



April 6, 2009

Restaurants Dish Out Promotions. Hungry for Customers, Industry Serves Up Tempting Deals to Lure Diners

Restaurant chains are offering more aggressive promotional deals as they try to tempt diners in lean times. Denny's on plans to announce an incentive for customers who bring in a friend on April 8: The friend will get a free Grand "Slamwich," a new breakfast sandwich consisting of scrambled eggs, sausage, bacon, ham and cheese on potato bread. The new deal comes on the heels of a previous offer -- advertised during the Super Bowl -- for a free "Grand Slam" breakfast for anyone who visited a Denny's restaurant on Feb. 3. Last year "wasn't a good year for us," Denny's Chief Executive Nelson Marchioli said in an interview recently. Same-store sales at its franchised restaurants declined by 4.6% last year, while same-store sales at company-owned restaurants declined by 1.4%. "We knew we'd have to be different and bold. We couldn't just sit here and wait and hunker down until the economy improves. We had to get back out in front of consumers." As the economy has worsened, restaurants say consumers have been cutting back on their visits in favor of eating meals at home. Parents who eat at restaurants have started leaving their kids at home when they dine out, according to a report released Tuesday by market research firm NPD Group. The report also says young adults -- the heaviest users of restaurants -- are dining out less often. Restaurant visits by people in the 18- to 24-year-old age group declined to 233 per person, on average, in 2008, from 254 in 2007. And a report from Fitch Ratings on Monday suggests things aren't likely to improve anytime soon. "Conditions that normally would be positive for the industry, such as declining gas prices and additional government stimulus, are being muted by rising unemployment and continued downward pressure on both the housing and stock markets," the report said, adding that Fitch "expects traffic to decline for the entire restaurant industry in 2009." Denny's isn't the only restaurant chain using giveaways to attract cash-strapped customers. Wendy's/Arby's Group's Wendy's chain ran a so-called reverse auction online in which consumers can get flat-screen televisions and Xbox game consoles for 99 cents. The bidding started at the retail value of the item, and decreased in 99-cent increments every time someone places a bid. Wendy's has been spreading the word about the promotion through bloggers. A Wendy's spokesman says it's too soon to determine if restaurant visits are up as a result. Domino's Pizza is running ads with Chief Executive David Brandon walking in the front of the White House talking about the "big taste bailout package" in which people can order any three medium, one-topping pizzas or any three oven baked sandwiches for \$5 each. The Subway sandwich chain is offering any foot-long sandwich on its menu for \$5. Starbucks is offering breakfast deals in which consumers can get an oatmeal and a latte or a breakfast sandwich and a coffee for \$3.95. "Quick service restaurants historically have been promotion-driven, but they backed off that in recent years and moved toward permanent value menus. I've never seen a period of this kind of intensity of discounting and dealing at all levels of the restaurant industry," said Bob Goldin of restaurant consulting firm Technomic Inc., adding that offering such deals is risky for restaurants. "Once consumers are used to the deals, will they ever go back to paying full price?" Denny's Mr. Marchioli said his company surveyed customers after the Grand Slam giveaway and that 95% of them

said they would come back and pay for their breakfast. He acknowledges that they might not actually follow through. "That's always a risk but I'm not concerned about it," he said. "We're in different times now."

Middleby Forms National Sales Team, Announces Management Changes

In a move aimed at supporting its major restaurant account customers, foodservice equipment manufacturer Middleby Corp. announced the formation of a national sales structure. Leading this team is former Yum! Brands executive David Brewer, who joined Middleby in 2007. As a result, the company also announced new roles for management team members Paul Angrick and Frank Ricchio. Brewer assumes the newly created position of chief operating officer of Middleby's Commercial Cooking Group. He will lead Middleby's strategic sales initiatives amongst the company's portfolio of brands. Brewer will focus his efforts on increasing customer support and sales revenues, while improving the efficiency of the sales and distribution network. Prior to this promotion, Brewer served as president of Middleby's Pitco Frialator Division. As a result of these changes, Angrick becomes president of Middleby's Pitco Frialator division, based in Concord, N.H., and Ricchio's expanded role means the Wells, Bloomfield, Nu-Vu and Toastmaster lines are added to his existing responsibilities of overseeing the Star, Holman and Lang brands. Previously, Angrick was president of Wells Bloomfield, a company Middleby acquired 18 months ago. In this role he has led initiatives to integrate the Wells Bloomfield operations with Middleby. In his new role as Pitco president, Angrick becomes responsible for the strategic direction and operating activities of Middleby's fryer division. With more than 25 years of industry experience, Angrick is a Certified Food Service Professional and the current president of NAFEM. Ricchio joined Middleby in January 2008 in connection with Middleby's acquisition of New Star Holdings Inc. Since that time, he has led initiatives to reorganize the operations of New Star to improve the sales, manufacturing and administrative efficiencies at this business. Ricchio will lead this group of seven well-established Middleby brands and move forward initiatives to identify manufacturing, purchasing and sales synergies amongst those operations. He has been with Star manufacturing since 1982, serving as president since 1999.

