



RestaurantChains.net

November 18, 2008

Data reflects change and activity during the most recent four-month period from July 10, 2008 to November 10, 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...](#)

November will be out NEXT WEEK!

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).

Memphis, TN-based **NEELY'S BBQ** (founded 1988) has increased by 1 unit, from 3 to 4 (33% growth). These are family/casual BBQ restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Beer is served. Average seating is for about 125. Catering and private party services are available. All units are in TN.

New York, NY-based **LENNY'S CAFÉ** (founded 1989) has increased by 1 unit, from 10 to 11 (10% growth). These quick serve sandwich shops are open for breakfast, lunch and dinner. Per person check average is about \$3-\$8. Seating is for about 30. Catering, delivery, and online ordering are available. All stores are in NY.

Nashville, TN-based **OTTER'S CHICKEN TENDERS** (founded 2003) has increased by 1 unit, from 2 to 3 (50% growth). The restaurants are family/casual, open for lunch and dinner. Beer is served. Check average per person is about \$4-\$10. Catering is available. All locations are in TN. A new franchise program is currently in the works, with the first location to open by year's end.

New York, NY-based **MAD RIVER BAR & GRILLE** (founded 1998) has increased by 1 unit, from 5 to 6 (20% growth). The restaurants are family/casual, American bar and grills, open for lunch and dinner, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 200. Private party facilities are available. Trading areas are IL, MD, NY, PA, and SC.



CELEBRITY CAFE & BAKERY based in Dallas, TX has increased by 1 unit, from 9 to 10 (11% growth). These are quick serve bakery/cafés with seating for about 50. The check average is around \$3-\$8 per person. Units are open for breakfast and lunch. Catering is offered. Stores are more than half franchised. All are located in CA.

EXTREME PIZZA headquartered in San Francisco, CA (founded 1994) has increased by 1 unit, from 37 to 38 (3% growth) and expanded into Ireland. These are quick serve pizza restaurants with seating for about 40. Beer and wine are served. Catering is offered. Locations are more than 80% franchised and are in CA, CO, OR, TX, VA and WA.

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

EMERGING CONCEPTS

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



CRUMBS BAKESHOP of New York, NY (founded 2003) has increased by 4 units, from 8 to 12 (50% growth). These are quick serve bakery/cafés with seating for around 20. The check average is around \$3-\$8 per person. Locations are in CA and NY.

EAT WITH US based in Columbus, MS (founded 1982) has increased by 2 units for their Sweet Peppers Deli concept, from 12 to 14 (17% concept growth) and expanded into SC. These are fast casual American restaurants with full bar. Seating is for about 80. The per person check average is around \$6-\$15+. Catering and banquets are offered. Other concepts are Bulldog Deli (1), Grill (3), Harvey's (3) and Park Heights (1). Overall company increase is from 30 to 32 (10% company growth).

Overall company increase is from 20 to 22 (10% company growth).
Locations are in AL, MS, SC and TN.



**BEVERAGE MANAGEMENT
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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Dallas, TX-based **CORNER BAKERY CAFÉ** (founded 1991) has increased by 4 units, from 104 to 108 (4% growth). These are fast casual restaurants, open for breakfast, lunch and dinner. Per person check average is \$4-\$10. Seating is for about 80. Catering is available. Trading areas are CA, CO, DC, GA, IL, MD, PA, TX, and VA. About 10% of units are franchised. We wrote about this concept on 7/29/08 (5% growth).

Oakville, ON-based **MADE IN JAPAN TERIYAKI EXPERIENCE** (founded 1986) has increased by 3 units, from 123 to 126 (2% growth) and entered into FL and NY. We featured this concept 4 times (5/1/07-19% growth, 10/30/07-7% growth, 3/18/08-4% growth, and 8/19/08-5% growth). These are fast casual Japanese restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. All units are franchised and located in mall food courts. Trading areas are AB, BC, CA, FL, GA, IA, MB, NB, NS, NY, ON, and PQ.

Grants Pass, OR-based **DUTCH BROS COFFEE** (founded 1992) has increased by 5 units, from 131 to 136 (4% growth) and entered into CO. We featured this concept on 11/6/07 (21% growth), 3/4/08 (8% growth) and on 7/22/08 (7% growth). These are quick serve coffee shops, open for breakfast, lunch and dinner hours. Per person check average is about \$2-\$6. Trading areas are AZ, CA, CO, ID, NV, OR, and WA. About 90% of units are franchised.

LA TASCA SPANISH TAPAS BAR & RESTAURANT of Arlington, VA (founded 1993) has increased by 6 units, from 72 to 78 (8% growth). These are upscale Spanish restaurants with full bar. Seating is for about 200. The check average is around \$15-\$30+ per person. Most locations are in England. U.S. locations are in DC, MD and VA. We last reported on this concept in our 3/12/08 newsletter (11% 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.

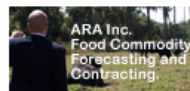
There is a company that has a device (picture a palm pilot) you just point at the bottle. The accuracy and speed of the system are second to none. Liquor cost savings of 15-30% are common [Continued...](#)



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COMMODITIES PRICING

The Cheese Economy

There are growing expectations that the CME block and barrel markets could experience some significant declines in the coming weeks [Continued](#)

WORKS | [Continued...](#)

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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...](#)

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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