



**Monday, March 10, 2008**

### **Brinker to Focus on International Growth**

Brinker International Inc. announced it would focus on building restaurants overseas and on growing its same-stores sales at its U.S. locations. Guy Constant, vice president of operations analysis, said in a Webcast of the Bear Stearns' 14th Annual Retail, Restaurants & Consumer Conference in New York that the company would target having 300 restaurants operating overseas by 2009. The company's franchisees currently operate 172 locations in 24 countries. "The global marketplace holds tremendous potential," he said. Brinker operates the Chili's Grill & Bar chain as well as Maggiano's Little Italy and On The Border Mexican Grill & Cantina. Those chains have reported declining same-store sales recently at its domestic locations as more consumers cut back on discretionary spending in the face of high gas prices and the weak housing market. Same-store sales dipped 2.1 percent companywide in the second quarter. Same-store sales, or sales at locations open at least a year, is a key indicator of restaurant performance since it measures growth at existing locations rather than newly opened ones. Constant blamed the drop in same-store sales, in part, on slow sales at Chili's locations in states most affected by the housing market. He said those states make up about 20 percent of the company's total number of locations. The company will work on growing its same-store sales by offering value menu items like a bottomless express lunch that features all-you-can-eat salad, soup and chips, Constant said. The company said it will also cut back on the number of new restaurants it opens in 2008 and 2009. Constant said the company will develop 75 company-owned restaurants in fiscal 2008 and probably fewer than 40 new location in 2009 to focus on increasing its sales at its existing restaurants. "Our top priority remains increasing profitable traffic over time," he said.

Source: CNNMoney.com/The Associated Press

### **The Burger King® Brand Enters Curaçao**

Burger King Corp. announced that it has awarded development rights in Curaçao to the franchisee group JDA Foods B.V. The first BURGER KING® restaurant is expected to open during the first half of 2008 in the capital city of Willemstad. This restaurant, a freestanding building located in the heart of the commercial district of Salinja, will include a state-of-the-art drive thru and a playground for kids. JDA Foods B.V. plans to open additional restaurants during the next five years. "We believe that Curaçao is an attractive market with excellent growth potential for the BURGER KING® brand," stated Armando Jacomino, president, Latin America & Caribbean, Burger King Corp. "We are excited about this Caribbean entry as we strive to touch every island in this sub-region. We are also eager to work with JDA Foods B.V., a business known for its strong quick service restaurant experience and commitment to excellent customer service." John-Henry Every, operating partner for JDA Foods B.V., said, "We know Curaçao consumers well and we are confident that they will truly enjoy the taste of the hot and fresh, flame-broiled

WHOPPER® sandwich made-to-order and other BURGER KING® menu offerings. We are excited to have the opportunity to launch the BURGER KING® brand in Curaçao and allow consumers to HAVE IT YOUR WAY®.” The BURGER KING® brand currently enjoys a strong consumer following throughout Latin America and the Caribbean with a presence in 25 countries across the region and 14 years of positive comparable sales growth. During the first half of fiscal 2008, the Latin America and Caribbean region added a net 54 restaurants for a total of 955 restaurants. In the Caribbean, BURGER KING® restaurants are located in Aruba, Bahamas, the Dominican Republic, Grand Cayman, Jamaica, Puerto Rico, St. Lucia, St. Maarten and Trinidad & Tobago.

Source: The BURGER KING® Corporation

### **Rachel Ray Starts Scholarship Program for Chefs**

Rachel Ray is using her star power to help the next generation of chefs and foodservice professionals get their start in the industry. The Food Network star’s Yum-o! organization and the National Restaurant Association Educational Foundation have joined together to provide scholarships to graduating high school seniors interested in pursuing a career in the restaurant and foodservice industry. “Through this new partnership with Rachel’s Yum-o! organization, we hope to aid students pursuing an education in the restaurant and foodservice industry,” the director of the foundation’s scholarships program, Sue Vogel said in a press release. Ray, who began her career as a waitress, enjoys providing culinary opportunities for aspiring foodservice professionals. “I am so proud to be part of providing the means for kids to have the same opportunities as I did, to excel in this industry,” Ray said in a press release. Five \$2,000 scholarships will be awarded to students who have earned a ProStart National Certificate of Achievement. The ProStart program is intended to teach students management and culinary skills by combining classroom learning with on-the-job experience. To earn the ProStart certificate, students must pass Year 1 and Year 2 exams and complete 400 hours mentored work experience. This certificate indicates that a student is qualified to continue his/her culinary education or begin a career in the foodservice industry. Yum-o! is a nonprofit organization that encourages families to develop healthy relationships with food and cooking. Its three areas of focus are education for children and their families about cooking, feeding hungry American children, and funding cooking education and scholarships.