Source: Middleby Corp./FE&S

Blimpie, America's Sub Shop, Celebrates Its 45th Year. Sandwiches Steeped in History Served up in Stores across the Country

On April 4, as Blimpie celebrates its 45th anniversary, many people still don't know the rich history behind this beloved American sub shop. The story is an American dream: in 1964, three New Jersey friends who had known each other since high school were determined to go into business for themselves. Fueled by this entrepreneurial spirit and inspired by a hearty sandwich known as the submarine, Tony Conza, Peter DeCarlo and Angelo Baldassare opened the first Blimpie sub shop 45 years ago in Hoboken, NJ. Most surprising is how this historic American sub shop, Blimpie, got its name. The answer is really rather simple; when the three New Jersey friends were trying to decide on a name for their business they didn't want to use traditional terms like hoagie or submarine. Equipped with a standard dictionary they began flipping through the pages and found the word "blimp" along with an image of a flying blimp. The men thought the image of the blimp mimicked the shape of the bread they were using to build their sandwiches – thus the name Blimpie was established. "I love telling the Blimpie story, mainly because many people don't realize how long we've been around or even where the name comes from," said Blimpie Founder Tony Conza. "Over the past few years I've seen Blimpie making many changes for the better, including new menu items and décor enhancements, which give the brand a fresh look. And I'm also pleased to see that, at the core, Blimpie continues to offer great value and quality especially in this economic climate." There are nearly 1,100 Blimpie locations across the country owned and operated by driven entrepreneurs with the same passion to succeed that Peter, Tony and Angelo had 45 years ago.

Source: Blimpie



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Much Hyped Pink Taco Restaurant Closes Scottsdale Restaurant, Focuses Operations on Southern California

Pink Taco, a much-hyped Scottsdale Waterfront restaurant, closed after a nearly three-year run. Despite a lavish, celebrity-studded opening in June 2006, the Mexican eatery never seemed to catch on with the Scottsdale party crowd, changing its menu several times without substantially increasing its business. That despite a national buzz created when then Mayor Mary Manross objected to the Pink Taco name as a vulgar slur that offended women. Pink Taco also had a big promotions budget launched by owner Harry Morton, whose family business legacy includes the Hard Rock Hotel in Las Vegas and Morton's steakhouses. Nonetheless, Pink Taco has now announced that it will focus on its Southern California restaurants. "We are grateful to our many loyal patrons in Scottsdale," said Arich Berghammer, Pink Taco president. Pink Taco started at Vegas' Hard Rock Hotel, and operates a second location at the Westfield Century City Mall in Los Angeles. Other restaurants are planned in Hollywood and San Diego. When it opened locally, Pink Taco was one of the highest profile tenants in the Scottsdale Waterfront, southwest of Camelback and Scottsdale roads.

Source: The Arizona Republic

The Winston Industries Team Makes Several New Appointments

Winston Industries announced recently the addition of Chad Lunsford to their educational foodservice sales team. He will serve as a District Educational Account Specialist. Mr. Lunsford's career in the foodservice industry spans nearly 15 years, and includes activities in food brokerage, sales, training, and service. Alyssa Whitworth joins sales & marketing team. She will serve as the Culinary Research & Development Specialist. She will be responsible for completing equipment evaluations, performing customer demonstrations, and performing product tests. Alyssa holds a bachelor's degree in food science, as well as an associate's degree in culinary studies. Her experience includes working at YUM! Brands headquarters, as well as a number of restaurants. Karl Stybe has joined their international sales team. He will serve as a Regional Sales Executive and will be responsible for sales and distribution activities throughout Canada, Latin America, and the South Pacific. Karl is a chef by trade. His credentials include Certified Executive Chef (CEC), Certified Culinary Educator (CCE), Certified Hospitality Educator (CHE), and Certified Culinary Instructor (CCI). Most recently, he served as an associate professor at Johnson & Wales University (at both the Charleston and Charlotte campuses). Dan Burke, Jr. has been appointed to the international sales team. He will serve as a Regional Sales Executive and will be responsible for sales and distribution activities throughout Europe, Africa, and the Middle East. Dan comes to Winston with a strong business development background in the energy, foodservice, and information technologies industries.

