

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from February 16, 2008 to June 16, 2008
2008-06-25

Update from Restaurantchains.net on growing and emerging restaurant concepts

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

Ogden, UT-based TACO MAKER (founded 1978) has increased by 10 units, from 149 to 159 (7% growth). These are quick serve Mexican restaurants, open for lunch and dinner, with a \$2-\$6 per person check average. Locations are co-branded with Jake's Over the Top and Mayan Juice. Trading areas are CA, FL, ID, KY, MD, MT, NE, NJ, NV, OR, PA, TX, UT, WA, Puerto Rico, Philippines, and India. More than 90% of units are franchised.

CHAPEL HILL RESTAURANT GROUP based in Chapel Hill, NC (founded 1977) has increased by 1 unit, from 4 to 5 (25% growth) adding a new concept called Mez Mexican. Other concepts are 411 Italian Café (1), 518 West Italian Café (1), Spanky's Restaurant & Bar (1) and Squid's (1). Concepts tend to be upscale with full bar and seating for about 125. The per person check average is around \$15-\$30+. Banquets and catering are offered. All are located in NC.

AL COPELAND INVESTMENTS based in Metairie, LA (founded 1983) has increased by 5 units for their Copeland's Famous New Orleans concept, from 21 to 26 (24% concept growth) and expanded into OK and TX. These are family/casual restaurants with full bar and seating for about 300. The check average is around \$10-\$30+ and catering is offered. Other concepts are Amor De Brazil (1), Copeland's Cheesecake Bistro (6), Improv Comedy Theater (6), Jukebox Cajun Diner (1) and Sweet Fire & Ice (1). Overall company growth is from 36 to 41 (14% growth). Locations are in AR, CA, FL, GA, KS, LA, MD, MS, NM, OK, TX and VA.

88 CHINA of Edwardsville, IL has increased by 1 unit, from 7 to 8 (14% growth). These are mostly take-out restaurants serving Chinese food. The per person check average is around \$2-\$6. Locations are in IL and MO.

LAMAR'S DONUTS based in Lincoln, NE (founded 1960) has increased by 1 unit, from 28 to 29 (4% growth). These are mostly take-out donut shops. The per person check average is around \$2-6 per person. Locations are in AL, AZ, CO, KS, MO, NE and TN.

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

Seattle, WA-based PALLINO PASTARIA CO has increased by 2 units, from 4 to 6 (50% growth). These are fast casual Italian restaurants, open for lunch and dinner, with an \$8-\$20 per person check average. Beer and wine are served. Seating is for about 150. Catering and online ordering are available. All locations are in WA. A seventh unit is due to open in Mill Creek, WA sometime this year.

Newburgh, NY-based PLANET WINGS (founded 1995) has increased by 3 units, from 17 to 20 (18% growth) and entered into CT. These are quick serve restaurants, specializing in chicken wings. Per person check average is \$3-\$8. Meal periods are lunch and dinner. Delivery is available. Trading areas are CT, NJ, NY, and VA. About 60% of units are franchised.

RUSTY BUCKET CORNER TAVERN of Worthington, OH has increased by 2 units, from 8 to 10 (25% growth). These are family/casual restaurants with full bar and seating for about 100. The per person check average is around \$6-\$12. Catering and banquets are offered. Locations are in OH and MI.

Concepts previously written about in the past 18 months.

St Louis, MO-based BANDANA'S BAR-B-Q (founded 1996) has increased by 2 units, from 24 to 26 (8% growth) and entered into KS. We wrote about this concept twice before, on 3/6/07 (11% growth) and on 1/22/08 (14% growth). The restaurants are family/casual, open for lunch and dinner, with an \$8-\$20 per person check average. Beer and wine are served. Seating is for about 150. Catering is available. Trading areas are IA, IL, KS, and MO. Around 30% of units are franchised.

Canoga Park, CA-based AMECI PIZZA & PASTA (founded 1984) has increased by 3 units, from 49 to 52 (6% growth). We featured this concept on 7/23/07 (4% growth). These restaurants are mostly take-out/delivery, with a \$3-\$8 per person check average. Meal periods are lunch and dinner. Beer and wine are served and seating is for about 30. Catering and online ordering are available. Locations are in CA and ID. More than 90% of units are franchised.

Los Angeles, CA-based PINKBERRY (founded 2005) has increased by 15 units, from 40 to 55 (38% growth). We featured this concept on 1/22/08 (43% growth). Locations are quick serve frozen yogurt shops, open for lunch and dinner hours, with a \$3-\$8 per person check average. Seating is for about 50. Trading areas are CA and NY.

New York, NY-based LE PAIN QUOTIDIEN (founded 1994) has increased by 3 units, from 84 to 87 (4% growth) and entered into ON and VA. We mentioned this concept on 7/31/07 (10% growth) and on 2/12/08 (8% growth). These are fast casual French bakery/cafes, open for breakfast, lunch and dinner, with a \$6-\$12 per person check average. Seating is for about 50. Catering is available. Trading areas are CA, DC, NY, ON, VA, Australia, Belgium, France, Kuwait, Lebanon, Qatar, Russian Federation, Switzerland, Turkey, UAE, and the UK.

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

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The URL for this story is:

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