

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from August 30, 2007 to December 30, 2007
2008-01-10

Update from Restaurantchains.net on growing and emerging restaurant concepts

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

Norwalk, CT-based SIERRA GRILLE has opened a new unit, from 5 to 6 (20% growth). The restaurants are fast casual, serving American style cuisine. Meal periods are lunch and dinner, with a \$6-\$12 per person check average. Seating is for about 80. Beer and wine is offered at all stores. Locations are in the states of CT and FL.

Fairfield, OH-based SKYLINE CHILI (founded 1949) has opened 3 units, from 137 to 140 (2% growth). The restaurants are family/casual, with a \$4-\$10 per person check average. Meal periods are lunch and dinner. Seating is for about 100. Between 70%-80% of locations are franchised. Trading areas are FL, IN, KY, and OH.

LION'S CHOICE of St Louis, MO (founded 1967) has increased by 2 units, from 26 to 28 (8% growth) and expanded into OK. These are fast casual sandwich shops with seating for around 70. The per person check average is around \$4-\$10. Units are currently located in FL, IL, MO, MS and OK. There are plans to expand into TX. About 50% of locations are franchised.

PARASOLE RESTAURANT HOLDINGS headquartered in Edina, MN (founded 1979) has added a new concept called Pittsburgh Blue Steakhouse (1-unit). Overall company growth is from 7 to 8 units (14% growth). Current concepts are Chino Latino (1), Figlio (1), Good Earth (2), Manny's Steaks (1), Muffuletta (1), Pittsburgh Blue Steakhouse (1) and Salut Bar Americain (1). Units tend to be upscale with multiple cuisines including American, Mexican and several steakhouses. Seating is for about 300 and full bar is offered. The check average is around \$30-\$50 per person. Catering and banquets are offered. All locations are in MN.

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

Clayton, MO-based J BUCK'S RESTAURANT (founded 1999) has opened 2 units, from 5 to 7 (40% growth). These family/casual American restaurants are open for lunch and dinner, with a \$10-\$30 per person check average. Units seat about 250 and have full bars. Banquet facilities are available. Trading areas are IL and MO.

Phoenix, AZ-based MACAYO MEXICAN KITCHEN (founded 1946) has opened 2 units, from 17 to 19 (12% growth). The restaurants are family/casual, with an \$8-\$20 per person check average. Meal periods are lunch and dinner. Locations have full bar service. Catering and banquet facilities are available. Units are in AZ and CA.

Culver City, CA-based THE COUNTER (founded 2003) has opened 4 units, from 3 to 7 (133% growth) and entered into 3 states (FL, NC, TX). These family/casual restaurants are open for lunch and dinner, specializing in a "create your own burger" menu. Per person check average is \$6-\$15+. There is a full bar and seating for about 100. Between 80% and 90% of units are franchised. Trading areas are CA, FL, NC, and TX.

CARTEL GROUP based in Atlanta, GA (founded 2002) has increased 2 units for the Little Anzio concept, from 7 to 9 (29% concept growth), with an overall company increase of 8 to 10 (25% company growth). These are family/casual restaurants serving pizza and pasta. Full bar is offered and seating is for around 100. The per person check average is around \$6-\$15+. Current concepts are Little Azio's (9) and Nickiemoto's (1). All are located in GA.

KRIEGER'S YOUR HOMETOWN SPORTS GRILL of Maryland Heights, MO (founded 1991) has increased by 2 units, from 15 to 17 (13% growth). Units are family/casual serving American cuisine. Seating is for about 200 and catering is offered. The per person check average is around \$8-20. Locations are about 70% franchised and located in IA, IL and MO.

PIZZA MY HEART headquartered in Campbell, CA (founded 1981) has increased by 2 units, from 12 to 14 (17% growth). These are family/casual restaurants with seating for about 50. Beer and wine is on the menu. All locations are company owned and located in CA.

JITTERY JOE'S COFFEE based in Athens, GA (founded 1994) has increased by 3 units, from 9 to 12 (33% growth) and expanded into SC. These are quick serve coffee shops with seating for about 20. Catering is offered and the per person check average is around \$2-\$6. Stores are currently located in GA and SC. About 50% of locations are franchised.

CONNORS CONCEPTS headquartered in Knoxville, TN (founded 1992) has increased by 2 units, from 13 to 15 (15% growth) and expanded into AL. They added 1 unit for their Chop House concept from 10 to 11 and 1 unit for their Connor's concept, from 2 to 3. Units tend to be family/casual with steak and seafood cuisine. Seating is for about 200 and banquets and full bar are offered. The check average is around \$15-\$30+ per person. Locations are currently in AL, KY, OH and TN.

Concepts previously written about in the past 18 months.

Lorton, VA-based FIVE GUYS BURGERS & FRIES (founded 1986) has opened 57 units, from 183 to 240 (31% growth) and entered into 3 states (AL, WI, WV). We have written about this concept three times previously (8/23/06-21% growth, 2/13/07-24% growth, and 8/14/07-41% growth). Overall one year growth was from 105 to 240 (129%) units. These are fast

casual burger restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 50. More than 90% of units are franchised. Trading areas are AL, CT, DC, DE, FL, GA, IN, MD, NC, NJ, NY, OH, PA, SC, TN, VA, WI, and WV.

Addison, TX-based NEIGHBORHOOD VENTURES INC (founded 1995) has opened 6 units for their Fish City Grill concept, from 12 to 18 (50% concept growth) and has entered into the states of CO and FL. The company also operates 2 other restaurants, Half Shells Oyster Bar and Half Shells Seafood Grill. Overall company increase was from 14 to 20 units (43% growth). We featured this concept once before in our 1/2/07 newsletter (57% growth). Fish City Grill also ranked as #4 on our January '07 Top Ten Fastest Growing Restaurant Concepts list. These are family/casual seafood restaurants, open for lunch and dinner, with a \$10-\$30 per person check average. Units have seating for about 80, with a full bar. More than half of units are franchised. Trading areas are AR, CO, FL, OK, and TX. New locations are scheduled to open in Savannah, GA and Baton Rouge, LA later this year.

Sterling Heights, MI-based JET'S PIZZA (founded 1978) has opened 7 units, from 137 to 144 (5% growth) and entered into TX. We wrote about this concept in two other newsletter, in our 7/31/06 newsletter (7% growth) and in 6/27/07 (5% growth). The restaurants are take-out/delivery, open for lunch and dinner. Between 80% and 90% of units are franchised. Trading areas are FL, MI, NC, OH, TN, and TX.

Contact

Keith Gellman

Restaurantchains.net

1 Bridge St, Unit 94

Irvington, NY 10533

914-591-4297

<http://www.restaurantchains.net>

keith@restaurantchains.net

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30684.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html