

AHC/Zero's Subs to Open Six New Stores

2008-07-16

Zero's Subs Not 'One Size Fits All' Says Director

The recent sale of the company's sixth new Western region franchise in as many months, gives new meaning to AHC/Zeros Subs' (Area Representative/Territory Owner for Zero's Subs Franchises in California, Arizona and Florida) 'aggressive expansion plans' with new Zero's Subs restaurants set to open in Yuma, AZ, Olancho, CA, and the Lafayette Park and Silverlake districts of Los Angeles - in the 4th quarter of 2008.

AHC/Zero's Subs has experienced rapid growth in 2008 due in part to what Managing Director Elizabeth Fitzpatrick calls their distinctive 'Flexible Franchise' approach. 'Zero's Subs is open to novel ideas about where and how we sell our sandwiches,' she says. 'We are not afraid to go where others have not.' While Zero's Subs is well-suited for traditional locations,' Fitzpatrick said, 'we're also primed to operate in non-traditional sites. We hear over and over that our franchisees appreciate the versatility Zero's Subs provides.'

Versatility is the key reason franchisee Ranjit Singh chose to build a Zero's Subs inside his Mobil station on a heavily-traveled route between Mammoth Lakes and Los Angeles, CA. 'It made financial sense to open a concept that accommodated the unusual space configuration in my existing convenience store,' Singh said. He added that many travelers look beyond traditional 'convenience store' fare, and Zero's Subs' oven-baked sandwiches and other menu items are delicious. Zero's Subs ability to provide cost effective build-out, flexibility in the space I had and excellent food sealed the deal,' Singh said.

Larry Calonzo, owner of two new Los Angeles Zero's Subs sites, also chose a non-traditional location for his first Zero's Subs on West 6th Street-inside his existing bakery. Calonzo looked at other franchise options and chose Zero's Subs in large part because of its pliancy. 'With a lower capital investment and ease of build-out requirements, no need for a fryer, grill or hood I could easily incorporate Zero's Subs into my bakery. Logistically, financially and personally, Zero's Subs met my needs as a franchisee,' Calonzo said.

Tracy Taft, AHC/Zero's Subs' Director of Operations, believes the weak economy will force franchisors to yield to unique franchisee requirements.

'We are experienced in utilizing existing infrastructure and traffic flow,' Taft says. 'Our technologically advanced equipment allows us to accommodate all sites without the need for a grease trap hood or expensive retrofit. Though not every location will be 'non-traditional,' franchisees today want a company like Zero's Subs that works with the franchisee towards lower initial capital costs and lower continual operation costs. Zero's Subs is not 'one-size-fits-all,' and we're proud of that.'

Taft says Zero's Subs is expanding rapidly in the traditional arena, although their largest growth is currently in non-traditional sites. 'We're about to open a traditional store in Yuma, and we will continue to grow that side of the business as well.' Yuma franchisee Edgar Samayoa recently signed a three-store deal.

'We're prepared, we're ready for growth, and we know we can be successful by listening to our franchisees,' Taft says.

Zero's Subs, Mr. Submarine., founded in Virginia Beach, VA in 1967, is one of the largest regional sandwich franchises in the United States with nearly 60 restaurants nationally and internationally. Zero's Subs is a quick service restaurant featuring "Hot Oven-Baked" sandwiches, pizza, wings, wraps, salads and more. AHC/Zero's Subs, an Area Representative and Territory Owner, operating out of California is currently implementing an aggressive growth plan in California, Arizona and Florida.

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