



# RestaurantChains.net

December 16, 2008

Data reflects change and activity during the most recent four-month period from August 15, 2008 to December 15, 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

**SEE** 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...](#)

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).

Longmont, CO-based **PROTO'S PIZZA** (founded 1999) has increased by 1 unit, from 5 to 6 (20% growth). These are family/casual pizza restaurants, open for lunch and dinner. Locations have a full bar and seating for about 40. Catering is available. Units are in CO and ID.

Calgary, AB-based **MOXIE'S CLASSIC GRILL** (founded 1986) has increased by 4 units for the Moxie's concept, from 56 to 60 (7% concept growth), 2 units for Chop, from 1 to 3 (200% concept growth) and 1 unit for Shark Club, from 7 to 8 (14% concept growth). Overall company growth was from 64 to 71 (11% company growth). Moxie's and Shark Club restaurants are family/casual American concepts, open for lunch and dinner, with a \$10-\$30 per person check average. Chop is an upscale, steak and seafood restaurant (\$15-\$50+ per person). The restaurants have a full bar and average seating for about 225. Catering is available. Company trading areas are AB, BC, MB, ON, and SK. About half of the restaurants are franchised.

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 Texas-based **PALIO'S PIZZA CAFÉ** chain has increased by 2 units, from 15 to 17 (13% growth). These quick serve Italian and pizza restaurants are open for lunch and dinner. Beer is served, with seating for about 50 at most locations. Catering, delivery and online ordering are available. All units are in TX.



**BEVERAGE MANAGEMENT  
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## REPEAT GROWERS

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

Chicago, IL-based **DA VINCI GROUP** (founded 1991) has increased by 1 unit for the Pikk's Tavern concept, from 1 to 2 (100% concept growth). Other concepts are Adobo Grill (4) and Vinci (1). Overall company increase was from 6 to 7 (17% company growth). We featured this company on 10/23/07 (50% growth). All concepts are upscale, open for dinner only, with a \$15-\$30+ per person check average. Adobo is Mexican cuisine, Pikk's Tavern is American/steakhouse, and Vinci is Italian. All locations have a full bar and seating for about 200. Catering and banquet facilities are available. Trading areas are IL and IN.

Montreal, PQ-based **EGGSPECTION** (founded 1993) has increased by 1 unit, from 15 to 16 (7% growth). These are family/casual restaurants serving American cuisine. Meal periods are breakfast, lunch and dinner. Per person check average is \$6-\$15+. Locations have a full bar and seating for about 200. Trading areas are MD, ME, ON, PQ, VA, and India. We wrote about this concept on 9/2/08 (7% growth).

Addison, TX-based **NEIGHBORHOOD VENTURES INC** (founded 1995) has increased by 3 units for the Fish City Grill concept, from 22 to 25 (14% concept growth). The company also operates Half Shells Oyster Bar (1) and Half Shells Seafood Grill (1). Overall company increase was from 24 to 27 (13% company growth). These are family/casual seafood restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 80. Catering is available. Trading areas are AR, CO, FL, LA, OK, and TX. Between 70% and 80% of locations are franchised. We previously featured this company on 1/8/08 (43% growth) and on 4/29/08 (15% growth). Fish City Grill also ranked as #4 on our January 2007 Top Ten Fastest Growing concepts list and again as #6 on the April 2008 list.

Memphis, TN-based **LENNY'S SUB SHOP** (founded 1998) has increased by 12 units, from 169 to 181 (7% growth) and entered into CO. These are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 60. Catering and delivery are available. Trading areas are AL, AR, CA, CO, FL, GA, IN, KS, MI, MO, MS, NC, NM, NV, OH, OK, SC, TN, TX, and VA. More than 90% of stores are franchised. We featured this concept 3 times before (12/4/07 (4% growth), 4/8/08 (14% growth) and 8/26/08 (4% growth).

### Who likes to count inventory?

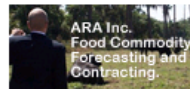
Ask any operator, manager or supervisor and they will almost always tell you that the counting of anything is tedious and mostly a drag. The best part of doing inventory is when you have counted the last item and can process the numbers.

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...](#)



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

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**COMMODITIES PRICING**

### A Recession and Food Service Demand

Earlier this month the National Bureau of Economic research confirmed what many in the restaurant industry already knew...we are officially in an economic recession that began in December 2007. [Continued...](#)

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

We can now offer you a choice of platforms and savings programs.

If one program does not fit, perhaps another would.

We are finding that most companies with a purchasing department may have contracted deals in place with their top manufacturers.

We can clearly explain how that fits into our programs and what we can offer in addition.

[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...](#)

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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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