

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from  
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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).**

Boston, MA-based BOSTON BEER WORKS (founded 1992) has increased by 1 unit, from 3 to 4 (33% growth). These family casual bar & grill restaurants are open for lunch and dinner, with an \$8-\$20 per person check average. Units have a full bar and seating for about 500. Banquet & catering services are available. All locations are in MA.

PA-based MONTE CELLO'S (founded 1980) has increased by 1 unit, from 8 to 9 (13% growth) and entered into the state of AZ. Other locations are in PA. These are family/casual Italian and pizza restaurants, with a \$6-\$12 per person check average. Units have a full bar and seating for about 150. Meal periods are lunch and dinner. Catering, banquet and delivery services are available. Between 70 and 80% of units are franchised.

Atlanta, GA-based MOE'S SOUTHWEST GRILL (founded 2000) has increased by 9 units, from 372 to 381 (2% growth) and entered into WV. These are fast casual Mexican restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Locations serve beer and wine. Seating is for about 90. Catering is available. Trading areas are AL, AR, AZ, CO, CT, DC, DE, FL, GA, HI, IL, IN, KS, KY, LA, MA

MD, MI, MO, NC, ND, NE, NJ, NY, OH, OK, OR, PA, SC, TN, TX, VA, VT, WI, and WV. All units are franchised. Moe's is a subsidiary of Atlanta, GA-based Focus Brands.

WECK'S FOR BREAKFAST & LUNCH based in Albuquerque, NM (founded 1991) has increased by 1 unit, from 6 to 7 (17% growth). Restaurants are family/casual with seating for about 125. The per person check average is around \$3-\$8. Catering and banquets are offered. Locations are company owned and are in NM and TX.

BARBERITOS of Athens, GA (founded 2000) has increased by 1 unit, from 19 to 20 (5% growth). These are fast casual Mexican restaurants with seating for about 90. The check average is around \$3-\$8 per person. Catering is offered. Locations are more than 90% franchised and are in GA, NC, SC, and TN.

THAI COTTAGE of TX has increased by 1 unit for their Thai Cottage concept, from 5 to 6 (20% concept growth). The overall company growth is from 6 to 7 (17% overall growth). Units are family/casual Thai restaurants with seating for about 80. Beer and wine are served. The check average is around \$6-\$12 per person. There is a second company concept called Blue Fish House with 1 unit. All are located in TX.

WAGAMAMA of Boston, MA (founded 1992) has increased by 11 units, from 79 to 90 (14% growth). These are fast casual Japanese restaurants with seating for around 125. Beer and wine and catering are offered. The check average is around \$6-\$15+ per person. Locations are 44% franchised and are in MA, Europe, Australia and the Middle East.

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

IL-based SUSHI HOUSE (founded 1995) has increased by 2 units, from 5 to 7 (40% growth). These are family/casual sushi restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. Locations serve beer and wine. Seating is for about 90. Catering and banquet services are available. Trading areas are IL and KS.

ANTHONY'S COAL FIRED PIZZA of Aventura, FL (founded 2002) has increased by 2 units, from 7 to 9 (29% growth). These are family/casual pizza restaurants with full bar and seating for about 70. All are located in FL.

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

Covington, LA-based WOW CAFE & WINGERY (founded 2001) has increased by 6 units, from 40 to 46 (15% growth) and entered into TN. We wrote about this concept on 1/23/07 (50% growth), 7/23/07 (10% growth), and on 11/13/07 (21% growth). These fast casual chicken restaurants are open for lunch and dinner, with a \$4-\$10 per person check average. Beer is served. Seating is for about 90. Catering is available. More than 90% of units are franchised. Trading areas are AL, CA, DC, GA, IL, LA, MD, MN, MO, MS, MT, NC, NJ, NM, NY, PA, TN, TX, VA, and VT.

Atlanta, GA-based SHANE'S RIB SHACK has increased by 9 units, from 70 to 79 (13% growth) and entered into NV. We wrote about Shane's in our 4/10/07 newsletter (30% growth). They were also ranked #2 on our April '07 Top Ten Fastest Growing Concepts list. The restaurants are a quick serve BBQ concept, open for lunch and dinner. Per person check average is \$3-\$8. Beer is served. Units have seating for about 70. Catering is available. Trading areas are AZ, FL, GA, IA, KY, MD, NC, NV, OH, SC, TN, and VA. All units are franchised. Shane's is a subsidiary of Atlanta, GA-based Raving Brands.

Tulsa, OK-based AMERICA'S INCREDIBLE PIZZA CO (founded 2002) has increased by 2 units, from 13 to 15 (15% growth) and entered into TN. We wrote about this concept twice before (4/24/07-43% growth and 10/16/07-30% growth). These are pizza buffet restaurants, open for lunch and dinner, with seating for about 450. Private party space is available. Trading areas are LA, MO, OK, TN, and TX. About 60% of units are franchised.

PANDA RESTAURANT GROUP of Rosemead, CA (founded 1983) has increased by 66 units for their Panda Express concept, from 1014 to 1080 (7% concept growth) and expanded into DC. Overall company increase is from 1047 to 1113 (6% overall growth). Units are fast casual serving Asian food. The per person check average is around \$3-\$8. Catering is offered. Other concepts are Panda Inn (7 - upscale) and Hibachi- San (26 - family). We last reported on this company's growth in our 5/12/07 newsletter (8% growth). 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, NV, NY, OH, OK, OR, PA, RI, TN, TX, UT, VA, WA and WI.

MADE IN JAPAN TERIYAKI EXPERIENCE based in Oakville, ON (founded 1986) has increased by 5 units, from 112 to 117 (4% growth) and expanded into CA. These are fast casual Japanese restaurants. Many are located in food courts but some with limited seating. The per person check average is around \$3-\$8. Catering is offered. We reported on this concept in our 5/1/07 newsletter (19% growth) and our 10/30/07 newsletter (7% growth). All locations are franchised and are in AB, BC, CA, GA, MB, NB, NS, ON, PQ, Italy and the Middle East. There are plans for rapid US expansion into FL, IA and NY.

MARIO BATALI RESTAURANTS based in New York, NY has increased by 1 unit, from 12 to 13 (8% growth). The company opened a new Italian Steakhouse concept called Carnevino at the new Palazzo Hotel in Las Vegas, NV. Company concepts tend to be upscale with full bar and seating for around 80. The check averages are around \$20-\$50+ per person. Concepts are B & B Ristorante (1), Babbo (1), Bar Jamon (1), Carnevino (1), Casa Mono (1), Del Posto (1), Enoteca San Marco (1), Esca (1), Lupa (1), Osteria Mozza (1), Otto Enoteca (1), Pizzeria Mozza (1) and Spotted Pig (1). Locations are in CA, NV and NY. We previously reported on this company in our 3/27/07 newsletter (14% growth) and our 10/30/07 newsletter (33% growth).

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