Source: ThePacker.com

### **Cold Stone Creamery Stores Planned in Scandinavia**

Kahala-Cold Stone will expand its Cold Stone Creamery franchise into Scandinavia through a deal inked this week. The deal, with a group called Cold Stone ApS, calls for the opening of about 40 stores in Finland, Denmark, Norway, and Sweden over the next five years. The first of the new stores is to open later this year at Tivoli Gardens in Copenhagen, Denmark, executives said. Kahala Corp., and Cold Stone, both Scottsdale-based firms, merged last May as the result of Kahala's buyout of the ice cream restaurant and subsequent ouster of CEO Doug Ducey. The firm now is led by Kahala founder Kevin Blackwell. Other brands under Kahala's umbrella include Blimpie, Samurai Sam's Teriyaki Grill and The Great Steak and Potato Co. Kahala executives said principals of Cold Stone ApS, including CEO Søren Nielsen, also are principals in Choose Holdings, which operates Build-A-Bear stores across Europe. A flagship Build-A-Bear store operates at Tivoli Gardens.

Source: The Business Journal of Phoenix



**Starbucks' President of U.S. Operations Resigns. Skinner to Be Replaced By Chain's Europe President in Latest Management Shake-up**

In yet another management shakeup at Starbucks, Launi Skinner, president of the chain's U.S. business, has resigned. According to the company, Ms. Skinner is leaving to spend more time with her family. Ms. Skinner, who was only appointed to the position last July, could not immediately be reached for comment. Cliff Burrows, president of the business in Europe, Middle East and Africa, will replace her, effective March 12. "We are very sorry to see Launi go, but we know that her legacy at Starbucks is strong and that we are a better company thanks to her passion, commitment and leadership," Martin Coles, chief operating officer, said in a statement. "We are also very pleased that we were able to name a new leader for our U.S. business from within our company. Cliff has led our business and brand to tremendous success in the EMEA region most recently and the U.K. prior to this. We now look to him to apply that same drive and business acumen to leading our U.S. business." This is just the latest top-level shift at the coffee company following Howard Schultz's return to the helm of the marketer in January. Mr. Schultz installed Harry Roberts as senior VP-chief creative officer; Terry Davenport as senior VP-marketing, and Michelle Gass as senior VP-global strategy shortly after he re-assumed the CEO position, vowing to bring Starbucks back to its roots and improve the customer experience. Ms. Skinner joined Starbucks in 1993. Prior to taking over as president, she was senior VP-store development, leading the company's U.S. store expansion between 2004 and 2007, accelerating the development of drive-thru stores and breaking into many markets. Mr. Burrows has been with Starbucks since 2001, first as VP-managing director in the U.K.

Source: AdAge.com

**Kevin Fink Named President, Ice Group Americas for ENODIS**

Enodis is pleased to announce the appointment of Kevin Fink to the position of President, Ice Group Americas, effective immediately. Kevin will continue to serve as President of Ice-O-Matic and reside in Denver. He will also hold the interim position of President of Scotsman until such time as a new appointment is made. Phil Dei Dolori, Group President Global Ice and Beverage Systems commented, "Kevin is an experienced Foodservice executive who has developed strong industry relationships and the necessary operational skills to take our respective ice brands to the next level of growth." Kevin has held numerous positions of increasing responsibility throughout his 21 year Foodservice career. Those include the Presidency of Ice-O-Matic since 2005, and the position of President, Enodis USA where he oversaw all North American sales and marketing activities. Prior to that, he served as Vice President of Marketing at Frymaster. Kevin holds a BA from the College of William and Mary as well as an MBA from Xavier University.