Source: Winston Industries, LLC

Steak n Shake Goes into Retail

Global Icons, a licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, announced today its exclusive licensing partnership with The Steak n Shake Company. Global Icons will strategically manage and develop the Steak n Shake licensing program and extend the brand reach, transforming the restaurant's menu favorites into easy-to-make meal planning solutions. The Steak n Shake-branded merchandise line will leverage and expand the brand through licensing. "The Steak n Shake Company is an American classic that has endured the test of time with its dedication to delectable all-American food and quality service," says Mike Gard, COO of Global Icons. "Global Icons is looking forward to providing loyal customers and new consumers the opportunity to indulge in the irresistibly delicious tastes of Steak n Shake fare at home when they can't make it to the restaurant."

Source: Steak n Shake/QSR

Brinker Plans to Open 50 or More International Units this Year in Mexico and Middle East. Expects to Have 500 International Units in 5 Years

Chili's restaurant parent Brinker International Inc plans to open 50 or more international eateries this year and hundreds more in coming years as the U.S. full-service restaurant business weathers a long slump, an executive said recently. The bulk of this year's international growth will be in Mexico and the Middle East, which are home to the most of the company's 197 existing international units, John Reale, Brinker's president of global business development, said in an interview with Reuters. The company's Southwestern-themed Chili's Grill & Bar brand makes up the majority of Brinker's 197 international restaurants in 27 countries and two territories. Still, the lion's share of the company's nearly 1,800 restaurants is in the United States, where full-service restaurant chains were slumping before the recession struck. Brinker and U.S. competitors such as DineEquity Inc's Applebee's, Cheesecake Factory Inc and P.F. Chang's China Bistro Inc have been grappling to boost sales and traffic as consumers opt for less expensive meals. This year Brinker and its partners plan to open 16 to 18 eateries in Mexico, 17 to 18 in the Middle East, three to four in India and about five in Canada, Reale said. Five years from now, Brinker plans to have 500 international units, said Reale, who is looking to expand in China, Brazil and Russia and sees opportunities in countries like Colombia, Chile, Argentina and South Africa.

Source: Reuters/Guardian.co.uk

Cat Cora to Open Mediterranean Restaurant at Disney World

Disney World has a new cat in town. Celebrity chef Cat Cora is partnering with the Orlando area theme park to open a new Mediterranean-style restaurant. Kouzzina, to be owned and operated by Disney, is scheduled to open by fall 2009 on Disney's BoardWalk in the space currently occupied by Spoodles. Cora, who is the only female Iron Chef on Food Network's hit show Iron Chef America, grew up in a family of Greek restaurateurs. She says the new restaurant will feature "time-honored recipes passed down from my ancestors, as well as my favorite Greek and Mediterranean dishes that my family loves."

Source: The Associated Press

The Manitowoc Company Previews Financial Results and Describes Agreement to Sell ENODIS Ice Business

The Manitowoc Company, Inc. announced that the current trends in the end markets for its businesses, particularly for the Crane segment, are driving financial performance that is significantly softer than projected when the company announced its full-year 2009 guidance in January. Over the last six to nine months, global demand for the company's crane products has not stabilized and continues to decline further

than previously anticipated due to the continuing global recession. Accordingly, the company no longer believes that it will be able to achieve its previous guidance for sales, earnings per share, or cash flow. The company's first-quarter results for earnings per share from continuing operations are anticipated to be more than 50 percent below the current Wall Street average estimate. While global demand has continued to weaken for its products, the company has been taking actions to mitigate the impact of this downturn. These actions, while aggressive, are designed to preserve the company's long-term opportunities and its ability to capture business when markets improve. The actions taken to date include: global workforce reductions and a hiring freeze; capital expenditures being limited primarily to new product development, production efficiencies, and safety; temporary production shutdowns; in-sourcing of previously outsourced production activities; shifting certain crane production to lower cost jurisdictions; strict discretionary and travel expense reductions; deferral of salary increases; and reduction in benefits. The continued impact of the global recession on the company's business, partially offset by the cost cutting and other mitigating actions being taken, has resulted in an environment where it is more difficult to accurately predict financial results. Accordingly, the company is withdrawing its previous 2009 full-year guidance and will not be issuing new guidance. The company previously announced that it had signed a definitive agreement to sell the Enodis global ice machine operations to Braveheart Acquisition, Inc., an affiliate of Warburg Pincus Private Equity X, L.P., for \$160 million. Subject to the receipt of customary governmental and regulatory approvals, the sale is expected to be completed in May 2009. The company intends to use the after-tax net proceeds of approximately \$150 million to reduce a portion of the debt incurred in November 2008 to acquire Enodis plc, specifically the Term Loan "X" which matures in 2010. The final sale price will result in the company recording an additional approximate \$30 million non-cash impairment charge to reduce the value of the Enodis ice business in the first quarter of 2009. Deutsche Bank Securities Inc. and J.P. Morgan Securities Inc. served as financial advisors to Manitowoc on this transaction. The lower-than-expected proceeds from the sale of the Enodis ice machine operations increases the possibility that the company could violate certain debt covenants during the second half of 2009. The result of this sale process combined with the lower projected earnings results further increases that risk. However, at the current time, all covenant requirements are being met, and the company is making business adjustments with the intent to remain in compliance with its covenants. If it becomes necessary, Manitowoc would work with its lender group and would expect to obtain covenant relief. Any such relief could involve upfront fees, higher interest cost, and other terms potentially less favorable to the company than those in its current Credit Agreement.

