



RestaurantChains.net

November 25, 2008

Data reflects change and activity during the most recent four-month period from July 17, 2008 to November 17, 2008

QUICK LINKS

[NEWSLETTER SIGN-UP](#)

[TESTIMONIALS](#)

[NEWSLETTER ARCHIVE](#)

[CURRENT CLIENTS](#)

[OFFERINGS & PRICING](#)

[FAQ](#)

[GLOSSARY](#)

[NEW WEEKLY RESTAURANT OPENING REPORT](#)
(877 last week)

[RESTAURANT CHAINS.NET WEBSITE](#)

[RESEARCH LAB](#)

[FOODSERVICECLUB](#)
A networking group for foodservice professionals.

[CONFIDENTIAL M&A SERVICES](#)

[ADVERTISING PROGRAMS](#)

FRANCHISE SPOTLIGHT

[Display your company](#)



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

Newly Released Today! The November Top 20 list of the fastest growing concepts with between 50 and 100 units.

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

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...](#)

Publishers commentary on the state of the industry.

The media would have us believe we are all eating mayonnaise sandwiches for B,L & D made at home and brought around in brown (or plastic) bags.

Contrary to media outlets in and outside of this industry, the reality is that people have NOT stopped eating out. As we have stated in previous months, people still go out to eat frequently given reasonable price points of about \$3-10 depending upon the meal day-part.

Just ask the pizza, bagels, coffee and other QSR type locations. Almost all will say same-store comparisons are up (year over year) where fast casual and casual will state the opposite. Except for Bar & Grill concepts with a "soul." They are still doing good and even brisk business.

In addition, tracking new business start-ups lends itself to this understanding. And by the way, people and companies have *not* stopped opening restaurants.

Recently there has been a movement away from franchising and more towards independent ownership, while shying away from fast growing mega chains with formulaic methods of menus and strict standards of operations.

The numbers don't lie.

Consistently over the past years, there has been no discernable difference in the number of people who open new restaurants. However, we have seen a considerable slip in alcohol filings. About 20-25% less than previous times.

GROWING CONCEPTS

Growing Concepts that have grown by at least 5% (if less than 50 units).

TX-based **YAGHI'S NEW YORK PIZZERIA** has increased by 1 unit, from 4 to 5 (25% growth). These quick serve pizzerias are open for lunch and dinner, with seating for about 30. Catering and delivery are available. All locations are in TX.

Hawaii-based chain **KOA PANCAKE HOUSE** (founded 1987) has increased by 1 unit, from 5 to 6 (20% growth). These are family/casual restaurants, open for breakfast and lunch. Seating is for about 125 with a \$4-\$10 per person check average. All units are in HI.

Arizona-based **PICAZZO'S GOURMET PIZZA & SALADS** has increased by 1 unit, from 8 to 9 (13% growth) and entered into OR. All other units are in AZ. These family/casual pizza restaurants are open for lunch and dinner, with a \$6-\$15+ per person check average. Units have a full bar and seating for about 100. Catering, delivery, online ordering, and private party services are available.



PLUCKERS WING FACTORY & GRILL headquartered in Austin, TX. These are family/casual restaurants with seating for about 100. Beer is served. The check average is around \$6-\$12 per person. Catering and banquets are offered. Locations are in LA and TX. Around 30% are franchised. (founded 1995) has increased by 1 unit, from 7 to 8 (14% growth).

BARBERITOS of Athens, GA (founded 2000) has increased by 1 unit, from 19 to 20 (5% growth). These are fast casual Mexican restaurants with seating for 90. The per person check average is around \$3-\$8 and catering is offered. More than 90% of locations are franchised and are in GA, NC, SC and TN.

SILVER MINE SUBS based in Fort Collins, CO (founded 1996) has increased by 2 units, from 23 to 25 (9% growth). These are mostly take-out sandwich shops with seating for about 30. Catering and franchising are offered. Locations are in AZ, CO, IL, FL, WI and WY.