Source: Enodis

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#### **Wasserstrom to Enter FE&S Hall of Fame**

Foodservice Equipment & Supplies magazine named Rodney Wasserstrom, president and CEO of The Wasserstrom Companies, the sixth member of its equipment and supplies Hall of Fame. Wasserstrom will receive his award during the magazine's annual Dealer of the Year & Industry Awards Gala, which takes place May 17 at the Four Seasons Chicago. "Rodney Wasserstrom has earned the reputation as one of the foodservice industry's true gentlemen due to his fair and balanced business approach," said Joe Carbonara, FE&S editor in chief. "In addition, Rodney's business partners see him as a resource, someone they can exchange ideas with, and laud his ability to think strategically and look into the future to remain ahead of the curve. We're honored to have him as our 2008 Hall of Fame award winner." Wasserstrom served as an officer for and on the board of directors of FEDA. He remains a trustee for the FEDA Educational Foundation.

Source: FE&S

#### **Arby's Eyes 197 New Restaurants in '08**

Arby's Restaurant Group Inc. said recently that it surpassed its restaurant development goals for 2007 and will open nearly 200 new stores this year. Arby's Restaurant Group, an Atlanta-based unit of Triarc Cos., said that franchises Arby's, opened 148 Arby's restaurants in 2007 and has gained commitments to open another 197 in the United States and Canada. "We have continually increased restaurant openings and expanded our footprint across the U.S. since the acquisition of our largest franchisee, RTM, and subsequent formation of Arby's Restaurant Group," said Tom Garrett, president and chief operating officer of Arby's Restaurant Group. "We are well on our way to meeting our long range goal of 5,000 restaurants in North America." The Arby's restaurant system has more than 3,600 restaurants around the world. Arby's Restaurant Group is the owner and operator of more than 1,100 of those restaurants in the United States.

Source: Atlanta Business Chronicle

#### **John Roisum Wins Jerry Waxler Industry Service Award**

John Roisum, president & ceo, Roisum-Elite Sales & Marketing, Chanhassen, MN was awarded FSMA's prestigious Jerry Waxler Industry Service Award during FSMA's annual Top2Top Conference, February 20, 2008. This annual award recognizes an individual for outstanding contributions to their company, industry, and community. The Industry Service Award is FSMA's highest honor, and is the only national award presented to a member of the foodservice sales agency (broker) community. Roisum was nominated by his peers within FSMA's membership to receive this award, and approved by both the FSMA Nominating Committee and Board of Directors. Roisum has pioneered many initiatives within his company, has demonstrated a willingness to adapt to industry change, and has volunteered his time and energy to better the industry. Roisum has served on numerous committees and task forces, including serving as a founding member of FSMA's inaugural Board of Directors in 1995-96. Rick Abraham,

FSMA's president & ceo, presented John with his award, and commented: "Since starting in the brokerage business in 1964, John has been a visionary, anticipating and adapting to industry change along the way so his company thrives. In accepting the award, Roisum said, "This is clearly the award of a lifetime; to have ones peers single you out, in an industry as large as ours, is a true honor. I will never forget this moment."

Source: Foodservice Sales & Marketing Association

### **LNK Closes on Acquisition of Au Bon Pain**

Au Bon Pain and LNK Partners, a private equity firm focused on the consumer retail sector, have completed the recapitalization of Au Bon Pain. LNK and Au Bon Pain management acquired a majority ownership interest in the company with more than \$100 million of fresh equity invested in the transaction. Au Bon Pain operates cafes focusing on high-quality breakfast and lunch foods and generated sales revenue of almost \$300 million in 2007. "We look forward to a productive partnership with the Au Bon Pain management team," said Henry Nasella, a founding partner of LNK Partners. "The Au Bon Pain brand is highly recognized and uniquely positioned with a strong and differentiated consumer value proposition." Sue Morelli, president and chief executive officer of Au Bon Pain, said LNK's investment and guidance will support Au Bon Pain's expansion strategy in the United States and selected global markets. "We are excited to work together to create value for all of Au Bon Pain's stakeholders," Ms. Morelli said.

