

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from March 14, 2008 to July 14, 2008
2008-07-22

Update from Restaurantchains.net on growing and emerging restaurant concepts

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

Saanichton, BC-based SARPINO'S PIZZERIA (founded 1972) has increased by 8 units, from 70 to 78 (11% growth) and entered into KS. The restaurants are family/casual, open for lunch and dinner, with a \$4-\$10 per person check average. Beer and wine are served. Delivery and online ordering are available. Seating average is about 40 people. Banquet facilities are available at some units. Trading areas area AB, AZ, BC, CA, IA, IL, KS, MB, MN, SK, TX, Malaysia, China, Vietnam, Singapore, Indonesia, and Australia. About half of locations are franchised.

Louisville, KY-based TONY BOOMBOZZ PIZZERIA (founded 1998) has increased by 1 unit, from 3 to 4 (33% growth). These quick serve pizzerias are open for lunch and dinner. Beer and wine are served. Delivery is available. All units are in KY.

K & W CAFETERIAS based in Winston Salem, NC (founded 1937) has increased by 4 units, from 32 to 36 (13% growth). These are fast casual restaurants with seating for around 250. Locations are open for breakfast, lunch and dinner. The check average is around \$6-\$15+ per person. Locations are in NC, SC, VA and WV.

D'LITES EMPORIUM of Plantation, FL (founded 1982) has increased by 1 unit, from 9 to 10 (11% growth). These are take-out ice cream/yogurt shoppes. The check average is around \$2-\$6 per person. Locations are in FL and there are plans to expand into VA.

IT'S GREEK TO ME of Fort Lee, NJ (founded 1986) has increased by 1 unit, from 9 to 10 (11% growth). These are family/casual Greek restaurants with seating for about 30. The check average is around \$6-\$15 per person. Catering is offered. All are located in NJ.

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

Washington-based pizzeria chain AMANTE PIZZA & PASTA has increased by 2 units, from 10 to 12 (20% growth) and entered into AZ. These are family/casual pizzerias, open for lunch and dinner, with a \$6-\$15+ per person check average. Some locations have a full bar, others only beer and wine. Catering, delivery, online ordering, and banquet services are available. Seating is for about 100. Trading areas are AZ, MD, and WA.

Virginia-based LA TOLTECA has increased by 2 units, from 11 to 13 (18% growth). The restaurants are family/casual, open for lunch and dinner, serving Mexican cuisine. Per person check average is around \$6-\$12. Seating is for about 80. Locations have a full bar. Trading areas are MD and VA.

SHORTY'S BBQ headquartered in Miami, FL (founded 1951) has increased by 2 units, from 5 to 7 (40% growth). These are family/casual BBQ restaurants with full bar and seating for around 150. The per person check average is from \$8-\$20 and catering is offered. All are located in FL.

TASTE OF PHILLY based in Denver, CO (founded 1993) has increased by 2 units, from 8 to 10 (25% growth). These are mostly take-out sandwich shoppes. The check average is around \$3-\$8 per person. Locations are more than 90% franchised and are located in CO.

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Concepts previously written about in the past 18 months.

Irvine, CA-based JUICE IT UP (founded 1995) has increased by 9 units, from 147 to 156 (6% growth). We wrote about this concept 3 times (3/20/07-4% growth, 10/2/07-14% growth, and on 2/19/08-5% growth). These juice/smoothie stores are open for breakfast, lunch and dinner hours. Per person check average is \$2-\$6. Trading areas are AZ, CA, FL, GA, NV, NY, TN, and TX. More than 90% of units are franchised.

La Mirada, CA-based ELEPHANT BAR RESTAURANTS (founded 1993) has increased by 3 units, from 45 to 48 (7% growth). We featured this concept on 2/6/07 (17% growth) and on 2/26/08 (7% growth). The restaurants are family/casual, open for lunch and dinner, with a \$10-\$30 per person check average. Seating is for about 300. Private party services are available. Trading areas are AZ, CA, CO, FL, IL, KS, MO, NM, NV, OH, and OK.

Ridgeland, MS-based MCALISTER'S DELI (founded 1989) has increased by 11 units, from 258 to 269 (4% growth) and entered into NM. We wrote about this concept 3 times previously (6/27/07-6% growth, 10/9/07-4% growth, and 3/12/08-6% growth). These are fast casual sandwich restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Seating is for about 150. Catering and online ordering are available. Trading areas are AL, AR, CO, FL, GA, IL, IN, KS, KY, LA, MI, MO, MS, NC, NM, OH, OK, SC, TN, TX, and VA. Between 80% and 90% of units are franchised.

Athens, GA-based ZAXBY'S (founded 1990) has increased by 8 units, from 416 to 424 (2% growth) and entered into OH and TX. We wrote about this concept on 2/20/07 (13% growth), 9/25/07 (7% growth) and on 3/4/08 (6% growth). These are family/casual chicken restaurants, open for lunch and dinner, with a \$4-\$10 per person check average. Seating is for about 90. Catering is available. Trading areas are AL, AR, FL, GA, KY, MS, NC, OH, SC, TN, TX, and VA. About 80% of units are franchised.

DUTCH BROS COFFEE of Grants Pass, OR (founded 1992) has increased by 8 units, from 123 to 131 (7% growth). These are take-out units open for breakfast, lunch and dinner. Locations are more than 80% franchised. Units are in AZ, CA, ID, NV, OR and WA. We reported on this concept in our 4/3/07 newsletter (12% growth) and our 11/6/07 newsletter (21% growth).

NEW YORK PIZZERIA of Houston, TX (founded 1992) has increased by 2 units, from 19 to 21 (11% growth) and expanded into TN. These are family/casual restaurants serving Italian and Pizza. Seating is for around 100 and full bar is available. The per person check average is about \$6-\$15+ and catering is offered. Locations are more than 70% franchised and are in TX and TN. We last reported on this concept in our 5/15/07 newsletter when they had 12% growth.

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