



February 18, 2008

### **Brinker Cuts 125 Jobs From Corporate Office**

Brinker International, which owns and operates Chili's, On the Border, Macaroni Grill and Maggiano's, has confirmed it will cut 125 jobs from its corporate office in Dallas. The company is said to be planning the 10 percent reduction in its corporate workforce to refocus on International expansion. The company has more than 8,700 full- and part-time employees in North Texas. "Yesterday's moves were intended to directly align resources at our restaurant support center in Dallas with the strategic areas of focus at our restaurants worldwide," said Stacey Calbert with Brinker corporate communications. "As indicated on our recent investor conference call, restaurant operations are being focused in five strategic areas: hospitality, food and beverage excellence; restaurant atmosphere; pace and convenience for our guests; and international expansion. All the individuals affected are receiving transitional support throughout this process. Additionally, we've done everything we can to provide them with the respect they deserve." An earlier version of this story said Brinker has 8,000 employees in North Texas.

Source: Dallas Business Journal

### **Peltz to Seek Control of Wendy's Board**

Nelson Peltz's Trian Partners said last Monday it is attempting to gain control of the board of directors at hamburger chain Wendy's International Inc. which it is attempting to buy. Trian Partners said in a regulatory filing on Monday that it has notified Wendy's of its intention to expand the board and to nominate director candidates at Wendy's upcoming annual shareholders' meeting. If successful, Trian would seize control of Wendy's board. Billionaire investor Peltz's Triarc Cos Inc., which owns the Arby's fast-food chain, said in November that it made a bid for Wendy's that was below the \$37 a share to \$41 a share it was prepared to offer in July. Trian Partners and its affiliates control nearly 8.6 million shares, or about 9.8 percent, of Wendy's outstanding shares. "The board's review of strategic alternatives has taken more than nine months and this effort to gain control of the board may be an effort to force the issue," Citi Investment Research analyst Glen Petraglia said in a client note. He added that Trian's moves also appear to be an attempt to remove Wendy's Chief Executive Kerri Anderson, who is up for reelection this year, from the board. In a filing with the U.S. Securities and Exchange Commission, Trian said it will propose that Wendy's amend its regulations to increase its board size to 15 from 13. It would also increase to six the number of directors authorized to be up for a vote at the annual meeting. A second proposal would fix the number of board members authorized to be in different classes determined by the year their terms expire. It would also remove any board members appointed after February 4. If Wendy's shareholders approved the proposals, Trian Partners would nominate the following board candidates: Jerry Levin, Jeffrey Bloomberg, Ulysses Bridgeman, Kenneth Gilbert, Richard Mandell and Gregory Sachs. If those six individuals were elected, Peltz would gain a majority on the board. If shareholders rejected the amendment proposals, Trian said it would nominate Levin, Bridgeman, Gilbert, and Mandell for election to the board. While this second option would not give the firm board control, it would bring its representation to six of 13 members. If more than six directors were to be elected at the annual meeting, Trian reserved the right to nominate

additional candidates. If, due to death or disability, any nominee or additional nominee were unable to stand for election at the annual meeting, Trian Partners reserved the right to nominate Michele Griffiths.