Source: Au Bon Pain and LNK Partners

### **Little Caesars to Open 60 new St. Louis Locations**

Little Caesars plans to open up to 60 locations in the St. Louis area over the next 10 years, the pizza chain said. The company said the new locations will have a combined 1,500 employees. Currently, there are 19 Little Caesars locations in the St. Louis metropolitan area. Development throughout St. Louis is part of Little Caesars' strategic growth plan to create a strong market presence in family-oriented U.S. locations, according to a release. Detroit-based Little Caesars Enterprises Inc. says it is the largest carry-out pizza chain in the world with restaurants on five continents.

Source: St. Louis Business Journal

### **Foodservice Yearbook International 2008 Global Buyer's Guide**

For decades, FYI has been regarded worldwide as a "One-Stop Shop" for purchasing and specifying, the Foodservice Yearbook International reaches buyers at the very beginning of the decision-making process. FYI is the original and most widely used annual buyers' guide in global foodservice. It reaches close to 100,000 buyers, consultants, exporters and foodservice professionals around the world, and with more than six readers per copy. Also, the latest buying patterns survey showed that our readers refer to FYI eleven times per year, and these contacts have produced actual sales for the advertisers. The Foodservice Yearbook International contains the most comprehensive listing of exporting suppliers and manufacturers to the foodservice world with more than 1,300 manufacturers' listings and over 3,000 product listings. Bonus circulation at selected major global trade shows during 2008. The Foodservice Yearbook International's targeted audience of 16,166 readers control over 80% of the world's \$1.5 trillion annual foodservice volume. The readers of FYI are buying-empowered professionals at global and regional headquarters of hotel and restaurant chains, major hotel and restaurant locations, consultants, contract caterers, cruise-ships/airline/rail/amusement caterers, supermarket and c-store chain headquarters and a global network of distributors, in over 140 countries worldwide. The targeted

circulation of Foodservice Yearbook International allows you to consolidate your advertising budget into one magazine that reaches the entire foodservice world. For more information, please contact mschacher@globalfoodservice.com

### **Top Restaurant Chains Experience Slower Growth Rate**

U.S. system-wide sales for the Top 500 U.S. restaurant chains rose to \$223.6 billion in 2007, up \$10.7 billion from 2006 numbers, according to a new report from Technomic, Inc. The gains came despite a slower growth rate in 2007, with 5.1% annual sales growth during the year. "As the U.S. economy continued to struggle against rising fuel prices, increasing cost of labor and commodities and menu price increases, the top 500 restaurant chains' sales growth declined to 5.1% versus 6.1% in 2006," said Ron Paul, president of Technomic. "Current economic conditions have caused many chains to scale back their U.S. unit expansion with unit growth rates for 2007 of 2.4% compared with 3.8% a year ago." The top 10 fastest growing chains with sales or more than \$200 million were Qdoba Mexican Grill, Jimmy John's Gourmet Sandwich Shop, BJ's Restaurant & Brewery, Chipotle Mexican Grill, Fleming's Prime Steakhouse & Wine Bar, Bonefish Grill, Moe's Southwest Grill, Starbucks, Caribou Coffee, and Zaxby's. There was significant growth in the limited-service beverage, bakery cafe and chicken categories, and Starbucks, Panera Bread and Chick-fil-A had double-digit growth. McDonald's grew 6.1% with sales of more than \$28.7 billion. Subway dominated the sandwich segment with 6.4% sales growth and sales of \$8.2 billion. Wendy's Old Fashioned Hamburgers used to be ranked third on the list, but the fast food chain has fallen to fifth behind Starbucks (ranked third) and Subway (ranked fourth).

