



# RestaurantChains.net

September 30, 2008

Data reflects change and activity during the most recent four-month period from May 22, 2008 to September 22, 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 or 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).

White Plains, NY-based **LIVANOS RESTAURANT GROUP** (founded 1992) has increased by 1 unit, from 5 to 6 (20% growth), opening a new concept called Burger Deluxe. This is the first of the company's restaurants to open in NJ. The other restaurants are in CT and NY. Other concepts are Abboccato (1), City Limits Diner (3), Molyvos (1), and Oceana (1). Abboccato, Molyvos, and Oceana are upscale, with a \$15-50+ per person check average, while City Limits Diner and Burger Deluxe are more family/casual (\$10-\$30 per person). Restaurants have a full bar and average seating for about 200.

Columbus, OH-based **CHARLEY'S GRILLED SUBS** (founded 1986) has increased by 12 units, from 335 to 347 (4% growth). The restaurants are quick serve, open for lunch and dinner, with a \$3-\$8 per person check average. Catering is available. Many locations are in malls, while some have seating for about 30. More than 90% of units are franchised. Trading areas are AK, AL, AZ, CA, CO, CT, DC, FL, GA, HI, IA, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, NC, NE, NJ, NM, NV, NY, OH, OK, ON, OR, PA, RI, SC, TN, TX, UT, VA, WA, WI, and WV.

Plymouth, MA-based **BRITISH BEER COMPANY** has increased by 1 unit, from 7 to 8 (14% growth). The restaurants are family/casual, open for lunch and dinner, with an \$8-\$20 per person check average. The restaurants have a full bar and seating for about 125. Banquet services are available. All units are in MA.

Englewood, CO-based **JACKSON'S ALL AMERICAN SPORTS GRILL** (founded 1977) has increased by 1 unit, from 4 to 5 (25% growth) and entered into TX. Other units are in CO and WY. These family/casual restaurants are open for lunch and dinner, with an \$8-\$20 per person check average. Seating is for about 250. All locations have a full bar and offer catering and private party services. Between 10% and 20% of units are franchised. Two more locations are scheduled to open later this year in Tucson, AZ and Parker, CO.

**SAM & LOUIE'S NY PIZZA** based in Omaha, NE (founded 1994) has increased by 1 unit, from 13 to 14 (8% growth). These are family/casual restaurants with seating for about 125. Beer and wine are served and catering is offered. The check average is around \$6-\$15+ per person. Locations are more than 90% franchised and are in NE.

**TUMBLEWEED SOUTHWEST GRILL** based in Louisville, KY (founded 1975) has increased by 1 unit, from 48 to 49 (2% growth). These are family/casual restaurants with full bar and seating for about 300. The check average is around \$8-\$20 per person. Catering is offered. About half the locations are franchised and they are located in IL, IN, KY, OH and WI.

**THE PICKLE BARREL** of Markham, ON has increased by 1 unit, from 9 to 10 (11% growth). These are family/casual restaurants with full bar and seating for about 150. The check average is around \$6-\$12 per person. Banquets and catering are offered. All locations are in ON.

**SUSHI BOY** headquartered in Gardena, CA has increased by 1 unit, from 11 to 12 (9% growth). These are family/casual sushi restaurants serving beer and wine. Seating is for about 40. The check average is around \$6-\$12. Catering is offered. All locations are in CA.

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.

New York, NY-based **ROSA MEXICANO** (founded 1984) has increased by 2 units for the Rosa Mexicano concept, from 7 to 9 (29% concept growth)

and entered into MD and NJ. The company also operates the 1-unit City Grill. Overall company increase was from 8 to 10 (25% company growth). Rosa's restaurants are upscale, open for lunch and dinner, with a \$15-\$50+ per person check average. All locations have a full bar, with an average seating of about 200. Catering and banquets are available. Trading areas are DC, FL, GA, MD, NJ, and NY.

**LAST LICKS ICE CREAM** of New Rochelle, NY (founded 1997) has increased by 2 units, from 5 to 7 (40% growth). These are quick serve ice cream restaurants with seating for about 20. Banquets are offered. Locations are in NY and MI.



