of upscale steak & seafood concepts (Braxton Seafood Grill-1, Bristol's Seafood Grill-3, Chequer's Seafood Grill-1, Devon Seafood Grill-3, and J Gilbert's-4). Overall company increase was from 105 to 111 (6% company growth). Houlihan's restaurants are family/casual, with a \$10-\$30 per person check average. Units have a full bar and seating for about 300. Meal periods are lunch and dinner. Houlihan's Restaurants Inc. has restaurants in CA, CT, DE, FL, GA, IA, IL, IN, KS, MA, MD, MI, MN, MO, NJ, NY, OH, PA, TX, VA, and WI. Between 50% and 60% of the restaurants are franchised.

**EDDIE MERLOT'S** based in Fort Wayne, IN has increased by 1 unit, from 3 to 4 (33% growth). These are upscale steakhouses with full bar and seating for about 150. The per person check average is around \$15-\$50+. Banquets and catering are offered. Locations are in IN and OH. There are plans to expand into CO, MN, IL and MI.

**MARIA'S ITALIAN KITCHEN** of Van Nuys, CA (founded 1975) has increased by 1 unit, from 8 to 9 (13% growth). These are family/casual Italian restaurants with full bar and seating for about 100. The check average is around \$8-\$20 per person. Banquets and catering are offered. All are located in CA.

**PURDUM RESTAURANT GROUP** headquartered in Columbus, OH (founded 1996) has increased by 1 unit for the Bag of Nails concept, from 7 to 8 (14% growth). This concept has full bar and seating for about 200. The check average is around \$6-\$15+ per person. Catering and banquets are offered. Overall company growth is from 10 to 11 (10% growth). Other concepts are Chubby's Sports Bar (1), Pour House Tavern (1) and Pig Iron Bbq (1). All are located in OH.

**ZOUP FRESH SOUP CO** based in Southfield, MI (founded 1998) has increased 1 unit, from 19 to 20 (5% growth). These are fast casual locations with seating for around 50. The check average is around \$3-\$8 per person. Catering and banquets are available. About half of the stores are franchised. Locations are in MI, OH and PA.

**RICK'S CABARET INTERNATIONAL** of Houston, TX (founded 1984) has increased by 1 unit for their Club Onyx concept from 3 to 4 (33% growth). There are 5 other concepts New Orleans Nights (1), Encounters (1), Rick's Cabaret (9), Xtc Cabaret (4) and Tootsies Cabaret (1). Units have full bar and seating for about 250. Locations are in FL, LA, MN, NC, NY, PA and TX.

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.

Santa Ana, CA-based **TOMMY PASTRAMI NEW YORK DELICATESSEN** has increased by 3 units, from 3 to 6 (100% growth) and opened a location in NV. All other units are in CA. These are fast casual sandwich shops. They are open for breakfast, lunch and dinner, with a \$4-\$10 per person check average. Units serve beer and wine. Seating is for about 80. Catering, delivery, and online ordering are available. About 70% of units are franchised.



**BEVERAGE MANAGEMENT  
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#### REPEAT GROWERS

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

Annapolis, MD-based **LEDO PIZZA** (founded 1955) has increased by 3 units, from 81 to 84 (4% growth). We wrote about this concept on 12/26/07 (4% growth). The restaurants are family/casual, serving Italian and pizza. Most units have a full bar, with seating for about 90. Delivery is available. Trading areas are DC, DE, FL, GA, MD, NC, VA, and WV. More than 90% of the stores are franchised.

Lorton, VA-based **FIVE GUYS BURGERS & FRIES** (founded 1986) has increased by 46 units, from 265 to 311 (17% growth) and entered into 7 states (CA, CO, KS, MA, MN, TX, and UT). Other trading areas are AL, CT, DC, DE, FL, GA, IN, MD, MO, NC, NJ, NY, OH, PA, SC, TN, VA, WI, and WV. We featured this concept on 8/14/07 (41% growth), 1/8/08 (31% growth), and 4/22/08 (10% growth). The restaurants are fast casual, with a \$4-\$10 per person check average. Meal periods are lunch and dinner. Seating is for about 50. All locations are franchised.

Jacksonville, FL-based **FIREHOUSE SUBS** (founded 1994) has increased by 20 units, from 320 to 340 (6% growth) and entered into OK. We wrote about this concept on 6/5/07 (7% growth), 12/11/07 (12% growth), and on 5/6/08 (5% growth). The restaurants are quick serve sandwich shops, open for lunch and dinner, with a \$2-\$6 per person check average. Seating is for about 20. Catering and online ordering are available. Trading areas are AL, AR, AZ, FL, GA, KY, LA, MS, NC, NV, OK, SC, TN, TX, and VA. About 90% of units are franchised.

Richardson, TX-based **WINGSTOP** (founded 1994) has increased by 19 units, from 344 to 363 (6% growth) and entered into IN. We featured this concept on 4/24/07 (3% growth), 8/20/07 (8% growth), and on 12/18/07 (6% growth). These quick serve chicken restaurants are open for dinner only, with a \$6-\$12 per person check average. Beer and wine are served. Seating is for about 60. Catering, delivery, and online ordering are available. Trading areas are AL, AR, AZ, CA, CO, FL, GA, ID, IL, IN, KY, LA, MD, MO, MS, NC, NE, NM, NV, OH, OK, OR, PA, SC, TN, TX, VA, and WI. More than 90% of stores are franchised.

**RICE KING** based in San Diego, CA has increased by 3 units, from 33 to 36 (9% growth) and expanded into MD. These are quick serve Japanese restaurants with seating for about 50. The check average is around \$4-\$10 per person. Units are more than 90% franchised and are in CA, DC, MD, VA and WA.

We reported on this concept in our 5/15/07 newsletter when they had 7% growth.

**FOOD SYSTEMS UNLIMITED INC** based in Longwood, FL (founded 1991) has increased 3 units for their Asian Chao concept, from 36 to 39 (8% concept growth) and by 1 unit for their Chao Cajun concept, from 13 to 14 (8% growth). There is a third concept called Maki Japanese (20 units). Overall company increase from 69 to 73 (6% overall growth). These are fast casual Asian restaurants with a per person check average of around \$4-\$10. Locations are in FL, GA, IL, IN, KY, MA, MN, NC, NJ, NY, OH, PA, TN, TX and WA. We reported on this concept in our 1/2/08 newsletter when they had 6% 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

### Russia's Game of Chicken

The chart of the week is annual chicken export growth to Russia compared to domestic chicken breast prices. US pork exports to Russia have grown significantly in recent years. US chicken exports to Russia during the first half of 2008 accounted for 30% of total US chicken exports. [Continued...](#)

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#### COST CONTROL

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



**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...](#)

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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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