Source: FoodBusinessNews.net

### **Five Guys Burgers Expanding**

Residents in Odenton, Crofton and Hanover, Maryland should be able to dine at new Five Guys Famous Burgers and Fries by summer. The new restaurants are part of the company's expansion plan throughout Anne Arundel County and across the country. The Virginia-based chain plans to expand at the Odenton Shopping Center on Annapolis Road, the Carver Square development in Crofton and on Dorchester Boulevard near the Arundel Mills mall, company officials said. Jeff Rubino, Five Guys' district manager for Maryland and Delaware, said the company plans to add at least 10 more franchises in Anne Arundel County over the next two years. Five Guys currently has four locations in Annapolis, Edgewater, Pasadena and Glen Burnie. Mr. Rubino said the stores in Anne Arundel are already "very successful." "We think it's a great area to expand," he said. "In every new market we go into, we've been winning best burgers and best fries awards." Founded as a family owned business in 1986, Five Guys is known for its custom-made burgers and simple menu. The chain began franchising at the end of 2002. Now, the company has 253 locations nationwide and expects to open about 200 more this year, said Molly Catalano, director of communications and public relations for Five Guys successes," he said. "We think Crofton is going to be even better," he said.

Source: The Capital, Annapolis, MD

### **DQ, Franchisees Square Off**

Dairy Queen is facing a dilly of a problem -- a rebellion by a growing number of mostly mom-and-pop franchise owners. Claiming that DQ is forcing them to become table-service restaurants or face losing their franchises, owner associations with members in 10 states including Pennsylvania are suing the Minneapolis, Minn.-based chain. The breach-of-contract case started in Michigan, but three other associations have since joined, and the lawsuit's outcome could impact restaurants nationwide. June Smith, who owns Dairy Queens in Beaver and Rochester with some

indoor seating, has received letters from the company about upgrading her signs with the new "DQ" logo in coming years, and she feels sorry for operators of small, walkup locations. "If you're doing fine as a Dairy Queen, why do you need a sign to say DQ?" said Smith, a member of one of the associations involved in the legal action. Bob Rossi said his Mt. Lebanon restaurant is only a decade old and shouldn't require extensive renovations, but estimated signs and other changes could cost more than \$30,000. "I don't see where it will attract any more business," said Rossi, who isn't involved in the legal case. The lawsuit pits entrepreneurs who mostly own one or two restaurants against International Dairy Queen and its corporate parent, Berkshire Hathaway Inc., the investment company of billionaire investor Warren Buffett. "It's the classic David vs. Goliath balance," says Carmen Caruso, an attorney for the plaintiffs. But Dairy Queen CEO Chuck Mooty says the company isn't strong-arming anyone. "What you're hearing is the minority that really are saying, 'I really don't have any desire to evolve and rejuvenate,'" Mooty says. "We have to be a brand that's relevant." Dairy Queen's plans center on two relatively new restaurants. DQ Grill & Chill establishments would sell meals and desserts, and would expand operations to include limited table service, among other things. Outlets that sell only Blizzards, Dilly Bars and desserts would combine with the Orange Julius beverage chain to become a DQ/Orange Julius Treat Center. The lawsuit contends Dairy Queen is trying to force franchise owners to spend hundreds of thousands of dollars on an unproven concept that will cost more to operate and cut profits. Locally, a Grill & Chill operates in Mars. "No one should have to make this conversion that is quite expensive unless they want to," Caruso says. "If the DQ Grill & Chill concept was such a promising new concept, then the free market would solve this problem." That hasn't happened, according to the lawsuit. As of December 2006, the complaint says, just 105 Grill & Chill restaurants had opened in the United States. Some have performed poorly, and two have closed.

Source: Pittsburgh Tribune-Review



### **Burger King Unveils New Items for 2008, Growth Strategies**

Burger King, the world's No. 2 hamburger chain, said it plans to start selling several new items this year, including two specialty Whoppers, a wrap, smoothies and even macaroni and cheese for children. In a meeting with analysts, Burger King Holdings Inc. said it expects earnings per share to grow by 15 percent this fiscal year and described strategies that include opening more new restaurants, employing a new broiler that cooks better burgers, and continuing to run advertisements with pop culture tie-ins to keep the brand fresh in the minds of fast food diners. Burger King has posted 16 straight quarters of growth in same-store sales, or sales in stores open at least a year. Since going public in May 2006, Burger King has introduced late night hours, a breakfast value menu and a spicy chicken sandwich, while heavily marketing its flame-broiled burger concept and its "Have It Your Way" mantra. But Burger King has space for growth, as it has roughly one-third of the restaurants that industry leader McDonald's Corp. does, and was a late-bloomer in introducing a value menu and late night hours. "We think this is just the beginning ... there's much more room to grow," Chief Executive John Chidsey said Wednesday. The Miami-based company said it hoped to lure customers with several new products in 2008. Some of them, such as grilled chicken tenders and apple fries -- fresh apples cut to look like french fries -- already have been made public. "What you see is a construct here that is a very broad-shouldered menu,"

