



# RestaurantChains.net

October 21, 2008

Data reflects change and activity during the most recent four-month period from June 13, 2008 to October 13, 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

**NEW!! The October Top Ten list of the Fastest Growing Concepts with less than 50 units.**

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 21 locations), The Greene Turtle offers franchisees a complete system of training, development and execution. The company just opened its 21st 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).

Honolulu, HI-based **ZIPPY'S RESTAURANTS** (founded 1966) has increased by 1 unit, from 24 to 25 (4% growth). These are family/casual American cuisine restaurants, with a \$6-\$15+ per person check average. Locations have a full bar and seating for about 100. Meal periods are breakfast, lunch and dinner. Online ordering is available. All units are in HI.

New York, NY-based **JEAN-GEORGES MANAGEMENT** (founded 1991) has increased by 1 unit, from 17 to 18 (6% growth), adding a new concept called Matsugen. Other concepts are Café Martinique (1), Chambers Kitchen (1), Dune (1), Jean-Georges (2), Jojo (1), Lagoon (1), Market (1), Mercer Kitchen (1), Nougatine (1), Perry St (1), Prime Steakhouse (1), Rama (1), Spice Market (1), V (1), Vong (1), and Vong's Thai Kitchen (1). The restaurants serve a variety of different cuisine types. All are upscale, with a \$15-\$50+ per person check average. Average seating is for about 200. All units have a full bar. Delivery is available at some locations. Trading areas are IL, MN, NV, NY, China, France, London, and the Bahamas, with a new Market location scheduled to open in Vancouver, BC in January 2009.

Willoughby, OH-based **PANINI'S BAR & GRILL** (founded 1986) has increased by 1 unit, from 12 to 13 (8% growth). These are family/casual restaurants, serving American food. Per person check average is around \$6-\$12. All units have a full bar. Seating is for about 200. All units are franchised and located in OH.

**PLANET WINGS** based in Newburgh, NY (founded 1995) has increased by 1 unit, from 20 to 21 (5% growth) and expanded into TN. These are quick serve chicken restaurants with seating for about 30. The per person check average is around \$3-\$8. Drive thru and delivery are offered. About half of the locations are franchised. Locations are in CT, NJ, NY, VA and TN.

**DION'S PIZZA** based in Albuquerque, NM (founded 1978) has increased by 1 unit, from 13 to 14 (8% growth). These are quick serve pizza restaurants with seating for about 200. Locations are open for lunch and dinner. Catering and delivery are offered. All locations are in NM.

**MIO SUSHI** of Portland, OR has increased by 1 unit, from 7 to 8 (14% growth). These are family/casual sushi restaurants serving beer and wine. Seating is for about 60. The per person check average is around \$10-\$30. Catering is offered. All are located in OR.

**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.

**THE GREENE TURTLE** based in Edgewater, MD (founded 1976) has increased by 2 units, from 19 to 21 (11% growth). These are family/casual restaurants with full bar and seating for about 150. The check average is around \$8-\$20 per person. Banquets and catering are offered. More than half the locations are franchised and are in DC, DE and MD.



**BEVERAGE MANAGEMENT  
MADE EASY**

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

Dallas, TX-based **WINGS PIZZA N THINGS** (founded 2000) has increased by 5 units, from 24 to 29 (21% growth) and entered into GA, MI and Kuwait. We wrote about this concept on 6/17/08 (26% growth). These are fast casual chicken restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. Locations have a full bar and seating for about 100. Catering and delivery are available. Trading areas are AZ, CA, CO, FL, GA, MI, TX, VA, Mexico, Puerto Rico, and Kuwait, with more units planned for ID and OH soon. All stores are franchised.

Fresno, CA-based **DYNACO FOOD CONCEPTS** (founded 1978) has increased by 1 unit for the Perko's Café concept, from 37 to 38 (3% concept growth), 2 units for Huckleberry's, from 3 to 5 (67% concept growth), and 2 units for Cool Hand Luke's Steakhouse/Saloon, from 8 to 10 (25% concept growth) and entered into ID. Dyanco also operates a 2 unit concept called Yukon Jack's. Overall company increase was from 50 to 55 (10% company growth). We featured this concept on 8/20/07 (2% company growth). These are family/casual, American restaurant concepts, open for breakfast, lunch and dinner, with a \$6-\$15+ per person check average. Catering and banquet services are available. Locations are in CA and ID.

Manhattan Beach, CA-based **ROBEK'S FRUIT SMOOTHIES & HEALTHY EATS** (founded 1996) has increased by 10 units, from 156 to 166 (6% growth). We wrote about this concept on 9/25/07 (11% growth), 2/12/08 (16% growth), and on 7/15/08 (11% growth). These quick serve juice/smoothie cafes are open for lunch and dinner hours, with a \$3-\$8 per person check average. More than 90% of units are franchised. Trading areas are AZ, CA, CT, DC, FL, GA, HI, IL, KS, MA, MD, NC, NM, NY, OH, TX, VA, WA, and Ireland.

Scottsdale, AZ-based **PARADISE BAKERY & CAFÉ** (founded 1976) has increased by 4 units, from 69 to 73 (6% growth). We featured this concept on 10/30/07 (18% growth) and on 3/4/08 (23% growth). These are fast casual bakery/cafes, open for breakfast, lunch and dinner, with a \$4-\$10 per person check average. Catering and delivery are available. Seating is for about 60. Trading areas are AZ, CA, CO, IN, MA, NE, OR, TX, UT, and WA. Between 50% and 60% of the stores are franchised. This concept is a subsidiary of Richmond Heights, MO-based Panera Bread.

**SALADWORKS** headquartered in Conshohocken, PA (founded 1986) has increased by 6 units, from 94 to 100 (6% growth). These are fast casual restaurants with seating for about 70. The per person check average is around \$4-\$10. Catering is offered. Locations are more than 90% franchised and are in CA, DC, DE, FL, IL, MD, NC, NJ and PA. We featured this concept on 7/29/08 (7% growth).

**ZAXBY'S** based in Athens, GA (founded 1990) has increased by 23 units, from 424 to 447 (5% growth). These are family/casual chicken restaurants with seating for about 90. The check average is around \$4-\$10 per person. Catering and drive thru are offered. We reported on this concept in our 3/4/08 newsletter (6% growth) and our 7/22/08 newsletter (2% growth). Locations are in AL, AR, FL, GA, KY, MS, NC, OH, SC, TN, TX and VA.

**NESTLE TOLLHOUSE CAFE BY CHIP** of Richardson, TX (founded 1930) has increased by 4 units, from 110 to 114 (4% growth). We wrote about this concept on 4/8/08 (10% growth) and on 7/15/08 (8% growth). These are take-out bakery/cafes. The per person check average is around \$2-\$6. Locations are in AL, AZ, CA, CO, FL, GA, IL, IN, KS, LA, MD, MI, MN, MO, NC, NE, NJ, NM, NV, NY, OK, OR, PA, SC, TX, UT and VA. All units are franchised.

**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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## COST CONTROL

### Restaurant Cooperative

You have probably heard lately about restaurant cooperatives. There is now a significant, bonifiable approach available.

With \$5 billion plus in annual purchase power and 400 manufacturers imagine the mammoth savings in pricing we receive.

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

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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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