**BEVERAGE MANAGEMENT  
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#### REPEAT GROWERS

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

Philadelphia, PA-based **STARR RESTAURANT GROUP** (founded 1995) has increased by 3 units, from 16 to 19 (19% growth), adding 3 new concepts-Parc, Chelsea Prime, and Teplitzky's. We wrote about this concept on 5/29/07 (7% company increase). The restaurants are all upscale concepts, serving a variety of cuisines. Per person check average is about \$15-\$50+. The restaurants are open for lunch and dinner, with a full bar. Locations seat an average of 150. Catering and banquets are offered. Other concepts are Alma De Cuba (1), Barclay Prime (1), Buddakan (3), Butcher & Singer (1), Continental (3), El Vez (1), Jones (1), Morimoto (2), Pod (1), Tangerine (1), and Washington Square (1). Trading areas are NJ, NY and PA.

Chattanooga, TN-based **GORDON BIERSCHE BREWERY RESTAURANT** (founded 1988) has increased by 2 units for the Gordon Biersch concept from 26 to 28 (8% concept growth) and entered into TX and Taiwan. Other concepts are A1A Ale Works (1), Big River Grill (4), Bluewater Grill (1), Ragtime Tavern (1), Rock Bottom Restaurant (2), and Seven Bridges Grille (1). Overall company increase was from 36 to 38 (6% growth). We featured this concept on 5/20/08 (13% company growth). These are family/casual American brewpub restaurants, open for lunch and dinner, with a per person check average of \$10-\$30. All units have a full bar. Seating is for about 400. Banquet services are available. Restaurants are in AZ, CA, CO, DC, FL, GA, HI, IL, LA, MD, MO, NC, NV, OH, SC, TN, TX, VA, WA, and Taiwan.

Manasquan, NJ-based **JERSEY MIKE'S GIANT SUBS** (founded 1956) has increased by 11 units, from 344 to 355 (3% growth). We wrote about this concept on 5/13/08 (2% growth). These are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 20. Catering is available. Trading areas are AL, AZ, CA, CO, CT, FL, GA, IN, KS, KY, MA, MN, MO, NC, NJ, NV, OH, OK, PA, RI, SC, TN, TX, VA, WA, and WV. More than 90% of stores are franchised.

Huntington Beach, CA-based **BJ'S RESTAURANTS** (NASDAQ: BJRI; founded 1978) has increased by 6 units, from 72 to 78 (8% growth) and entered into 4 states (IN, KY, LA, WA). We wrote about this concept 3 times (9/4/07-15% growth, 2/5/08-8% growth, and 5/27/08-6% growth). The restaurants are family/casual, serving American cuisine. Per person check average is \$10-\$30. Meal periods are lunch and dinner. There is full bar service and seating for about 300. Catering and private party facilities are available. Online ordering and delivery are available at some locations. Trading areas are AZ, CA, CO, FL, HI, IN, KY, LA, NV, OH, OK, OR, TX, and WA.

**AMATO'S SANDWICH SHOP** based in Portland, ME (founded 1902) has increased by 3 units, from 31 to 34 (10% growth). These are fast casual sandwich shops with seating for about 40. Beer and wine are served and catering is offered. The check average is around \$3-\$8 per person. About half of the stores are franchised and are located in ME, NH and VT. We last reported on this concept in our 1/22/08 newsletter (11% growth).

**ALEHOUSE RESTAURANTS** based in Jupiter, FL (founded 1988) has increased by 2 units, from 44 to 46 (5% growth) and expanded into PA. We reported on this concept in our 6/3/08 newsletter (10% growth). These are family/casual restaurants with full bar and seating for about 300. The per person check average is around \$8-\$20. Catering is offered. Locations are in FL, GA, IL, NY and PA.

#### 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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#### Pork Spending

The chart of the week is US pork production. As one can tell from the chart below, pork production typically increases during the fall. As pork production seasonally increases into the fall the value of the pork cutout (index of pork prices) typically moves lower. [Continued...](#)

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**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...](#)

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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