said Russ Klein, Burger King's president of global marketing and innovation. Klein said Burger King's batch broiler, which the company says cooks better hamburgers while saving on utility costs, will be installed in all restaurants by June 2010. Klein also said Burger King will keep using promotions with movie, video game and sports tie-ins, citing past success with advertising blitzes using The Simpsons, Transformers, the NFL, Spider-Man 3 and the Xbox game system. "Advertising is becoming more borderless and pan-regional around the world," Klein said. Chidsey said Burger King still plans to open a net of 300 restaurants this year and remodel existing restaurants. Eighty percent of the chain's restaurant growth is coming from outside the U.S. as it competes with McDonald's, Chidsey said. Fifteen to 20 percent of restaurants in Burger King's U.S. system have been remodeled or "re-imaged" to date, Chidsey said. Major areas of growth will include Germany, Italy, Spain and Turkey, the company said.

Source: The Associated Press

### **Applebee's Acquisition Leads IHOP to Loss**

Expenses related to IHOP Corp.'s purchase of Applebee's International Inc. led the company to report a net loss in its fourth quarter and full fiscal year, despite an increase in revenues in both periods, the company said last week. In the fourth quarter, IHOP reported \$213.6 million in revenue, up from \$87.9 million in the year-ago period. Net loss was \$16 million, or 94 cents a share, compared to a net loss of \$2.2 million, or 13 cents a share, in the year-ago period. The current period included recognition of a \$16.1 million expense due to an interest rate swap transaction related to the financing of the Applebee's transaction. Applebee's completed its \$2 billion acquisition of Applebee's on November 29, 2008. For the full fiscal year, the company reported revenue of \$484.6 million, up from \$349.6 million in the previous fiscal year. Net loss was \$2.2 million, or 13 cents a share, compared to net income of \$44.6 million, or \$2.43 per share, in the previous fiscal year. The current period includes a \$37.8 million expense related to the swap settlement in the second half of fiscal 2007 and \$1.4 million expense related to the early extinguishment of debt in March 2007, according to a release.

Source: Los Angeles Business from bizjournals

### **ACFF Accrediting Commission Renews Program Accreditation for the Orlando Culinary Academy**

The Orlando Academy (OCA) has received a renewal of its accreditation for their Associate of Applied Science Degree (A.A.S) in Le Cordon Bleu Culinary Arts from The American Culinary Federation Accrediting Commission (ACFFAC) for an additional seven years, until December 2014. The accreditation renewal demonstrates that the culinary arts program has exceeded published industry standards and demonstrates a commitment to providing quality curriculum. ACFFAC also granted initial seven-year accreditation for culinary school's A.A.S. Degree in Le Cordon Bleu Pâtisserie and Baking. "It's exhilarating" said OCA president, Joe Hardiman, when asked about the achievement. "In my opinion, our faculty and staff are among the best in the industry and dedicated to providing an excellent education founded on the rigorous standards of Le Cordon Bleu". Accreditation is a peer-review process that requires self evaluation and onsite visits. "This is a rigorous process," said Chef Greg Forte, director of education. "There is no greater honor than to be graded by your peers." Established in 2002, Orlando Culinary Academy is a premier culinary arts school, providing Le Cordon Bleu training in a hands-on classroom environment. The Orlando Culinary Academy offers Associate of Applied Science (A.A.S.) degrees Le Cordon Bleu Culinary Arts; Le Cordon Bleu Pâtisserie & Baking; as well as Le Cordon Bleu Hospitality and Restaurant Management.

Source: Orlando Culinary Academy



### **National Restaurant Association Launches RestaurantsVote.com**

The National Restaurant Association announced the launch of RestaurantsVote.com, a website intended to simplify the voting process for restaurateurs across the country. Visitors to the website can register to vote, learn about elected officials and candidates seeking office, and discover how the voting process can be simplified to ensure their vote is heard on Election Day.