Source: Reuters

### **Taco Del Mar Plans Fast Food Expansion**

Seattle-based chain opens first Mexican food restaurant in Michigan, with more to come. The first of three Taco Del Mar restaurants in Southeast Michigan has opened and the chain is looking for additional franchisees to helm up to 60 more outlets in the next 10 years. The Seattle-based firm is new to Michigan and plans to follow the Livonia opening with new locations in Plymouth and Clinton townships before the end of the year, said Mike Daher, Taco Del Mar's area developer for the Michigan market. Other areas being examined for the further expansion include Southfield, Woodhaven and Ann Arbor, Daher said. Taco Del Mar was founded in 1992 and now numbers more than 270 stores nationwide. The chain's signature dish, the Mondo Burrito, weighs in at 20 ounces with beans, cheese, pico de gallo and a choice of meats that include steak, ground and shredded beef, pork, chicken and fish. The menu also includes tacos, nachos and quesadillas. "It's fairly similar to Chipotle, Moe's or others in that segment and that segment is doing really, really well," said Gregg Thomas, founder of CFO Partners in Rochester Hills, a financial consulting firm specializing in multi-unit restaurants. The fast-casual segment occupies the niche between fast food and full-service restaurants and this category has huge growth potential as people migrate from sit-down restaurants to less expensive options, Thomas said. The growing popularity of Mexican food and the lack of fast-casual Mexican restaurants in Michigan also should help Taco Del Mar succeed in this market, Thomas said. "People eat pizza more than once a week and this has become one of those foods you can eat all the time," he said. "People can't get enough of it."

Source: The Detroit News

### **Ruth's Chris Steak House, Inc. Appoints Industry Veteran Robert M. Vincent as New Executive Vice President and Chief Financial Officer**

Ruth's Chris Steak House, Inc. announced that it has appointed Robert M. Vincent as Executive Vice President and Chief Financial Officer, effective March 17, 2008. In this role, Mr. Vincent will manage all areas of corporate finance, accounting, investor relations, internal audit and information technology. Thomas J. Pennison Jr., former Senior Vice President and Chief Financial Officer, who announced in December he would leave to pursue other business and personal interests in his home state of Louisiana, will continue to consult with the company through the transition. Since April of 2000, Mr. Vincent served as Executive Vice President-Finance, Chief Financial Officer and Treasurer at Uno Restaurant Holdings Corporation, a casual dining restaurant chain with more than 200 company-owned and franchised full service units, with locations in 30 states and internationally. He also served as Senior Vice President-Finance, Chief Financial Officer and Treasurer, and Vice President-Finance and Controller of Uno Restaurant Holdings Corporation since joining the company in 1992. During his tenure, Mr. Vincent directed all financial and administrative activity and managed strategy, finance and accounting for the company's growth from approximately 70 restaurants to more than 200. Craig S. Miller, Chairman of the Board, President and CEO of Ruth's Chris Steak House, Inc., said, "On behalf of the Board of Directors and the entire Company, we welcome Bob to the Ruth's Chris family. With a long tenure of both financial and restaurant experience, we believe Bob is ideally suited to lead the finances of our organization as we continue our global expansion and build long term value for our shareholders. We appreciate that Tom Pennison has generously agreed to serve as a consultant to the Company as Bob transitions to his new role. We wish Tom the best in his future endeavors in New Orleans."

Source: Ruth's Chris Steak House, Inc.



### **P.F. Chang's Introduces Chinese Grill Menu**

P.F. Chang's China Bistro Inc. is rolling out new grill and dessert items nationwide. The Chinese Grill Menu features new dishes including Grilled Sichuan Chicken Flatbread, Citrus Soy Wild Salmon and an Asian Marinated New York Strip Steak. The Scottsdale restaurant chain also created eight mini desserts, including a version of its signature Great Wall of Chocolate. When preparing Chinese food, grilling is often overlooked as a cooking technique because of the prominence of the wok, company officials said in a statement Thursday. "But like all cultures, the Chinese learned how to cook first on an open flame. Today, Chinese grilling is often associated with street food where vendors serve grilled breads, meats, fish, and fruit. Our chefs traveled to China to learn the art of Chinese grilling and brought it back to P.F. Chang's," the company said.

