

## Rumbi Island Grill Will Enter the California Market Through an Area Development Agreement With Well-Known Southern California Restaurateur

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Deal Will Result in 15-20 Restaurants in Orange County, California

Rumbi Island Grill, the industry leader in tropical fast casual dining, announced today it will enter the California market through an Area Development Agreement with one of Southern California's most successful restaurateurs, Paulo Salgado.

The partnership with TMAC, LLC, where Salgado is the operating partner and Trent Brown, the financial partner, calls for the opening of 15 Rumbi Island Grill restaurants in Orange County, California with an option for as many as 20. Between five and six will be operational in 2009. Salgado played a major role building the Baja Fresh brand before it sold for \$275 million in 2002.

Rumbi Island Grill's food, influenced by Jamaican, South Seas and island cuisine, features gourmet rice bowls, fresh, hand-crafted salads, island-inspired entrees like luau pork and blackened mahi, as well as beach burgers, soup and house-made sweet potato fries and chips. The Sandy, Utah-based concept, which opened its first restaurant in 2000, currently operates 23 units in three states. Three of those restaurants are franchised-owned.

No financial terms of the agreement were disclosed.

Stuart Gee, president of Rumbi Island Grill, said the company elected to open the California market with TMAC because of their "proven talent, successful restaurant experience and exceptional operational know-how. We've been interested in California for some time but wanted to make sure our first entry into the Golden State was flawless."

Salgado said Rumbi Island Grill is "a perfect fit for California palates. The food's freshness and flavor profiles can't be found anywhere else."

The menu at Rumbi Island Grill in California will be identical to what is being served system-wide, but the interior design will have an edgy, tribal look with warmer colors -- tropical greens and golds with sable brown highlights, heavily accented with bamboo. Original tribal art that also doubles as subtle advertising for the restaurant's most popular entrees are displayed on the walls along with eye-catching giant menu boards for easy ordering. The restaurants in Orange County will range in size between 2,000 and 2,500 square feet with outside space for patio dining.

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