"RestaurantsVote.com is a great way for the restaurant community to ensure their vote is heard in this critical election year," said Dawn Sweeney, President and CEO of the National Restaurant Association. "The restaurant industry is an economic powerhouse – touching the lives of an estimated 133 million Americans each day, employing 13.1 million people nationwide, and accounting for an incredible 4 percent of the U.S. gross domestic product." "As candidates tour the country spreading their messages, the National Restaurant Association will be there as a resource to help politically-active members of the restaurant industry make sense of it all," Sweeney said. "At stake is the White House, the make-up of Congress, leadership of many states, and representation in state legislatures around the country. It's crucial our votes are heard."

Source: The National Restaurant Association

### **Hogan Appointed President and Chief Executive Officer of Sysco Food Services of Minnesota, Inc.**

SYSCO Corporation announced that Timothy K. Hogan has been named president and chief executive officer of Sysco Food Services of Minnesota, Inc. a SYSCO subsidiary. He succeeds Philip J. Seipp, who will become chairman of that company. Currently, Mr. Hogan serves as president and chief executive officer of SYSCO's New Mexico subsidiary, a position he has held since January 2002. His promotion is effective

March 31, 2008. Mr. Hogan, 54, joined the corporation's Denver operating company in 1977 as a marketing associate, was promoted to district sales manager in 1983, and became regional sales manager in 1986.

Source: SYSCO Corporation

### **Rita Restaurant Corp. Purchases 48 Don Pablo's and Hops Restaurants**

Rita Restaurant Corp. announced that it has purchased 41 Don Pablo's restaurants in 15 states and seven Hops restaurants in four states from Avado Brands Inc. of Madison, Ga. Purchase price was not disclosed. Rita Restaurant Corp. is a newly formed corporation owned by funds and accounts managed or advised by DDJ Capital Management LLC. The company will remain in Madison under a new management structure. David Barr will lead the company as chairman of the board, Paul Seidman will serve as chief operating officer, and Kurt Schnaubelt as chief financial officer. "We're confident the strength and rich heritage of both brands will allow us to successfully and profitably operate these 48 restaurants," said Barr. "We're bullish on the future and are looking

forward to an exciting period of growth for both Don Pablo's and Hops." Adds Seidman, "We want to thank all the employees of Don Pablo's, Hops and Avado who are joining Rita Restaurant Corp. through the acquisition. We believe in the brands and the people and know their continued commitment will enable us to provide great food and great service at each and every restaurant." Rita Restaurant Corp. purchased the restaurants from Avado Brands as part of Avado's Chapter 11, Section 363 auction. Financial advisor Lane, Berry & Co. International LLC of Boston assisted with the transaction, which was finalized on February 27. "Lane Berry's expertise and counsel were instrumental in the completion of this transaction," said Schnaubelt. "Their assistance helped ensure the process ran smoothly and successfully."

Source: Rita Restaurant Corp.

### **KFC Out to Toast the Competition**

Kentucky Fried Chicken is no longer "Chicken Capital U.S.A." The Louisville, Ky.-based chain, this week replaces the four-year-old tagline with "Life Tastes Better With KFC." Similar to Wendy's' new "Waaay Better Than Fast Food," KFC's new tagline seeks to posit the brand as higher quality than other fast feeders' product. To drive this point home it has launched a new line of Toasted Wraps to serve as the focal point of the new campaign. "Consumers tell us KFC is a step above ordinary fast food and our innovative products and new advertising campaign continue to give consumers what they expect from KFC and what they can't find anywhere else," said CMO James O'Reilly in a statement. In a new TV spot debuting this week for the Toasted Wraps, per DraftFCB, Chicago, two men debate the merits of toasted versus untoasted snack wraps, calling for the judgment of a female friend who sides with the toasted wrap. The spot emphasizes the melted cheese and grill marks on the wrap. The new product will also be supported via the brand's Web site, KFC.com, where consumers will be able to play interactive games, take trivia quizzes and download a discount coupon for the Toasted Wraps. The site also features a contest for a two-person vacation to the Bahamas. Spend for the campaign was not revealed. KFC spent an estimated \$311 million in 2007, per Nielsen Monitor-Plus.