Source: The Business Journal of Phoenix

### **Church's Chicken® Opens in the UK**

Church's Chicken will open its first restaurants in the United Kingdom this month, with plans to open 36 restaurants by the end of March and 50 before the year's end. This acquisition will make the UK the fourth largest international market for Church's/Texas Chicken®, and will make the brand the second-largest QSR chicken concept in the UK marketplace. 'Currently in the UK, there are no strong players to compete with KFC,' said Harsha V. Agadi, CEO of Church's Chicken®. 'We are entering this market to grow aggressively and provide an alternative to KFC with home-style, freshly prepared fried chicken with a unique crunch and signature side items. We feel confident that customers will try and love the taste and flavor of our chicken.' As a result of its move into this exciting new market, the brand will have an office in the UK to support training, operations, and day-to-day business to ensure the new stores deliver the same satisfaction Church's/Texas Chicken® customers elsewhere have come to expect. 'We are committed to the expansion of Texas Chicken® in the UK and beyond through our franchising model,' said Zack Kollias, Senior VP of International for Church's. 'The UK marketplace represents a great chicken market and we are excited by the opportunity to introduce high quality products and services in such a dynamic market.' With expansion into the UK, Church's/Texas Chicken® enters its second European market, following restaurant openings in Russia, which took place in December 2007. The company is also planning expansion into India later this year.

Source: Church's Chicken®

### **Spaghetti Factory Owners Buy Four More Restaurants**

The family behind six Old Spaghetti Factory franchises in the greater Sacramento region and the Bay Area has purchased four more of the family style Italian restaurants, all in California. The Dariotis family of Sacramento said it had acquired the restaurants from OSF International Inc., based in Portland, Ore., for an undisclosed price. The restaurants are in Fresno, Rancho Cucamonga, San Jose and San Marcos. Chris Dussin, president of OSF and the Dariotis brothers - Chris, George and Michael Jr. - are cousins whose fathers partnered in 1969 to open the original Old Spaghetti Factory in Portland. The Dariotis family eventually moved to Sacramento and in 1978 opened California's first Old Spaghetti Factory franchise. In a

press release, Chris Dariotis called the purchase "a family sale" that was more attractive than building new restaurants from the ground up. OSF International has 38 outlets in the United States, including the 10 franchises run by the Dariotis family and 14 overall in California.

Source: The Sacramento Bee/Sacbee.com

### **Tomlinson Industries Announces Personnel Changes and Promotions**

Tomlinson Industries is pleased to announce that Ken Sidoti has been promoted to Vice President of Operations and Jeff Labinski to Chief Engineer. Mr. Sidoti began his employment with Tomlinson in the early 1970's and has held various positions including Plant Engineer in 1979; Modular Plant Manager in 1990; Plant Manager for all product lines in 1994; and Director of Manufacturing in 1995. In addition to his current responsibilities in Manufacturing, Ken will assume additional operational responsibilities for Engineering and Materials Management. Jeff Labinski joined Tomlinson in 1993 as a draftsman and in 1996 became Product Development Engineer. In his new position, Jeff will be responsible for the day-to-day management of all engineering projects in addition to his current duties. Also, Tomlinson Industries announced the following changes and additions to its sales staff: Arlen Nercessian has been promoted to Director of Business Development. In his new position, Arlen will be assessing new products and markets. Arlen joined Tomlinson Industries in 2001 as Western Regional Sales Manager based in Colorado. With the acquisition of C&K Mfg. in 2005, Arlen relocated to Ohio and was appointed General Manager of the C&K Products Division; Colleen Farine has been promoted to Foodservice Products Sales Manager. Her responsibilities include overseeing food service customer service and the coordination of daily schedules for the Foodservice Products Sales Associates and Customer Service Representatives, and Daniel Giblin has recently accepted the position of Sales Specialist for the Modular® Dispensing Systems Division.

Source: Tomlinson Industries

### **Stafford-Smith Announces Leadership Changes**

Kalamazoo, Mich.-based equipment dealer Stafford-Smith Inc. promoted David M. Stafford to company president from executive vice president. In addition, the company promoted Richard Harrison to vice president. "We're reshaping the future leadership of our company," David M. Stafford said. David J. Stafford, the dealership's previous president, will continue to serve as chairman of the board. Harrison, who has been with the company for 15 years, will oversee sales and contracts as part of his new role.