CODY'S ORIGINAL ROADHOUSE of Clearwater, FL has increased by 1 unit, from 12 to 13 (8% growth). These are family/casual restaurants with full bar and seating for about 125. The check average is around \$8-

\$20 per person. Catering is offered. Locations are in FL, ME and NC.

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.

Atlanta, GA-based **TIN DRUM ASIAN CAFÉ** has increased by 2 units for the Tin Drum concept, from 3 to 5 (67% concept growth). Other concepts are Thai Diner (2) and Thai Spice (2). Overall company increase was from 7 to 9 (29% growth). These are fast casual Asian restaurants, open for lunch and dinner. Per person check average is \$4-\$10. All units are in GA.

BRIXX WOOD FIRED PIZZA based in Charlotte, NC (founded 1998) has increased by 3 units, from 10 to 13 (30% growth). These are family/casual pizza restaurants serving beer and wine. Catering is offered. Lunch and dinner are served. Locations are in NC, SC and TN.

IL MULINO of New York, NY (founded 1981) has increased by 2 units, from 9 to 11 (22% growth) and expanded into NJ. These are upscale Italian restaurants with full bar and seating for about 80. The per person check average is around \$15-\$50+. Locations are in DC, FL, IL, NJ, NV, NY, Tokyo and Puerto Rico.



**BEVERAGE MANAGEMENT
MADE EASY**

REPEAT GROWERS

Concepts previously written about in the past 18 months.

Los Angeles, CA-based **INTERNATIONAL COFFEE & TEA CO** (founded 1963) has increased by 17 units, from 652 to 669 (3% growth). We wrote about this concept on 5/1/07 (9% growth) and on 8/12/08 (13% growth). These quick serve coffee shops are open for breakfast, lunch and dinner hours, with a \$2-\$6 per person price average. Seating is for about 20. Online ordering is available. Trading areas are AZ, CA, HI, NV, Asia, Australia, Mexico, and the Middle East. Between 40% and 50% of the stores are franchised.

Houston, TX-based **NEW YORK PIZZERIA** (founded 1992) has added a new concept called Russo's NY Coal Fired Pizza (1 unit). Overall company growth was from 21 to 22 (5% growth). We also featured this company on 5/1/07 (12% growth) and on 7/22/08 (11% growth). These are family/casual Italian/pizza restaurants, with a \$6-\$15+ per person check average. Meal periods are lunch and dinner. Locations have a full bar and seating for about 100. Catering, delivery and online ordering are available. Trading areas are TN and TX. Between 70% and 80% of the units are franchised. Two new Russo's locations are planned in Houston for later this year.

Phoenix, AZ-based **STREETS OF NEW YORK PIZZA** (founded 1976) has increased by 3 units, from 27 to 30 (11% growth) and entered into NV. All other locations are in AZ. The restaurants are family/casual, serving Italian & pizza, with a \$6-\$15+ per person check average. Meal periods are lunch and dinner. Seating is for about 80. Beer and wine are served. Catering and delivery are available. About half the units are franchised. We wrote about this concept on 11/6/07 (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...](#)



jump out of the fish bowl and stay in constant contact...

no templates **no design fees** **no generic looking emails**
Restaurant eMarketing - www.restaurantemarketing.com



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...](#)

SPONSORED BY



WWW.JOEDUNBAR.COM

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.

[Continue to learn more...](#)



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; AdMedia 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...](#)

Contacts:

Publisher:
Keith Gellman
keith@restaurantchains.net

Editorial concerns:
Maura O'Neill
maura@foodservicereport.com

Francine Graham
francine@foodservicereport.com

RestaurantChains.net
One Bridge Street, Suite 44, Irvington, NY 10533 | p: (914) 591- 4297 | f: (914) 591 - 4293
info@restaurantchains.net

This email was sent to [email]. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

email marketing by

**Restaurant
eMarketing**

ONLINE ORDERING - EMAIL MARKETING - POST DINE SURVEYS
VISIT US ONLINE AT WWW.RESTAURANTEMARKETING.COM

**Let Restaurant eMarketing handle your email marketing for your restaurant(s)
60 Day Free Trial... Contact us today at 888-415-6669**