Source: Brandweek

### **Former Starbucks Executive to Oversee Ddesign**

Starbucks named former executive Arthur Rubinfeld to oversee store design, the second manager hired back since Howard Schultz returned to the role of chief executive officer. Rubinfeld, 54, will serve as head of global development, a new position, Seattle-based Starbucks said Monday in a statement. Rubinfeld was executive vice president for store development at the coffee chain from 1992 to 2001. Schultz is reining in the company's expansion after ousting James Donald as CEO last month. Schultz hired another former executive, Harry Roberts, as chief creative officer last month. Rubinfeld was most recently chief development officer at restaurant chain Potbelly Sandwich Works. In 2001, he founded Airvision, a consulting firm that focused on brand positioning, and did work for Oakley, adidas and Washington Mutual, according to the statement.

Source: The Seattle Times

### **Pollo Campero Hires Real Estate Director**

Pollo Campero, the largest Latin American chicken restaurant chain, announces that Paxton Sandidge III has joined its U.S. headquarters as real estate director. His mission is to support franchisees to acquire excellent sites to open successful Pollo Campero restaurants throughout the country. Sandidge is an accomplished real estate professional with more than 24 years of experience in commercial real estate. Before joining Campero, Sandidge was director of real estate

for Blockbuster, Inc. where he created a “right size initiative program” to reduce the square footage of existing store size to cut occupancy costs. He managed an aggressive renewal program that saved more than \$10,000,000 in annual rental costs against option rates. Sandidge also served as senior real estate manager for CiCi’s Pizza and director of leasing for St. Ives Realty, Inc. “We are very excited about having Paxton join the Campero family,” said Roberto Denegri , president and COO of Campero USA . “He has a lot of valuable experience. His real estate expertise is going to assist in our expansion endeavors to maximize market share and profitability.” Sandidge graduated from Stephen F. Austin State University with a degree in Business Administration and Marketing. Throughout his career, Sandidge has been consistently acknowledged for dedication to companies’ objectives through strong leadership skills and out-of-the-box thinking in all areas of store development. “This is an amazing opportunity for me as I begin a new life with a great organization,” said Sandidge. “I’m excited about identifying and selecting prime retail real estate properties for Pollo Campero.”

Source: Pollo Campero

### **McCormick & Schmick’s Seafood Restaurants, Inc. Opens in Anaheim, California**

McCormick & Schmick’s Seafood Restaurants, Inc. announced the opening of McCormick & Schmick’s in Anaheim, California, marking the Company’s 13th California restaurant and 77th nationwide.

The restaurant is located in the Anaheim Garden Walk, a 1.5 million-square-foot mixed-use retail, entertainment and hospitality development adjacent to the Anaheim Convention Center and Disneyland’s Magic Kingdom. “Garden Walk provides McCormick & Schmick’s the opportunity to serve a combination of business and leisure travelers, families, and local residents, making it a very appealing location for us,” commented Doug Schmick, chairman and CEO of McCormick & Schmick’s Seafood Restaurants, Inc. “Anaheim is the first of our 12 planned openings for 2008, and we look forward to our continued growth across the country.”

Source: McCormick & Schmick’s Seafood Restaurants, Inc.

### **Bob Evans Farms Names Joe R. Eulberg Senior Vice President, Human Resources**

Evans Farms, Inc. announced the appointment of Joe R. Eulberg as senior vice president of human resources. Eulberg brings nearly 25 years of experience in human resources and organizational development to his position at Bob Evans Farms. He most recently served as executive vice president of human resources at Acosta Sales and Marketing, a Florida-based food sales and marketing company. Eulberg will be responsible for all human resources activities, including benefits and compensation, as well as organizational development. He will report to Chairman and Chief Executive Officer Steve Davis. "Joe has a broad base of human resources and compensation experience that will be an invaluable asset to our company as we strive to realize the national potential of our regional brands," Davis said. "His primary areas of focus will be strategic organizational communication, succession planning, performance management, organizational productivity, strategic planning, and talent recruitment, retention and development."

Source: Evans Farms, Inc.

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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