Source: FE&S

### **SYSCO to Offer Senior Unsecured Notes**

SYSCO Corporation announced that it has entered into an agreement to sell \$750 million of Senior Unsecured Notes. The agreement provides for the notes to be issued in two tranches, comprised of \$500 million due 2018 and \$250 million due 2013. The bonds will bear interest rates of 5.25% and 4.2% respectively, per annum. This offering is being made only by means of a prospectus and related prospectus supplement. A copy of the prospectus supplement, together with the prospectus, has been filed with the U.S. Securities and Exchange Commission and is available on the SEC's website.

Source: SYSCO

### **The Wisconsin Restaurant Expo**

In today's struggling economy, it's even more important than ever to connect with serious foodservice buyers in person. The Wisconsin Restaurant Expo is the place to make those important contacts and stay at the forefront of the industry, from March 10-12, 2008, at the Midwest Airlines Center, in Milwaukee, Wisconsin. Thousands of culinary professionals from all segments of the industry attend The Wisconsin Restaurant Expo. Access top industry executives from 13 leading corporate restaurant groups and industry associations that will be holding management and franchise meetings during the Expo. Stay competitive

and outshine your competition by exhibiting at the premier foodservice event in Wisconsin. Smart shoppers are looking for your brands. Foodservice professionals attend the Expo because it saves them valuable time and money. In the current economy, Expo buyers know they can get more done, more quickly through face-to-face meetings and comparison shopping at our show, rather than traditional methods.

Source: The Wisconsin Restaurant Expo/Wisconsin Restaurant Association

### **AFC Enterprises, Inc. Appoints New Execs**

AFC Enterprises, Inc., the franchisor and operator of Popeyes(R) Chicken & Biscuits, announced the appointments of Richard Lynch as Chief Marketing Officer, effective March 1, 2008 and Ralph Bower as Chief Operations Officer of its Popeyes brand, effective immediately. "Dick and Ralph are ideally suited to help accelerate the performance of Popeyes. Both are highly regarded leaders in their area of expertise and bring an impressive record of accomplishment to our Leadership Team," said Cheryl Bachelder, AFC Enterprises CEO. "Serving as interim CMO for the last few months, Dick has already had a significant influence on our brand strategy. Ralph is an experienced operator in the chicken QSR and franchise industries that will quickly impact our restaurant operations. I am very excited to welcome them both to the Popeyes team."

Source: AFC Enterprises, Inc.

### **New Coalition of Franchisee Associations Formed**

Leaders of major franchisee organizations made a bold statement in announcing the formation of the Coalition of Franchisee Associations, Inc., with the mission "to leverage the collective strengths of franchisee associations for the benefit of the franchisee community." The CFA will focus on government affairs at the state and federal levels; education and training; leadership development; and collective buying opportunities. CFA Chairman Frank J. Capaldo said, "Franchisee groups have long been managing similar issues, which range from navigating government mandates to negotiating meeting venue contracts." He added, "Through CFA, leaders from some of the best-known franchisee organizations are collaborating to share ideas, knowledge and resources for the benefit of the entire franchisee community." Capaldo is also the executive director and CEO of the Atlanta-based National Franchise Association, which represents Burger King operators. The CFA board of directors comprises the founding members of the organization, including leaders from Brown Board Owners Association (UPS Stores), DD Independent Franchise Owners, Inc. (Dunkin' Donuts), Independent Hardee's Franchise Association, Meineke Dealers' Association, National Association of Buffalo Wings Franchisees Inc., National Coalition of Associations of 7-Eleven Franchisees, National Franchise Association, Inc. (Burger King), and North American Association of Subway Franchisees. Steve Ellerhorst, CFA's vice chairman, said, "Speaking as someone who has extensive experience working with various franchisee association leaders, I am thrilled that so many association members will benefit from the tools and programs, such as government relations or group purchasing, at the CFA's disposal." CFA's other board members include Jim Hansen, treasurer, and Mark Dubinsky, secretary.

