

## **FOR IMMEDIATE RELEASE**

### **New Directory Puts Accurate, Up-to-Date Information On the Plate of Foodservice Providers.**

IRVINGTON, NY, June 10, 2004. Companies that sell products and services to the restaurant industry often have trouble expanding sales because published directories are filled with stale listings. While most directories do a reasonable job of aggregating information for major chains like McDonald's, Burger King and Wendy's, sales leads for smaller, high-potential chains are much harder to come by. The solution: RestaurantChains.net, a new database with an exclusive focus on current, accurate contact information for restaurant chains and multi-concept companies. Published by Research Report for Foodservice, a leading provider of restaurant sales data, RestaurantChains.net currently covers more than 3,000 unique chains, with new listings added almost every day.

"We are continuously amazed at the amount of change and growth in the restaurant industry," says Keith Gellman, Publisher of RestaurantChains.net. "Every week we discover about 5 to 20 new chains we didn't know existed and we upload this data to our website as soon as we find it."

To uncover new leads the research team at RestaurantChains.net scours a wide range of sources. "Other directories use broad-based sources of information like press releases and periodicals," says Maura O'Neill, Director of Research. "We tap those sources, too, but we also comb through thousands of new business filings every week. As a result, we're able to find small and emerging chains, numbering between 2 and 30 stores, that can't be identified any other way."

To solve the problem of stale data, which starts to plague the annually-published directories as soon as they are printed, researchers at RestaurantChains.net update information regularly, personally contacting all listed companies at least once every four months. The resulting accuracy creates a substantial boost in sales efficiency for customers like Chris Kauffman, President of National Restaurant Recruiters. "Our goal," he says, "is to reach more restaurant companies than just those listed in the Yellow Pages or some generic publication. I've bought every type of directory imaginable but RestaurantChains.net is far and away the best source I've found for reaching decision-makers who need to hear about my company's services."

RestaurantChains.net is available in three formats: as an online subscription, a regularly updated CD, or an e-mailed PDF file. Users of the interactive formats praise the customizable filters -- which allow for targeted searches based on categories like geographical region, per-person check average, number of seats and alcohol service. Customers also benefit from the ability to export selected sales information to popular spreadsheets or make print copies for office-wide use. A demo version of the product, which includes a trial version of the online, searchable database, can be found at <http://www.RestaurantChains.net>.

#### **About Research Report for Foodservice**

Research Report for Foodservice is a leading provider of qualified sales leads covering restaurants, bars, hotels country clubs and cafes throughout the United States. In addition to RestaurantChains.net the company also publishes FoodserviceReport, a weekly bulletin on new restaurant openings and changes of ownership in the US. Founded in December, 1996, Research Report for Foodservice currently serves thousands of clients in the foodservice and related industries.

#### **CONTACT INFORMATION**

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