

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from February 23, 2008 to June 23, 2008
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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).

New York, NY-based FIG & OLIVE has increased by 1 unit, from 2 to 3 (50% growth). These upscale Mediterranean restaurants are open for lunch and dinner, with a \$15-\$30 per person check average. Locations have a full bar and seating for about 125. Catering and banquets are available. All locations are in NY.

City Of Industry, CA-based LOLLICUP (founded 2000) has increased by 4 units, from 63 to 67 (6% growth). These are quick serve coffee & tea shops, open for lunch and dinner, with a \$2-\$6 per person check average. Locations have seating for about 30. Trading areas are AZ, CA, CO, FL, GA, MA, MO, NJ, and UT, with locations opening soon in Las Vegas, NV and Alexandria, VA. Units are available through license agreements.

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

Salt Lake City, UT-based CAFE RIO (founded 1997) has increased by 2 units, from 17 to 19 (12% growth). These fast casual Mexican restaurants are open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 100. Catering is available. Trading areas are AZ, NV, and UT.

Scottsdale, AZ-based GRIMALDI'S COAL BRICK-OVEN PIZZERIA (founded 1931) has increased by 2 units, from 7 to 9 (29% growth) and entered into TX. The restaurants are family/casual, open for lunch and dinner, with a full bar and seating for about 125. Per person check average is \$6-\$12. Catering, delivery, and banquet services are available. Trading areas are AZ, NV, NY, and TX.

Concepts previously written about in the past 18 months.

Weatherford, TX-based CHICKEN EXPRESS (founded 1988) has increased by 6 units, from 119 to 125 (5% growth). We previously wrote about this concept on 1/30/07 (6% growth). These are quick serve restaurants, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 40. Catering is available. Trading areas are GA, OK, and TX. More than 90% of units are franchised.

Richmond Heights, MO-based PANERA BREAD (NASDAQ: PNRA, founded 1981) has increased by 26 units for Panera Bread, from 1177 to 1203 (2% concept growth) and by 4 units for the Paradise Bakery & Café concept, from 65 to 69 (6% concept growth). Overall company increase from 1242 to 1272 (2% company growth). We wrote about this concept on 6/19/07 (9% company growth). The restaurants are fast casual bakery/cafes, open for breakfast lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 50. Catering is available. Trading areas are AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WI, and WV. About 60% of units are franchised.

Moncton, NB-based PIZZA DELIGHT (founded 1968) has increased by 3 units for the Scores Rotisserie concept, from 36 to 39 (8% concept growth) and by 2 units for Baton Rouge Restaurant & Bar, from 21 to 23 (10% concept growth). The company also operates Mike's Restaurants (100 units) and Pizza Delight (99 units). Overall company growth is from 256 to 261 (2% company growth). We wrote about this concept on 12/11/07 (11% increase for Baton Rouge concept). Scores Rotisserie is a fast casual chicken restaurant, while Baton Rouge is a more upscale restaurant and bar concept. The company offers catering, banquet, delivery and online reservations at its restaurant concepts. Trading areas are AB, NB, NL, NS, ON, PE, and PQ.

Chicago, IL-based POTBELLY SANDWICH WORKS (founded 1977) has increased by 14 units, from 185 to 199 (8% growth) and entered into NJ. We wrote about this concept three times previously (2/27/07-11% growth, 9/25/07-7% growth, and on 2/12/08-26% growth). The restaurants are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Units have seating for about 40. Catering, delivery and online ordering are available. Trading areas are DC, IL, IN, MD, MI, MN, NJ, OH, PA, TX, VA, and WI, with a Florence, KY location to open this fall.

Seattle, WA-based TACO DEL MAR (founded 1992) has increased by 13 units, from 273 to 286 (5% growth) and entered into FL. We wrote about this concept on 2/13/07 (12% growth), 6/19/07 (9% growth) and on 10/16/07 (5% growth). These fast casual Mexican restaurants are open for lunch and dinner, with a \$4-\$10 per person check average. Beer and wine are available. Seating is for about 30. Catering is offered. Trading areas are AB, AK, AZ, BC, CA, CO, FL, HI, IA, ID, LA, MD, MI, MN, MT, ND, NE, NM, NV, OH, OK, ON, OR, SK, TN, TX, UT, WA, and Puerto Rico. Between 90% and 100% of locations are franchised.

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