Source: Blue MauMau

### **Buffalo Wild Wings, Inc. Announces Completion of Purchase of Seven Restaurant Locations from Avado Brands, Inc.**

Buffalo Wild Wings, Inc. announced that it has completed the acquisition of certain leases and other assets of seven "Don Pablo's Mexican Restaurant" locations from Avado Brands, Inc. Buffalo Wild Wings, Inc. paid, in the aggregate, approximately \$1,200,000 in cash for the lease rights and other assets. The seven Don Pablo's Mexican Restaurants are located in Rockford, Illinois; Eagan, Minnesota; Rochester, New York; Cincinnati, Ohio; Chesapeake, Virginia; Ft. Worth, Texas; and Mesquite, Texas. The locations have closed for business and will be renovated into Buffalo Wild Wings Grill & Bar® restaurants. The Company anticipates the restaurants will reopen in the third quarter of 2008.

Source: Buffalo Wild Wings, Inc.



### **RedBrick Pizza Lives up to Original Predictions**

February 24, 2008 will mark the 2 year anniversary of RedBrick Pizza in the state of Florida. Despite a down economy, owners Dan Dumont and Paul Chong have seen their gamble pay off. If you ask Chong, they are extremely pleased with their progress to date. "We opened our first RedBrick Pizza Café in February of 2006 with very limited restaurant experience and a goal of opening 300 fast casual restaurants before all was said and done," said Chong. "Today we have already opened or are in various stages of opening 16 restaurants across the state and can see that 300 is not a lofty goal based on the franchisee interest level we are getting," Chong continued. With a strong foothold in Central Florida, the pair uses their first store in the Uptown area of Altamonte Springs as the headquarters and training center for the state. "We have franchise partners who range from a former Army officer who flew helicopters to a French Chef; some of our franchisees have food experience, others are drawn to the simplicity of the concept, and the growth potential," said Dumont who oversees the franchise side of the business. "People are looking for fresh and healthy with gourmet taste. We deliver those with great service in a comfortable café setting, it's a winning combination," explained Chong. Smart is a term often used to describe both Chong and Dumont who met on Wall Street where Dumont served as a vice president of Goldman Sachs Asset Management and Chong served as executive vice president of Prudential Retirement.

Source: RedBrick Pizza

### **Pizza Hut Adds Pasta, Budget Items to Menu**

Dallas-based Pizza Hut is adding pasta and budget-priced pizzas to expand the range of diners it attracts, the brand's parent company. In April, the nation's largest pizza chain will launch a line of Tuscan-themed pasta dishes, to appeal to moms with no time to cook. Last month, Pizza Hut took a page from its competitors' book—offering three pizzas for \$15 to appeal to budget-conscious consumers beset by rising food and energy costs and ballooning mortgage payments. Response so far has been strong to the "pizza mia" value line, David C. Novak, chairman and chief executive of Pizza Hut-parent Yum Brands Inc. told analysts. The innovations come as the nation's largest pizza brands faces stiff competition and the category, overall, endures anemic sales growth. The new moves are designed to broaden Pizza Hut's appeal among different groups of customers. "We are confident about our ability to grow our Pizza Hut brand in the U.S. by developing layers of sales and not [just] limited time only topping offers," Mr. Novak said.

Source: The Dallas Morning News

### **Japanese Food Chain Hopes to Whet Bay Area Appetite**

MADE IN JAPAN Teriyaki Experience, a restaurant chain based in Canada, will open its first two California locations in San Francisco. The company opened its first U.S. store last summer in Atlanta, but has plans of opening at 600 locations nationwide, including 40 in the Bay Area, within five to seven years. Teriyaki Experience's concept is to offer fast and healthy Japanese food. "The timing is right," said Makhan Bains, a restaurateur and developer behind the Northern California expansion for Teriyaki Experience. "People are looking for this kind of concept. ... There's Chinese fast food, but not Japanese." Restaurant industry experts said many internationally-based chains are looking to expand to the American market and at the same time, consumers here want more choices and ethnic varieties. "U.S. consumers in general are

starting to adapt to Asian flavor profiles, especially the younger generation and Hispanics," said Darren Tristano, executive vice president of Technomic, a Chicago food and restaurant consulting firm. "They don't need to focus on Asian population concentrations. They can open up in almost any demographic and find success."

