

Expanding Its Piece of the Pie, Shakey's Reclaims Four Big's Pizza & More Restaurants That Once Carried the Shakey's Shingle

2008-09-18

Selected California Big's Pizza Stores Slated To Transition To Shakey's September 2008

Shakey's Pizza, the 54-year-old American restaurant chain, reacquired four Big's Pizza & More stores that over a decade ago boasted the iconic brand's shingle. The reacquisition of these Southern California units is reflective of Shakey's newfound brand renaissance, as it reemerges from virtual obscurity to exponential growth and relevance among today's families looking for great food and good value.

"Aside from demonstrating Shakey's remarkable growth amidst the economic downturn, the reacquisition of the four Big's restaurants is even more significant because they were originally part of the Shakey's system," said Joe Remsa, Shakey's Pizza CEO.

While it's been 30 years since Shakey's reached its peak in popularity, the legendary American brand is making a comeback. Undergoing a system-wide makeover -- complete with fresh new menu items, remodeled restaurants and expansion into new markets such as Oceanside, Temecula, Fontana, CA and Auburn, AL -- Shakey's is decidedly a leader in the family fast casual category.

"People are definitely coming back to Shakey's," observed Remsa. "In a time of economic uncertainty, they're seeking the comfort of the tried and true. Shakey's brings families back to the table for mealtime, sharing good food and good times in a relaxed setting that's affordable," Remsa noted.

Shakey's began remodeling the Big's restaurants immediately as part of its system-wide brand revitalization initiative scheduled for completion by mid 2009. Once remodeled, the Big's stores located in Norwalk, Downey, Anaheim and Buena Park, will embrace the chain's long-standing multi-generational appeal by featuring game rooms, big screen TV's and kitschy memorabilia. As a destination for family get-togethers, parties and team celebrations, Shakey's has unified its menu throughout the entire system, offering classic favorites including its original thin crust pizza, crispy fried chicken and famous Mojo(R) potatoes along with exciting new gourmet pizzas such as Texas BBQ Chicken, Rustic Garlic Chicken, a light and fresh Margherita variety and The Firehouse, a meat-lover's pizza with an extra kick.

The Big's acquisition is part of an expansion that includes six new stores opening in Southern California since Remsa took the Shakey's helm in January 2008, ushering in a new era of growth and brand confidence. As part of that growth, Shakey's recently appointed industry veteran Robert Fix as Shakey's vice president of franchise development. Fix joins Shakey's after more than a decade of success leading the franchise sales efforts for top national restaurant brands. In its third straight year of up trending, Shakey's sales have increased more than seven percent system wide and a whopping 11 percent at corporately operated locations through June 2008.

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