



# RestaurantChains.net

October 7, 2008

Data reflects change and activity during the most recent four-month period from May 29, 2008 to September 29, 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).

Eugene, OR-based **BENE GOURMET PIZZA** (founded 2000) has increased by 1 unit, from 2 to 3 (50% growth), with the addition of a new concept called Bene Food & Friends. These are family/casual pizza restaurants, open for lunch and dinner. Beer and wine are served. Units have seating for about 50. Catering is available. All locations are in OR.

Hollywood, FL-based **TAVERNA OPA** (founded 1998) has increased by 1 unit for the Taverna Opa concept, from 4 to 5 (25% concept growth). Other concepts are Giorgio's Bistro (1), Giorgio's Grill (1), and Taverna Kyma (1). Overall company increase was from 7 to 8 (14% growth). These are upscale Greek restaurants, with a \$15-\$30+ per person check average. Most are open for dinner only (2 serve lunch, 1 breakfast). The restaurants have a full bar and average seating for about 250. Catering and private party services are available. All locations are in FL.

Orlando, FL-based **TALK OF THE TOWN RESTAURANT GROUP** (founded 1974) has increased by 1 unit, from 10 to 11 (10% growth), opening a new concept called Johnnie's Hideaway. Other concepts are Charley's Steakhouse (4), Fishbones (2), Moonfish (1), Texas Cattle Company (2), and Vito's Chop House (1). These are upscale steak and seafood restaurants, open for lunch and dinner, with a \$15-50+ per person check average. The restaurants have a full bar and seating for about 200. Catering and banquet facilities are available. All the restaurants are in FL.

**PHILLY'S BEST** headquartered in Irvine, CA (founded 1992) has increased by 3 units, from 24 to 27 (13% growth). These are quick serve sandwich restaurants with seating for about 80. Beer is served. The per person check average is around \$4-\$10. Locations are more than 80% franchised and are in CA.

**BARGER BURGER INC** based in Kingsport, TN (founded 1956) has increased by 1 unit for their Pal's Sudden Svc concept, from 20 to 21 (5% concept growth). There is a 2nd company concept, Sharon's BBQ and Burger (1 unit). Overall company growth is from 21 to 22 (5% growth). Units are take out with drive through and outdoor seating. The check average is around \$3-\$8 per person. Locations are in TN and VA.

**CEFIORE** headquartered in City of Industry, CA has increased by 8 units, from 24 to 32 (33% growth). These are quick serve ice cream shops with limited seating. The average check is around \$3-\$8 per person. Units are more than 70% franchised and are in CA, HI, KY, NV and WA. Cefiore is a subsidiary of Todai Restaurants (25 units).

See the 2nd quarter 2008 expansion and pull-out list by state.

[See the results...](#)

Next week we will be displaying the 3rd quarter list.

## EMERGING CONCEPTS

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

Palm Beach Gardens, FL-based **DUFFY'S SPORTS GRILL** (founded 1985) has increased by 2 units, from 16 to 18 (13% growth). The restaurants are family/casual, open for lunch and dinner, with an \$8-\$20 per person check average. Locations have a full bar and seating for about 250. Catering and banquet services are offered. All are located in FL. A new location is scheduled to open later this year in Delray Beach, FL.

**TILTED KILT PUB & EATERY** headquartered in Tempe, AZ (founded 2003) has increased by 3 units, from 8 to 11 (38% growth). These are family/casual restaurants with full bar and seating for about 200. The check average is around \$8-\$20 per person. More than 90% of the units are franchised. They are located in AZ, CA, FL, TX and WI.

**VIRGINIA BBQ CO** based in Fredericksburg, VA (founded 2000) has increased by 4 units, from 11 to 15 (36% growth) and expanded into MD and MI. These are quick serve restaurants with seating for about 30.

Beer is served and catering is offered. The per person check average is around \$6-\$12. Locations are in DE, MD, MI and VA. This concept ranked #1 on our April '08 Top Ten Fastest Growing Concepts list.



**BEVERAGE MANAGEMENT  
MADE EASY**

#### REPEAT GROWERS

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

Charlotte, NC-based **BOJANGLES' FAMOUS CHICKEN & BISCUITS** (founded 1977) has increased by 18 units, from 392 to 410 (5% growth). We wrote about this concept on 5/15/07 (5% growth) and on 1/22/08 (3% growth). These are quick serve chicken restaurants, open for breakfast, lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 50. Trading areas are AL, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA, Honduras, and Mexico. About 70% of stores are franchised.

Lake Forest, CA-based **JOHNNY ROCKETS** (founded 1986) has increased by 19 units, from 227 to 246 (8% growth). We wrote about this concept on 4/10/07 (4% growth) and on 10/2/07 (7% growth). These are family/casual burger restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Beer and wine are served at some locations. Seating is for about 80-100. Trading areas are 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, and 8 other countries.

Woodland Hills, CA-based **GRILL CONCEPTS** (NASDAQ: GRIL; founded 1984) has increased by 1 unit for the Daily Grill concept, from 24 to 25 (4% concept growth), entering into OK, and by 1 unit for their Grill on the Alley concept, from 5 to 6 (20% concept growth). Overall company increase was from 29 to 31 (7% growth). We also wrote about this concept on 1/15/08 (8% company growth). The restaurants are family/casual, serving American cuisine. Meal periods are breakfast, lunch and dinner, with a per person check average of \$10-\$30. All the restaurants have a full bar and seating for about 200. Catering and banquets are offered. Online ordering is available for the Daily Grill restaurants. Trading areas are CA, DC, IL, MA, MD, OK, OR, TN, TX, VA, and WA, with an Aventura, FL location to open in November.

Lawrenceville, GA-based **DINNER A'FARE** has increased by 9 units, from 30 to 39 (30% growth) and entered into 5 states (AZ, CO, NJ, UT, VA). Other trading areas are CA, DE, FL, GA, IN, NC, PA, and TN, with a Largo, MD location to open later this year. We wrote about this concept on 9/18/07 (9% growth) and on 7/15/08 (20% growth). This is a meal assembly concept, with \$4-\$10 per meal check averages. Private party facilities are available at most locations.

**RED MANGO** based in Sherman Oaks, CA (founded 2002) has increased by 14 units, from 25 to 39 (56% growth) and expanded into HI and NJ. These are quick serve ice cream stores with seating for about 20. The per person check average is around \$3-\$8. Locations are more than 90% franchised and are in CA, HI, IL, NJ, NV, NY, OR, UT and WA. We reported on this concept twice before 1/22/08 (550% growth) and 6/17/08 (92% growth).

**PACIUGO ITALIAN GELATO** based in Dallas, TX (founded 2000) has increased by 13 units, from 26 to 39 (50% growth) and expanded into CA, KS, IL and MO.. These are quick serve ice cream stores with limited seating. The per person check average is around \$3-\$8. Locations are in AZ, CA, CO, FL, KS, IL, MO, MT, TX, WI, and Mexico. There are plans to expand into GA, MI and NC. We last reported on this concept in our 5/27/08 newsletter (8% 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

### 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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You don't change your current deals, distributors, sales people or items purchased. We are vendor neutral.

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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...](#)

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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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