Source: Teriyaki Experience



#### **National Restaurant Consultants, Inc. Launches Restaurant Startup Seminars in Las Vegas, March 4, 2008**

National Restaurant Consultants, Inc. announced the launch of RESTAURANT STARTUP SEMINARS. "Our first seminar is scheduled for March 4, 2008 in Las Vegas, Nevada and we are excited to bring this powerful education to restaurant startup entrepreneurs nationwide," says Kevin Moll, CEO of the firm. He adds, "Starting a restaurant may seem easy, but the restaurant business is surprisingly complex. We believe that many restaurant problems can be avoided if those involved had a better understanding of all the 'ingredients' that go into running a successful restaurant business. That's exactly why we started Restaurant Startup Seminars. We help people avoid failure and give them clear direction on how to get their new restaurant open the right way -- the first time." Seminar Web site:

<http://www.restaurantstartupseminars.com>

#### **Chick-fil-A's 2007 Sales hit \$2.64B**

Chick-fil-A Inc. is boasting another strong year in 2007 with sales up 16 percent, and it said 2008 will feature an aggressive launch of several new menu items. The private Atlanta-based restaurant chain, which did not report its bottom line, said its sales hit \$2.64 billion last year and same-store sales rose about 8.5 percent. In 2007 the chain opened 80 restaurants, and now has more than 1,365 restaurants in 37 states and Washington D.C. Chick-fil-A expects to open 88 locations in 2008. Chick-fil-A President and Chief Operating Officer Dan T. Cathy said the chain also will have its most aggressive product rollout in company history in 2008. In April, Chick-fil-A will introduce a limited-time coffee caramel hand-spun milkshake. In May, the chain will debut a chargrilled and fruit salad with harvest nut granola topping and will upgrade the quality and packaging of its existing line of salads. auce.

Source: Atlanta Business Chronicle

#### **Planet Wings Franchise to Expand Nationally**

The economy may be sizzling down, but franchising for Planet Wings is on fire and it's fueled by its suicidal hot sauce. The company launched a national expansion plan in October of 2007, and is on course to sell 260 franchises by 2010. According to Hoover's, Inc., the output of US food and drink places will grow at an annual compounded rate of 4.3 percent between 2007 and 2012. The profitability of individually owned companies, such as franchised locations, depends on several variables such as efficient store

operations, constructive marketing initiatives, and fast, efficient service. Thus, Planet Wings has partnered with Medina Enterprises to support business operations as the franchise expands on a national platform. With over 22 years experience in franchise management, Medina functions as the holding company for several different franchises, similar to how YUM! Brands or Focus Brands operate. Franco Fidanza, founder and CEO of Planet Wings, has been in the restaurant industry for over twenty years. Since the quick-service food industry represents \$4.7 billion in revenue, with chicken wings being the fastest growing segment, Fidanza made the executive decision to go national. "We wanted to manage, control and expand this unique concept with Medina's organizational systems and structures to guarantee our future success," said Fidanza. "Medina has the capacity and experience to introduce our brand to potential franchisees worldwide." "Planet Wings offers franchisees a distinctive business model and its customers a delectable, quality product. Medina is thrilled to be a part of this company's national expansion, and I am confident that Planet Wings is well on its way to becoming one of this country's great brands," said Robert (Morg) Morgan, CEO of Medina Enterprises. "Medina has implemented an aggressive growth strategy for Planet Wings and has already seen international interest from Korea, China, Russia, Europe, South America, and the Middle East amongst others."

