

Restaurant Trends - Growing And Emerging Concepts - Data reflects change and activity from May 8, 2008 to September 8, 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).

BREADSMITH based in Whitefish Bay, WI (founded 1993) has increased by 1 unit, from 33 to 34 (3% growth) and expanded into SC. These are take-out units open for breakfast and lunch. Locations are in AZ, IL, IN, MI, MN, MO, ND, OH, SC, SD, TX and WI. More than 90% are franchised.

8.0 MANAGEMENT based in Dallas, TX has increased by 1 unit for their Flying Saucer concept from 12 to 13 (8% concept growth). These are family/casual units with full bar and seating for about 200. Banquets are offered. Overall company growth is from 19 to 20 (5% growth). Other concepts are 8.0 (1) and Flying Fish (6).

CRAFT RESTAURANT based in New York, NY has increased by 1 unit for their Craftsteak concept, from 2 to 3 (50% concept growth) and expanded into CT. These are upscale restaurants with full bar and seating for about 150. The check average is around \$15-\$50+ per person. Other concepts are Craft (3), Craftbar (1) and Wichcraft (13). Overall company growth is from 19 to 20 (5% overall growth). Locations are in CA, CT, NV, NY and TX.

Wayzata, MN-based REDSTONE AMERICAN GRILL has increased by 1 unit, from 4 to 5 (25% growth) and entered into PA. These are upscale restaurants, serving American cuisine. Per person check average is \$15-\$30+. Meal periods are lunch and dinner. Units have a full bar and seating for about 200. Trading areas are IL, MN, NJ, and PA, with a Chevy Chase, MD unit to open later this year.

Toronto, ON-based MEGA WRAPS (founded 1998) has increased by 3 units, from 40 to 43 (8% growth). These are quick serve sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 70. Catering is available. Trading areas are AB, BC, CA, CO, CT, DC, MB, NB, NL, ON, and UT. About half the units are franchised.

Charlotte, NC-based SALSARITA'S FRESH CANTINA (founded 2000) has increased by 4 units, from 73 to 77 (5% growth) and entered into KS and OH. These fast casual Mexican restaurants are open for lunch and dinner, with a \$6-\$12 per person check average. Most units have a full bar and seating for around 80. Catering is available. Locations are in AL, FL, IL, KS, KY, LA, MD, MI, MN, MO, MS, NC, NJ, NY, OH, PA, SC, TN, and VA, with a Washington, DC location to open in later this year.

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

POCKETS based in Winnetka, IL (founded 1989) has increased by 2 units, from 12 to 14 (17% growth). These are fast casual sandwich restaurants with seating for about 30. The check average is around \$6-\$12 per person. Catering is available. Franchising is offered. All locations are in IL.

WINGS ETC based in Fort Wayne, IN (founded 1994) has increased by 2 units, from 15 to 17 (13% growth). These are family/casual restaurants with seating for about 150. Beer is offered. The per person check average is around \$6-\$12. Units are more than 70% franchised and are in IL, IN and MI.

Auburn, WA-based THE ROCK WOOD FIRED PIZZA & SPIRITS (founded 1996) has increased by 2 units, from 7 to 9 (29% growth). These are family/casual Italian and pizza restaurants, open for lunch and dinner. Locations have a full bar and seating for about 250. All locations are in WA.

Concepts previously written about in the past 18 months.

SPICY PICKLE of Denver, CO (SPKL.OB - founded 1999) has increased by 4 units, from 37 to 41 (11% growth) and expanded into MI, NY and OR. These are fast casual sandwich restaurants with seating for 30. The check average is around \$3-\$8. Catering is offered. This company has been on 3 of our lists of Top Ten fastest growing companies, January '07 (ranked # 5), October '07 (ranked # 4) and January '08 (ranked # 4). We wrote about the company in our 8/20/07 newsletter (25% growth) and our 1/2/08 newsletter (44% growth). Locations are in AZ, CA, CO, IL, IN, MI, MS, NV, NY, OH, OK, OR, SD, TX and VA. There are plans to expand into FL soon.

HABIT BURGER GRILL of Santa Barbara, CA (founded 1969) has increased by 2 units, from 21 to 23 (10% growth). These are quick serve units with seating for about 40. The per person check average is around \$3-\$8. All are located in CA. We reported on this concept in our 4/24/07 newsletter (12% growth) and our 12/18/07 newsletter (11% growth).

Troy, MI-based OLGA'S KITCHEN (founded 1970) has increased by 3 units, from 31 to 34 (10% growth) and entered into MO. We wrote about this concept on 1/2/08 (10% growth). The restaurants are fast casual sandwich shops, open for lunch and dinner, with a \$3-\$8 per person check average. Seating is for about 60. Private party services are available. Units are in IL, MI, MO, and OH.

Riviera Beach, FL-based HURRICANE GRILL AND WINGS (founded 1995) has increased by 5 units, from 28 to 33 (18% growth). We featured this concept on 3/6/07 (50% growth), 7/31/07 (24% growth) and 12/11/07 (29% growth). The chain also placed on our Top Ten fastest growing companies list 3 times: April '07 (ranked #5), October '07 (ranked #5), and on January '08 (ranked #9). The restaurants are family/casual, open for lunch and dinner, with a \$6-\$12 per person check average. Beer and wine are served. Seating is for about 100. Catering is available. Locations are in FL and NV. More than 90% of stores are franchised.

Orlando, FL-based NYPD PIZZA (founded 1996) has increased by 2 units, from 17 to 19 (12% growth) and entered into TX. We have featured this concept 3 times before (5/15/07-20% growth, 1/15/08-17% growth, and 4/29/08-21% growth). These quick serve pizzerias are open for lunch and dinner. Beer and wine are served and seating is for about 60. Catering and delivery are available. Trading areas are AR, CA, CO, FL, NM, SC, TN, TX, and UT. More than 90% of locations are franchised.

Fort Lauderdale, FL-based PIZZA FUSION (founded 2006) has increased by 2 units, from 5 to 7 (40% growth) and entered into CA. Other trading areas are FL and PA. We wrote about this concept on 5/6/08 (67% growth). These are quick serve pizzerias, open for lunch and dinner, with seating for about 30. Beer and wine are served. Catering and delivery are available. Between 80% and 90% of units are franchised.

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