



# RestaurantChains.net

October 14, 2008

Data reflects change and activity during the most recent four-month period from June 6, 2008 to October 6, 2008

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Over the years they have developed a sound system of integrating four separate revenue

## Restaurantchains.net Alerts Newsletter

[member\_name\_first]:

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. Next week October's will be released.**

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...](#)

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).

Destin, FL-based **SOUTHERN RESTAURANT GROUP INC** (founded 1979) has increased by 1 unit, from 10 to 11 (10% growth), with the opening of a new Caribbean-themed concept called Reggae J's Island Grill. The company operates a variety of concept types, from fast casual to family-style, serving seafood and Cajun style cuisines. Other concepts are Café Grazie (2), Caribbean Soup Co (1), Fisherman's Wharf (1), Louisiana Lagniappe (2), Pompano Joe's (1), San Roc Delicatelyzza (1), and The Back Porch (2). Most locations have a full bar and average seating for about 200. Per person check average is about \$8-\$20, with most locations open for lunch and dinner. Trading areas are AL and FL.

New York, NY-based **SOPHIE'S CUBAN CUISINE** (founded 1997) has increased by 1 unit, from 6 to 7 (17% growth). These are fast casual Cuban restaurants, open for breakfast, lunch and dinner, with a \$4-\$10 per person check average. Seating is for about 50. Catering and delivery are available. Between 10% and 20% of units are franchised. All units are in NY.

Brentwood, TN-based **BLUE COAST BURRITO** (founded 2000) has increased by 1 unit, from 11 to 12 (9% growth). The restaurants are fast casual, serving Mexican food. Per person check average is \$3-\$8. Seating is for about 80. Catering is available. Trading areas are AR and TN. More than 90% of stores are franchised.

**PIZZICATO GOURMET PIZZA** based in Portland, OR (founded 1989) has increased by 1 unit for their Pizzicato concept, from 20 to 21 (5% concept growth). There is a second concept called Sal's Famous Italian Kitchen (2 units). Overall company increase is from 22 to 23 (5% company growth). These are family/casual pizza restaurants serving beer and wine. Seating is for about 80. The check average is around \$8-\$20 per person. Catering is offered. Locations are in CA, OR and WA.

**MISSION BURRITO** of Houston, TX (founded 1996) has increased by 1 unit, from 3 to 4 (33% growth). These are family/casual Mexican restaurants with seating for about 100. Beer and wine are served. Catering is offered. The per person check average is around \$6-\$12. All locations are in TX.

**LITTLE SCOOPS** based in Nanuet, NY has increased by 1 unit, from 9 to 10 (11% growth) and expanded into FL. These are quick serve ice cream shops with seating for around 40. Catering and banquets are offered. Locations are in FL, NJ, NY and OH.

**NEW!** See the 3rd quarter 2008 expansion and pull-out list by state.

[See the results...](#)

See prior quarter's results on the home page:

[www.restaurantchains.net](http://www.restaurantchains.net)

## EMERGING CONCEPTS

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

Charlotte, NC-based **FIREBIRDS WOOD FIRED GRILL** (founded 2000) has increased by 2 units, from 13 to 15 (15% growth) and entered into DE. These are family/casual American restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. All locations have a full bar and seating for about 200. Trading areas are AL, AZ, DE, NC, NE, TN, and VA.

**D'LITES EMPORIUM** based in Plantation, FL (founded 1082) has increased 4 units, from 10 to 14 (40% growth). These are take-out ice cream shops. The check average is around \$2-\$4 per person. All locations are in FL.

**BEAN AROUND THE WORLD/COWBOY COFFEES** based in North Vancouver, BC (founded 1990) has increased by 3 units, from 16 to 19 (19% growth). These are quick serve bakery/cafes with seating for about 20. The check average is around \$2-\$6. All are located in BC.



**BEVERAGE MANAGEMENT  
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#### REPEAT GROWERS

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

Coralville, IA-based **PANCHERO'S MEXICAN GRILL** (founded 1992) has increased by 2 units, from 52 to 54 (4% growth) and entered into NJ and VA. We wrote about this concept three times previously (7/17/07-13% growth, 2/5/08-7% growth, and 5/20/08-8% growth). This fast casual concept is open for lunch and dinner, with a \$6-\$12 per person check average. Beer and wine are served and seating is for about 80. About half the units are franchised. Trading areas are CO, CT, FL, IA, IL, MI, MN, MO, NC, ND, NE, NJ, PA, SD, TX, VA, and WI, with locations to open soon in San Diego, CA and Atlanta, GA.

Broomfield, CO-based **NOODLES & CO** (founded 1995) has increased by 14 units, from 182 to 196 (8% growth) and entered into KY. We featured this concept on 7/2/07 (14% growth), 2/19/08 (10% growth) and on 7/15/08 (6% growth). The restaurants are fast casual, open for lunch and dinner, with a \$6-\$12 per person check average. Beer and wine are served. Seating is for around 90. About 10% of units are franchised. Trading areas are CA, CO, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, NE, OH, OR, UT, VA, and WI.

Calgary, AB-based **JUGO JUICE** (founded 1998) has increased by 2 units, from 84 to 86 (2% growth) and entered into MB and SC. We wrote about this concept on 8/14/07 (12% growth) and on 1/29/08 (12% growth). This is a quick serve, juice/smoothie concept, open for breakfast, lunch and dinner hours. Per person check is \$3-\$8. Stores have seating for about 20. Trading areas are AB, AZ, BC, MB, NB, NS, NV, ON, PQ, SC, SK, and TX. All units are franchised.

**LE PAIN QUOTIDIEN** headquartered in New York, NY (founded 1994) has increased by 8 units, from 87 to 95 (9% growth). These are fast casual bakery/cafes with seating for about 50. The check average is around \$6-\$12 per person. Locations are in CA, DC, NY, ON and VA. We reported on this concept on 7/31/07 (10% growth), 2/12/08 (8% growth) and 6/24/08 (4% growth).

**RITA'S ITALIAN ICE** based in Treviso, PA (founded 1984) has increased by 20 units, from 518 to 538 (4% growth) and expanded into AL, TN and WV. These are mostly take-out frozen ice stores with limited seating. Units are more than 90% franchised and are currently located in AL, CT, DC, DE, FL, GA, MA, MD, NC, NJ, NY, OH, PA, RI, SC, TN, VA and WV. We last reported on this concept in our 11/6/07 newsletter (14% 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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## 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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