Source: Planet Wings Enterprises

### **Fog Cutter Capital Group, Inc.'s Fatburger Unit Opens South Beach Location**

Fog Cutter Capital Group Inc.'s Fatburger unit has announced the opening of its first Miami, Florida location. This newest Fatburger is a franchise restaurant and is located at 947 Washington Ave., Miami Beach, Fla, 22139. This is Fatburger's third Florida location, with Fatburger corporate locations in Naples and Clearwater. "Fatburger has been a welcomed addition to other communities because of our continued commitment to quality and taste. For more than 55 years, Fatburger has been dedicated to serving big, fresh, 100 percent pure lean beef burgers, custom made and grilled right in front of customers. We look forward to becoming active members of the South Beach community," said Andy Wiederhorn, Chairman of Fatburger. The new 3,100-square-foot Fatburger location will provide approximately 30 new jobs to the community and features a hip '50s-style décor accented with bright colors, neon lighting and stainless steel accents. Rock and classic soul tunes wail from the Web-enabled digital jukebox that has a catalog of more than 150,000 songs.

Source: Fog Cutter Capital Group, Inc./Fatburger

### **Unclear When Fire-Damaged Monte Carlo Can Be reopened**

It's unclear when the Monte Carlo will reopen after a fire burned for an hour atop the casino on the Las Vegas Strip on January 28th. "I can tell you that it won't be tomorrow," said Ron Lynn, the chief building inspector for Clark County. The first alarm came at 11 a.m. as smoke rolled off the top of the building and flames licked the Monte Carlo sign. Smoke and fire poured from windows four floors from the top of the 32-story building. Burning foam and a stiff breeze blowing smoke back into the building made it difficult to fight the fast-moving fire, said Capt. Warren Whitney of the Clark County Fire Department. Some firefighters had to hang out of windows to pour water on the fire above them. It's an unusual way to fight a fire," Whitney said. The 3,002-room hotel - the 13th largest in Las Vegas - was almost full and almost 1,000 workers were on during that shift. The hotel was evacuated as 200 security guards and hotel engineers knocked on every door and went into rooms if they didn't get a response, according to Gordon Absher, spokesman for MGM Mirage, which owns the Monte Carlo.

Source: Ehotelier.com

### **Chipotle Promotes Two Executives to Officer Positions**

Chipotle Mexican Grill, Inc. announced that it is promoting two executives to officer positions. Effective March 1, Rex Jones becomes chief development officer, and beginning May 1, Bob Blessing will become restaurant support officer. "Both Rex and Bob have been extraordinary performers since coming to

Chipotle,” said Steve Eells, founder, chairman and CEO of Chipotle. “Their leadership and the teams of people they have built have, and continue to help us work toward our vision of changing the way the world thinks about and eats fast food.” Jones initially joined Chipotle in 1998 as executive director of real estate. In 2005, he was promoted to executive director of development, taking on broader responsibilities, including real estate, design, construction, and facilities. Blessing came to Chipotle in 1999 as a regional director, and opened the company’s first restaurant in the Northeast region in Bethesda, Md. He led the development of Chipotle throughout the Northeast, establishing Chipotle’s significant presence in such major metropolitan areas as Washington, DC, Baltimore, New York and, most recently, Boston. In 2002 he took on an expanded regional role, assuming responsibility for Chipotle’s operations in Ohio, Indiana, and Kentucky, as well as the Northeastern markets. Related to these promotions, Chipotle also announced plans to divide its structure for operating regions from the current three regions (Pacific, Rocky Mountain/Southeast, Northeast/Central) into five regions (Pacific, Rocky Mountain, South, Central, and Northeast). Phil Petrilli, an operations director for Chipotle in the Washington, DC area, will be promoted to regional director of the Northeast Region; Michelle Small, an operations director in the Pacific region, will be promoted to regional director in the Central region; and Bobby Shaw, an operations director in the Southeast, takes on the role of regional director for the South region. Mike Duffy will continue in his position as regional director for the Pacific region, and Gretchen Selfridge stays on as regional director for the Rocky Mountain region.

Source: Chipotle Mexican Grill



If you would like to have news about your company, please send all editorial contributions to Mario Schacher: [mschacher@ariteam.com](mailto:mschacher@ariteam.com)

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