

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).**

Parma, OH-based GEORGIO'S OVEN FRESH PIZZA (founded 2000) has increased by 2 units, from 44 to 46 (5% growth). The restaurants are take-out/delivery, open for lunch and dinner. More than 90% of locations are franchised. Trading areas are NY and OH.

Lexington, KY-based ENTREE VOUS (founded 2003) has increased by 2 units, from 47 to 49 (4% growth) and entered into CA. This is a meal assembly company, preparing lunch and dinner meals, for around \$4-\$10 per meal. Catering and private party services are available. Trading areas are AR, CA, CO, FL, GA, IL, IN, KS, KY, MA, ME, MI, NC, NY, OH, OR, PA, TN, TX, VA, and WI. More than 90% of units are franchised.

North Vancouver, BC-based EARLS (founded 1982) has increased by 2 units, from 53 to 55 (4% growth) and entered into ON and YT. These family/casual American restaurants are open for lunch and dinner, with a \$10-\$30 per person check average. All locations have a full bar and seating for about 250. Trading areas are AB, AZ, BC, CO, MB, ON, SK, and YT.

THUNDERCLOUD SUBS based in Austin, TX (founded 1975) has increased by 1 unit, from 25 to 26 (4% growth). These are quick serve sandwich shops with seating for about 50. The per person check average is around \$4-\$10. Catering is offered. All are located in TX.

LOMBARDI FAMILY CONCEPTS of Dallas, TX (founded 1979) has added a new concept called La Taverna. Overall company growth is from 8 to 9 (13% growth). These are upscale Italian restaurants with full bar and seating for around 150. The per person check average is around \$15-\$50+. Catering and banquets are available. Other concepts are Lombardi's (1), Penne Pomodoro (2), Sangria Tapas Y Bar (1), Taverna Pizzeria & Rissotteria (3) and Toulouse Café & Bar (1). Locations are in NV and TX.

IL FORNAIO of Corte Madera, CA (founded 1981) has increased by 1 unit, from 19 to 20 (5% concept growth). These are upscale Italian restaurants with full bar and seating for about 225. The per person check average is around \$10-\$30+. Catering and banquets are offered. Other concepts are Canaletto Ristorante Veneto (1) and Risotteria (1). Overall company growth is from 21 to 22 (5% company growth). Locations are in CA, CO, NV and WA.

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

Fort Lauderdale, FL-based PIZZA FUSION (founded 2006) has increased by 2 units, from 3 to 5 (67% growth) and entered into PA. All other locations are in FL. These quick serve pizzerias are open for lunch and dinner, serving beer and wine. Seating is for about 30. Catering and delivery are available. About 80% of locations are franchised. A new location is set to open in San Diego, CA in June '08.

Atlanta, GA-based FADO IRISH PUB (founded 1996) has increased by 1 unit for the Fado Irish Pub concept, from 10 to 11 (10% concept growth) and by 1 unit for Tigin Irish Pub, from 2 to 3 (50% concept growth). Overall company growth was from 12 to 14 (17%). The company entered into 2 new states (MD and MO). These are family/casual Irish pub concepts, open for lunch and dinner, with a \$10-\$30 per person check average. Locations have a full bar and seating for about 250. Private party services are available. Trading areas are CO, CT, DC, GA, IL, MD, MO, NV, OH, PA, RI, TX, and WA.

ZIGGIE'S CAFÉ of Springfield, MO (founded 1983) has increased by 2 units from 7 to 9 (29% growth). These are family/casual restaurants open for breakfast, lunch and dinner. Seating is for about 100. The per person check average is around \$6-\$15+. Catering and banquets are offered. There is a 2nd one-unit concept called Avanzare Italian Dining. Overall company increase is from 8 to 10 (25% company growth). All are located in MO.

DUDUM SPORTS & ENTERTAINMENT based in Walnut Creek, CA (founded 2004) has expanded into AZ while opening a new 2-unit concept called Maria Maria. Overall company growth is from 7 to 9 (29% growth). Other company concepts are Bing Crosby's Restaurant (2), Cantina (2), Joe Dimaggios (2) and Mc Covey's (1). Units tend to be upscale with full bar and seating for around 175. The check average is around \$15-\$30+ per person. Locations are in AZ, CA and TX. There are plans to open a 3rd Bing Crosby's in San Diego, CA and a 3rd Maria Maria in Mill Valley, CA this year.

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

Jacksonville, FL-based FIREHOUSE SUBS (founded 1994) has increased by 14 units, from 306 to 320 (5% growth). We wrote about this concept on 6/5/07 (7% growth) and on 12/11/07 (12% growth). These quick serve sandwich shops are open for lunch and dinner, with a \$2-\$6 per person check average. Units have seating for about 20. Catering and online ordering are available. Trading areas are AL, AR, AZ, FL, GA, KY, LA, MS, NC, NV, SC, TN, TX, and VA. Between 80% and 90% of locations are franchised.

Margate, FL-based SALAD CREATIONS OF AMERICA (founded 2002) has increased by 7 units, from 34 to 41 (21% growth) and entered into 3 states (MD, TX, WV). We featured this concept 3 times (1/30/07-25% growth, 8/20/07-140% growth, and 12/26/07-42% growth). This company was also ranked #1 on our October 2007 Top Ten Fastest Growing Concepts list, and #6 on our January 2008 list. This is a fast casual soup, salad and sandwich concept, open for lunch and dinner, with a \$4-\$10 per person check average. Seating is for about 50. Catering is available. Trading areas are AZ, CA, CO, FL, GA, HI, IL, MA, MD, MI, MN, NC, NV, RI, SC, TX, VA, WV, Trinidad and Brazil. More than 90% of units are franchised.

Sterling Heights, MI-based JET'S PIZZA (founded 1978) has increased by 12 units, from 144 to 156 (8% growth) and entered into MN. We wrote about this concept on 6/27/07 (5% growth) and on 1/8/08 (5% growth). These are take-out/delivery pizzerias, open for lunch and dinner. Trading areas are FL, MI, MN, NC, OH, TN, and TX. About 90% of locations are franchised.

FREEBIRD'S WORLD BURRITO based in College Station, TX (founded 1987) has increased by 1 unit, from 19 to 20 (5% growth) and expanded into OK. These are fast casual Mexican restaurants serving beer. Seating is for about 200. The per person check average is around \$3-\$8. Catering is available. Units are located in OK and TX. We reported on this concept in our 5/29/07 newsletter when they had 19% growth.

GALLAGHER'S STEAKHOUSE based in New York, NY (founded 1927) has increased by 1 unit, from 6 to 7 (17% growth). These are upscale steakhouses with full bar and seating for about 300. The per person check average is around \$15-\$50+. Locations are in CO, FL, NJ, NV and NY. We reported on this concept in our 6/19/07 newsletter when they had 20% growth.

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