



# RestaurantChains.net

November 11, 2008

Data reflects change and activity during the most recent four-month period from July 3, 2008 to November 3, 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 October Top Ten list of the Fastest Growing Concepts with less than 50 units.**

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

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**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...](#)

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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).

Oxford, MS-based **OLD VENICE PIZZA CO** (founded 1997) has increased by 1 unit, from 5 to 6 (20% growth). These family/casual Italian & pizza restaurants are open for lunch and dinner, with a full bar. Seating is for about 100. Per person check average is from \$4-10+. Catering and private party facilities are available. Units are in MS and TN.

The Arizona-based **GRAZIE PIZZERIA & WINE BAR** (founded 2001) has increased by 1 unit, from 2 to 3 (50% growth). These are upscale Italian & pizza restaurants, open for lunch and dinner. Beer and wine are served. Seating is for about 100. Per person check average is around \$15-\$30+. Banquet rooms are available. All locations are in AZ.

Commerce Township, MI-based **PAPA ROMANO'S** (founded 1970) has increased by 4 units for the Papa Romano's concept, from 42 to 46 (10% concept growth) and by 2 units for Mr Pita, from 36 to 38 (6% concept growth). Overall company increase was from 78 to 84 (8% company growth). The company also entered into TX, with an Amherst, NY location to open soon. These are mostly take-out concepts, serving pizza and sandwiches. Meal periods are lunch and dinner. Beer and wine are served at some units. Catering, delivery, and online ordering are available. Trading areas are FL, MI, and TX. All locations are franchised.

**ACME OYSTER & SEAFOOD HOUSE** based in Metairie, LA (founded 1910) has increased by 1 unit, from 4 to 5 (25% growth). These are family/casual seafood restaurants with full bar. Seating is for about 250. The check average is around \$6-\$12+ per person. Catering and banquets are offered. Locations are in FL and LA.

**JOHNNY'S LUNCH** based in Toledo, OH (founded 1936) has increased by 1 unit, from 6 to 7 (17% growth). These are quick serve restaurants with seating for about 40. The check average is around \$2-\$8 per person. Locations are more than 90% franchised and are in MI, NY and OH.

**BREAD & CHOCOLATE** of Alexandria, VA has increased by 1 unit, from 4 to 5 (25% growth). These are quick serve restaurants with limited seating. Beer and wine are served. Stores are open for breakfast, lunch and dinner. Catering is offered. Locations are in DC and VA.

**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.

Scottsdale, AZ-based **CEREALITY** (founded 2003) has increased by 4 units, from 4 to 8 (100% growth) and entered into FL, MN, and OH. These are quick serve cereal restaurants, open for breakfast, lunch and dinner hours. Per person check average is \$2-\$6. Seating is for about 30. Catering is available. Trading areas are AZ, CA, CO, FL, MN, and OH. Cereality is a subsidiary of Kahala Corp.

**MANDARIN RESTAURANT FRANCHISE CORP** based in Brampton, ON (founded 1979) has increased by 2 units, from 19 to 21 (11% growth). These are Chinese buffet restaurants with full bar and seating for about 300. The check average is around \$8-\$20 per person. Banquets are offered. Locations are more than 90% franchised and are in ON.

**MAURICE'S GOURMET BBQ** based in West Columbia, SC has increased by 2 units, from 15 to 17 (13% growth). These are family/casual BBQ restaurants with seating for about 100. The per person check average is around \$6-\$12. Lunch and dinner are served. Catering and banquets are offered. All locations are in SC.

**WHOLE HOG CAFE** of Little Rock, AR has increased by 2 units, from 11 to

13 (18% growth). These are fast/casual BBQ restaurants with seating for about 125. Beer and wine are served and catering is offered. The per person check average is around \$4-\$10. Locations are in AR, LA, NM and TN.



**BEVERAGE MANAGEMENT  
MADE EASY**

#### REPEAT GROWERS

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

San Clemente, CA-based **BUBBA GUMP SHRIMP CO** (founded 1996) has increased by 2 units for the Bubba Gump Shrimp concept, from 29 to 31 (7% concept growth). The company also operates Capi's Italian Kitchen (1), Mai Tai Bar (3), and Rusty Pelican (1). Overall company increase was from 34 to 36 (6% company growth). We wrote about this concept on 10/2/07 (10% growth) and again on 2/12/08 (3% growth). These family/casual seafood restaurants are open for lunch and dinner, with a full bar and seating for about 200. Catering and banquet services are available. Trading areas are CA, CO, FL, HI, IL, LA, MN, NY, SC, TN, Mexico, Bali and Asia.

Minneapolis, MN-based **BUFFALO WILD WINGS** (NASDAQ: BWLD; founded 1982) has increased by 28 units, from 517 to 545 (5% growth) and entered into NM. These are family/casual restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. Units have a full bar and seating for about 200. Trading areas are AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NM, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WI, and WV. Between 60% and 70% of stores are franchised. We wrote about this concept on 8/14/07 (2% growth).

Louisville, CO-based **OLD CHICAGO** (founded 1976) has increased by 4 units, from 96 to 99 (4% growth) and entered into AR and MO. We previously featured this concept on 7/23/07 (5% growth). The restaurants are family/casual, serving pizza, burgers and sandwiches. Locations have a full bar and seating for about 225. Meal periods are lunch and dinner. Trading areas are AR, AZ, CO, FL, IA, ID, IL, IN, KS, KY, MI, MN, MO, MT, NC, ND, NE, NY, OK, OR, SD, TN, WI, and WY. Between 30% and 40% of units are franchised. Old Chicago is a subsidiary of Rock Bottom Restaurants.

**RESTAURANTS AMERICA** of Glenview, IL (founded 1990) has increased by 5 units for their Bar Louie concept, from 45 to 50 (11% concept growth) and expanded into CA, NY, MA and NJ. Other company concepts are Bluepoint Oyster Bar (4), Grillroom (2), Midtown Kitchen & Bar (1), One North (1), Red Star Tavern (9), Townhouse (1) and Watergrill & Sunset Bar (1). Overall company increase is from 64 to 69 (8% company growth). Locations are in AZ, CA, CO, DC, FL, IL, IN, KY, MA, MI, MI, NV, NY, OH, PA, SC, VA and WI. The Bar Louie concept is upscale with full bar and seating for about 200. Catering and banquets are offered. We previously wrote about this company in our 1/7/07 newsletter (25% growth) and in our 6/7/07 newsletter (10% 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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**Restaurant eMarketing - [www.restaurantmarketing.com](http://www.restaurantmarketing.com)**



**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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**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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