

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from August 3, 2007 to December 3, 2007
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Update from Restaurantchains.net on growing and emerging restaurant concepts

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

WOLFGANG PUCK WORLDWIDE headquartered in Beverly Hills, CA (founded 1982) has an overall company increase of 18 units, from 60 to 78 (30% growth) and expanded into DC, AZ, NJ and MI. The company has introduced 5 new concepts, Wolfgang Puck Bistro (1 unit), Wolfgang Puck Grill (1 unit), Wolfgang American Grill (1 unit), The Source (1 unit) and Red/Seven (1 unit). These are mostly upscale units, with full bar and seating for about 200 or more. The company also opened 13 new express units, from 43 to 56 (30% concept growth). Other existing concepts are 20.21 (1), Café Evanston (1), Café Niagara (1), Café Orlando (1), Chinois (2), Cut (1), Postrio (2), Puck's (1), Spago (4), Trattoria Del Lupo (1), Vert (1) and Wolfgang Puck Bar & Grill (1). Locations are currently in AZ, CA, CO, DC, FL, GA, HI, IL, IN, MA, MI, MN, MO, NC, NJ, NV, OH, ON, TN, TX, UT, VA, WA and WI.

National Park, NJ-based PAT'S FAMILY RESTAURANTS (founded 1974) has opened 3 units, from 43 to 46 (7% growth). These are quick serve, Italian & pizza restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Units have seating for about 60. Beer and wine is served. Catering, delivery, and online ordering are available. Locations are in the states of DE, MD, NJ, and PA.

IRON HILL BREWERY & RESTAURANT based in Wilmington, DE (founded 1994) has increased by 1 unit, from 6 to 7 (17% growth). Units are family/casual with full bar and seating for around 225. The check average is around \$10-\$30 per person. Catering and banquets are offered. Locations are in DE and PA.

PIZZA RANCH of Orange City, IA (founded 1981) has increased by 4 units, from 136 to 140 (3% growth). These are quick serve/buffet pizza restaurants with seating for around 90. The per person check average is around \$4-\$10 and beer is served. Locations are more than 90% franchised and are in IA, IL, MI, MN, ND, NE, SD and WI.

Santa Monica, CA-based FATBURGER (founded 1952) has opened 4 units, from 87 to 91 (5% growth) and opened their first location in China. These are quick serve burger restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for around 50 at some freestanding locations, many other locations are in mall food courts. 50-60% of the restaurants are franchised. Trading areas are AB, AZ, BC, CA, CO, FL, G A, LA, NJ, NV, NY, OH, PA, TX, VA, and WA, with a Southfield, MI location to open this winter.

Brantford, ON-based WILLIAMS COFFEE PUB (founded 1993) has opened 3 units, from 43 to 46 (7% growth). These are fast casual bakery/cafes, with seating for about 50. Meal periods are breakfast, lunch and dinner, with a \$3-\$8 per person check average. Catering is available. More than 80% of units are franchised. All locations are in ON.

40 40 CLUB based in New York, NY (founded 2003) has increased by 1 unit, from 2 to 3 (50% growth). These are upscale sports lounge units with full bar. Locations tend to have more than 11,000 sq ft. There are currently 3 locations in NJ, NY and NV.

Multiple new location openings:

FAMOUS DAVE'S of Minnetonka, MN (founded 1995) has 4 new locations opening. Locations are in Bolingbrook-IL, Atlanta-GA, Little Rock-AR and Oswego-IL. The current company total is 156 with units located in AR, AZ, CA, CO, CT, FL, GA, IA, IL, IN, KS, KY, MA, MI, MD, MN, MO, MT, ND, NE, NH, NJ, NV, NY, OH, OK, PA, SD, TN, TX, UT, VA, WA, WI and WV.

MELTING POT of Tampa, FL (founded 1975) has 5 new locations opening in Spokane-WA, Miramar Beach-FL, Lexington-KY, White Plains-NY and Cheektowaga-NY. There are currently 120 units in AL, AZ, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KY, LA, MA, MD, MI, MN, MO, NC, NE, NJ, NM, NV, OH, OK, OR, PA, SC, TN, TX, UT, VA, WA and WI.

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

ST LOUIS WINGS AND RIBS of Toronto, ON (founded 1992) has increased by 4 units, from 20 to 24 (20% growth). Locations are family/casual with full bar and seating for about 90. The check average is around \$6-\$12 per person. Locations are 88% franchised and are currently trading in ON.

TIMES GRILL based in Baton Rouge, LA (founded 1994) has increased by 2 units, from 4 to 6 (50% growth). Locations are family/casual with full bar and seating for about 200. The per person check average is around \$6-\$12. Units are located in FL and LA.

Indianapolis, IN-based LUCA PIZZA DI ROMA (founded 1966) has opened 2 units, from 20 to 22 (10% growth). These quick serve pizzerias are open for lunch and dinner. Locations are in mall food courts. Trading areas are IN, MD, OH, and TX.

PIZZA DELIGHT, a multi-concept operator based in Moncton, NB, has opened 3 units for their Baton Rouge Restaurant & Bar concept, from 18 to 21 (11% concept growth). The restaurants are family/casual, serving American cuisine. Per person check average is \$10-\$30. Units seat about 230. Meal periods are lunch and dinner. Pizza Delight also operates Mike's Restaurants (108 units), Pizza Delight (100), and Scores Rotisserie (34), for an overall company total of 263 restaurants. Company trading areas are AB, NB, NL, NS, NV, ON, PE, and PQ.

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