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December 2, 2008

Data reflects change and activity during the most recent four-month period from July 24, 2008 to November 24, 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

Newly Released! 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 state of the industry- Current Opinion;

The media would have us believe we are all eating mayonnaise

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...](#)

sandwiches for B,L & D that we made at home and brought around in our 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.

We are finding, 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 in previous times.

GROWING CONCEPTS

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

North Reading, MA-based **BURTON'S GRILL** has increased by 1 unit, from 4 to 5 (25% growth), entering into VA. Other units are in CT and MA. These are upscale restaurants, open for lunch and dinner, with a \$15-\$30+ per person check average. Locations have a full bar and seating for about 200.

Madison, GA-based **AMICI ITALIAN CAFÉ** (founded 1993) has increased by 1 unit, from 4 to 5 (25% growth). These family/casual Italian restaurants are open for lunch and dinner, with an \$8-\$20 per person check average. Seating is for about 70. Beer and wine are served. Catering is available. All units are in GA.

STIR FRY CAFÉ of Knoxville, TN (founded 1993) has increased by 1 unit, from 3 to 4 (33% growth). These are family/casual Asian restaurants with full bar. Seating is for about 150. Locations are open for lunch and dinner. Catering and banquets are offered. The check average is around \$8-\$20 per person. All locations are in TN.

THE WORKS BAKERY CAFÉ based in Keene, NH has increased by 1 unit, from 4 to 5 (25% growth). These are fast casual bakery/cafes with seating for about 20. The per person check average is around \$3-\$8. Franchising is offered. Locations are in ME, NH and VT.

MY BIG FAT GREEK RESTAURANT of Phoenix, AZ (founded 2002) has increased by 1 unit, from 8 to 9 (13% growth). These are family/casual Greek restaurants with full bar. Seating is for about 100. The check average is around \$8-\$20 per person. Catering and banquets are offered. All locations are in AZ.

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.

The Texas-based **THAI COTTAGE** chain has increased by 2 units for the Thai Cottage concept, from 6 to 8 (33% concept growth). The company also operates a 1-unit sushi concept called Blue Fish House. Overall company increase was from 7 to 9 (29% company growth). The restaurants are family/casual, open for lunch and dinner, with a \$10-\$30 per person check average. Most units have seating for about 80. Beer and wine are served. Catering is available. All locations are in TX.

CHEESEBURGER CHARLEY'S based in Nashville, TN (founded 1988) has increased by 2 units, from 8 to 10 (25% growth). These are quick serve burger restaurants with seating for about 30. The per person check average is around \$3-\$8. All locations are in TN.

SMILING MOOSE DELI based in Boulder, CO (founded 2003) has increased by 2 units, from 11 to 13 (18% growth). These are family/casual units with seating for about 30. They are open for breakfast, lunch and dinner and catering is offered. The per person check average is around \$6-\$15. Locations are in CO.



**BEVERAGE MANAGEMENT
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REPEAT GROWERS

Concepts previously written about in the past 18 months.

Heathrow, FL-based **RUTH'S CHRIS STEAKHOUSE** (NASDAQ: RUTH; founded 1965) has increased by 10 units for the Ruth's Chris concept, from 121 to 131 (8% concept growth). The company also operates Cameron's Steakhouse (1), Columbus Fish Market (2), Mitchell's Fish Market (17), and Mitchell's Steakhouse (2). Overall company increase was from 143 to 153 (7% company growth). We wrote about this concept on 10/23/07 (4% growth) and again on 3/4/08 (9% growth). The restaurants are upscale steakhouses, open for dinner only, with a \$30-\$50+ per person check average. All restaurants have a full bar. Seating is for about 250. Banquet services are available. Trading areas are AB, AL, AR, AZ, CA, CO, CT, DC, FL, GA, HI, IL, IN, KY, LA, MA, MD, MI, MN, MO, MS, NC, NJ, NV, NY, OH, ON, OR, PA, RI, SC, TN, TX, UT, VA, WA, WI, Mexico, China, and Puerto Rico. About half of the units are franchised.

Newport Beach, CA-based **ZPIZZA** (founded 1986) has increased by 8 units, from 77 to 85 (10% growth) and entered into OH and TX. We featured this concept 4 times previously (7/2/07-3% growth, 12/26/07-12% growth, 4/22/08-9% growth, and 8/26/08-5% growth). These are quick serve pizzerias, open for lunch and dinner, serving beer and wine. Seating is for about 30. Catering, delivery and online ordering are available. Trading areas are AZ, CA, GA, MD, MN, MT, NC, NV, OH, PA, TX, and VA, with locations to open soon in Honolulu, HI and Columbia, SC. About 80% of units are franchised.

Dallas, TX-based **WHICH WICH** (founded 2003) has increased by 10 units, from 54 to 64 (19% growth) and entered into MS, NM, and WA. We wrote about this concept on 10/23/07 (57% growth), 4/22/08 (58% growth) and on 8/19/08 (4% growth). These quick serve sandwich shops are open for breakfast, lunch and dinner, with a \$3-\$8 per person check average. Units have seating for about 50. Catering is available. Trading areas are AZ, CO, GA, IA, MO, MS, NM, OK, SC, TN, TX, and WA. More than 90% of stores are franchised.

PANDA RESTAURANT GROUP headquartered in Rosemead, CA (founded 1983) has increased by 25 units for their Panda Express concept, from 1127 to 1152 (2% concept growth) and by 1 unit for their Hibachi San concept, from 26 to 27 (4% concept growth). There is another 7 unit concept called Panda Inn. Overall company growth is from 1160 to 1186 (2% company growth). Units tend to be fast casual Chinese restaurants with limited seating. The check average is around \$3-\$8 per person. Locations are in AZ, CA, CO, CT, FL, GA, HI, IA, ID, IL, IN, KS, LA, MA, MD, ME, MI, MN, MO, NC, NE, NJ, NM, NY, OH, OK, OR, PA, RI, TN, TX, UT, VA, WA and WI. We reported on this company on 3/18/08 (6% growth) and on 8/19/08 (4% 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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The Cheese Economy

There are growing expectations that the CME block and barrel markets could experience some significant declines in the coming weeks . [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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