

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from May 1, 2008 to September 1, 2008
2008-09-09

Update from Restaurantchains.net on growing and emerging restaurant concepts

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

Overland Park, KS-based FAMOUS SAM'S (founded 1963) has increased by 1 unit, from 21 to 22 (5% growth) and entered into KS. Other units are in AZ. These are family/casual American restaurants, open for lunch and dinner, with a \$6-\$12 per person check average. Seating is for about 225, with a full bar. Private party facilities are available. All units are franchised. Famous Sam's is a subsidiary of TWA Restaurant Group.

Leawood, KS-based HOULIHAN'S RESTAURANTS INC (founded 1972) has increased by 6 units for the Houlihan's concept, from 93 to 99 (6% concept growth). The company also operates a number of upscale steak & seafood concepts (Braxton Seafood Grill-1, Bristol's Seafood Grill-3, Chequer's Seafood Grill-1, Devon Seafood Grill-3, and J Gilbert's-4). Overall company increase was from 105 to 111 (6% company growth). Houlihan's restaurants are family/casual, with a \$10-\$30 per person check average. Units have a full bar and seating for about 300. Meal periods are lunch and dinner. Houlihan's Restaurants Inc. has restaurants in CA, CT, DE, FL, GA, IA, IL, IN, KS, MA, MD, MI, MN, MO, NJ, NY, OH, PA, TX, VA, and WI. Between 50% and 60% of the restaurants are franchised.

EDDIE MERLOT'S based in Fort Wayne, IN has increased by 1 unit, from 3 to 4 (33% growth). These are upscale steakhouses with full bar and seating for about 150. The per person check average is around \$15-\$50+. Banquets and catering are offered. Locations are in IN and OH. There are plans to expand into CO, MN, IL and MI.

MARIA'S ITALIAN KITCHEN of Van Nuys, CA (founded 1975) has increased by 1 unit, from 8 to 9 (13% growth). These are family/casual Italian restaurants with full bar and seating for about 100. The check average is around \$8-\$20 per person. Banquets and catering are offered. All are located in CA.

PURDUM RESTAURANT GROUP headquartered in Columbus, OH (founded 1996) has increased by 1 unit for the Bag of Nails concept, from 7 to 8 (14% growth). This concept has full bar and seating for about 200. The check average is around \$6-\$15+ per person. Catering and banquets are offered. Overall company growth is from 10 to 11 (10% growth). Other concepts are Chubby's Sports Bar (1), Pour House Tavern (1) and Pig Iron Bbq (1). All are located in OH.

ZOUP FRESH SOUP CO based in Southfield, MI (founded 1998) has increased 1 unit, from 19 to 20 (5% growth). These are fast casual locations with seating for around 50. The check average is around \$3-\$8 per person. Catering and banquets are available. About half of the stores are franchised. Locations are in MI, OH and PA.

RICK'S CABARET INTERNATIONAL of Houston, TX (founded 1984) has increased by 1 unit for their Club Onyx concept from 3 to 4 (33% growth). There are 5 other concepts New Orleans Nights (1), Encounters (1), Rick's Cabaret (9), Xtc Cabaret (4) and Tootsies Cabaret (1). Units have full bar and seating for about 250. Locations are in FL, LA, MN, NC, NY, PA and TX.

Concepts previously written about in the past 18 months.

Annapolis, MD-based LEDO PIZZA (founded 1955) has increased by 3 units, from 81 to 84 (4% growth). We wrote about this concept on 12/26/07 (4% growth). The restaurants are family/casual, serving Italian and pizza. Most units have a full bar, with seating for about 90. Delivery is available. Trading areas are DC, DE, FL, GA, MD, NC, VA, and WV. More than 90% of the stores are franchised.

Lorton, VA-based FIVE GUYS BURGERS & FRIES (founded 1986) has increased by 46 units, from 265 to 311 (17% growth) and entered into 7 states (CA, CO, KS, MA, MN, TX, and UT). Other trading areas are AL, CT, DC, DE, FL, GA, IN, MD, MO, NC, NJ, NY, OH, PA, SC, TN, VA, WI, and WV. We featured this concept on 8/14/07 (41% growth), 1/8/08 (31% growth), and 4/22/08 (10% growth). The restaurants are fast casual, with a \$4-\$10 per person check average. Meal periods are lunch and dinner. Seating is for about 50. All locations are franchised.

Jacksonville, FL-based FIREHOUSE SUBS (founded 1994) has increased by 20 units, from 320 to 340 (6% growth) and entered into OK. We wrote about this concept on 6/5/07 (7% growth), 12/11/07 (12% growth), and on 5/6/08 (5% growth). The restaurants are quick serve sandwich shops, open for lunch and dinner, with a \$2-\$6 per person check average. Seating is for about 20. Catering and online ordering are available. Trading areas are AL, AR, AZ, FL, GA, KY, LA, MS, NC, NV, OK, SC, TN, TX, and VA. About 90% of units are franchised.

Richardson, TX-based WINGSTOP (founded 1994) has increased by 19 units, from 344 to 363 (6% growth) and entered into IN. We featured this concept on 4/24/07 (3% growth), 8/20/07 (8% growth), and on 12/18/07 (6% growth). These quick serve chicken restaurants are open for dinner only, with a \$6-\$12 per person check average. Beer and wine are served. Seating is for about 60. Catering, delivery, and online ordering are available. Trading areas are AL, AR, AZ, CA, CO, FL, GA, ID, IL, IN, KY, LA, MD, MO, MS, NC, NE, NM, NV, OH, OK, OR, PA, SC, TN, TX, VA, and WI. More than 90% of stores are franchised.

RICE KING based in San Diego, CA has increased by 3 units, from 33 to 36 (9% growth) and expanded into MD. These are quick serve Japanese restaurants with seating for about 50. The check average is around \$4-\$10 per person. Units are more than 90% franchised and are in CA, DC, MD, VA and WA.

We reported on this concept in our 5/15/07 newsletter when they had 7% growth.

FOOD SYSTEMS UNLIMITED INC based in Longwood, FL (founded 1991) has increased 3 units for their Asian Chao concept, from 36 to 39 (8% concept growth) and by 1 unit for their Chao Cajun concept, from 13 to 14 (8% growth). There is a third concept called Maki Japanese (20 units). Overall company increase from 69 to 73 (6% overall growth). These are fast casual Asian restaurants with a per person check average of around \$4-\$10. Locations are in FL, GA, IL, IN, KY, MA, MN, NC, NJ, NY, OH, PA, TN, TX and WA. We reported on this concept in our 1/2/08 newsletter when they had 6% growth.

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This article comes from Hotel News Resource

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The URL for this story is:

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