

## Subway Development Corporation of Washington D.C. Opens Its 1,000th Restaurant

2008-07-28

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First SUBWAY(R) Store in the DC Area Opened 30 Years Ago

The Subway Development Corporation of Washington (SDC) and its CEO, Larry Feldman, have opened the doors of their landmark 1,000th SUBWAY(R) restaurant franchise.

Located in the food court of the Housing & Urban Development (HUD) Robert C. Weaver Building on 7th Street SW in Washington DC, the region's 1,000th store is operated by multi-unit franchisee, Amer El-Ghalayini, the owner of three other area SUBWAY(R) restaurants.

The new restaurant demonstrates that selling freshly made submarine sandwiches is a robustly healthy business. In fact, development is accelerating at SDC -- the SUBWAY(R) chain's single largest development office in the world.

In all, more than 10,000 people are employed by the SUBWAY(R) restaurants in Larry Feldman's SDC territory, whose mid-Atlantic footprint covers the District of Columbia, Delaware, Virginia and most of Maryland.

Little did Larry Feldman realize in 1977, when he opened his first sandwich shop in a storefront across from the House of Representatives Office Building in DC, that he was playing an integral part in launching the SUBWAY(R) phenomenon nationwide.

At the time, Feldman held the distinguished position of Assistant General Counsel to the House Banking and Currency Committee, and knew very little about the restaurant business, however, he did recognize the potential of the small sandwich chain that he often visited with his fraternity brothers while attending college in Connecticut.

"I always was a frustrated entrepreneur. While I often wondered, during my government career, about opportunities in the private sector, I could not possibly have dreamed that one shop would grow to become one thousand," says Feldman.

Fifteen year SUBWAY(R) franchisee, Amer El-Ghalayini, is thrilled that his restaurant has helped SDC reach and surpass its 1,000-store milestone. "It's actually a great success story for the DC area and the Development Office," he says. "Their success has been mine as well - it feels good!"

SDC Facts:

-During the past nine years, SDC has opened 500 SUBWAY(R) restaurants - in less than half the time it took to launch the first 500.

-SDC's expert staff of 50 support SUBWAY(R) franchisees throughout Washington DC, Delaware, Virginia and most of Maryland, in a wide variety of business functions such as site selection, restaurant design, construction, and ongoing operational support.

-The favorable business environment in the greater DC area has created opportunities for the SDC team to open SUBWAY(R) locations in highly visible non-traditional settings such military bases, government office buildings, hospitals, colleges, public schools, amusement parks and airports.

-SDC's 1,000 SUBWAY(R) locations equates to approximately 1.2 million square feet of prime commercial real estate.

-SDC regularly contributes to local charitable causes and civic organizations. Recent initiatives have raised hundreds of thousands of dollars for breast cancer research.

"You can't create success in a vacuum. Many people, such as Alan Warmund, who serves as President of SDC, and has been with me for the last 29 years helping to build the company, have worked tirelessly to contribute to our fantastic numbers," says Feldman. "When I look to the future, I'm especially excited to see the children of Subway franchisees coming into the business. This next generation of highly educated entrepreneurs will bring a fresh perspective, so that we will continue to be the best in the quick service restaurant industry."

About Subway Development Corporation of Washington

SDC supports its franchises with site selection, restaurant design, layout and construction assistance, financing, opening assistance, quality assurance, and ongoing operational support. The company also has an elected advisory board of franchisees who assist in advertising placement, product selection, and policy implementation.

SDC headquarters is located at 7601 Lewinsville Road, Suite 310, McLean VA 22102, and can be contacted at (703) 790-1010 or by fax at (703) 790-1119.

This article comes from Hotel News Resource

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The URL for this story is:

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