Source: Manitowoc

Pizza Inn Opens New Store in Chihuahua, Mexico. Chain Kicks Off 12 Multi-Unit Plan With Opening of International Restaurant

Pizza Inn, Inc. announced the implementation of a 12 multi-unit development agreement with the opening of the newest international location in Chihuahua, Mexico. The new buffet restaurant expands Pizza Inn's growing international presence to Mexico and is the 70th Pizza Inn to open up outside the United States. The Chihuahua location is owned and operated by Agustin Terrazas and located at Validad los Nogales 3107, Local 2 Chihuahua, Chihuahua, Mexico. "Opening the Chihuahua store marks a great day on Pizza Inn's calendar," said Charlie Morrison, CEO of Pizza Inn Inc. "Mr. Terrazas and his Chihuahua staff come to the table with remarkable franchising experience and are backed by a great reputation of quality in the foodservice and hospitality industries." "We are hoping to bring Pizza Inn's family traditions to our guests here in Chihuahua," stated Mr. Terrazas. "This restaurant offers a great dining ambiance, quality products and place for the whole family to really enjoy a meal out." Pizza Inn is actively seeking new franchisees with a program designed to encourage entrepreneurs and existing franchise owners to invest in new Pizza Inn Buffet franchise locations. The program includes a 0% royalty incentive for a domestic buffet location's first year of operation and 2% royalty for the second year. To learn more about these opportunities, go to www.pizzainn.com for details and contact information.

Source: Pizza Inn, Inc.

Sandwich Shop Chain Lures Customers with Tasty New Offerings

You won't find the crew at Panera Bread digging up old recipes to tantalize customers. As the recession kicked into high gear last year, management rolled out a strategy to heat up business and lift margins. To pull in higher gross profits per item, it revamped the menu layout to make high-margin items like soup/sandwich/salad combo choices more visible. It also added more offerings like a yogurt parfait at breakfast. And it upped prices on some items, such as soup. But it also increased the quantity of soup, so customers get 50% more for \$1 more. These efforts have helped keep the bakery-cafe chain rolling in dough at a time when many eateries are struggling. Panera's earnings have climbed by double digits the past three quarters. And it's kept up its long-running record of double-digit sales gains. "We started to be more strategic about how we address our customers and how they look at our offerings, and we absolutely got a good response," said spokeswoman Michele Harrison. Panera isn't resting on its laurels. It will keep up its efforts to drive higher gross profit per transaction. This year, it will offer more high-end items, such as a chopped salad, now in testing. It will likely sell it for more than \$7, says Harrison. That compares with its other specialty salads that go for less than \$8. It plans to test new initiatives like the "you pick four" offering. Here, a customer who orders an entree like a sandwich and also orders a beverage will be offered a baked good at an attractive price, said Chief Executive Ronald Shaich in the latest conference call. "Since our cost on a marginal baked good is relatively low, this is potentially a real gross profit per transaction booster," he said. And the company will continue to enhance menu choices with new offerings such as oatmeal and a healthy breakfast sandwich to be added sometime this year. It's also testing new entrees, such as oven-baked macaroni and cheese and an open face beef brisket sandwich. This year, it will keep up its policy of matching price increases to cost inflation, says Harrison. On the marketing front, it will start testing TV commercials, probably in the Chicago market, she says. It will also increase its radio and print coverage to 70% of its markets from 50% in 2008. "The fast-casual category is the sweet spot of the restaurant industry now," said West. The fast-casual segment is the industry's fastest growing category, says Darren Tristano, executive vice president at Technomic, a restaurant industry consulting and research firm. Sales at fast-casual chains are rising at a 10.5% rate vs. a 3.3% rate for the industry overall, he computes. "It continues to be an attractive alternative for consumers who want to trade down from casual dining, and who are looking for good quality food in an upscale environment and want something a little better than a quick-service restaurant," he said.

Source: Investor's Business Daily/Investors.com

Sysco Announces Acquisition of Pallas Foods, Leading European Foodservice Distributor Has Annualized Revenues of Approximately \$200 Million

Sysco Corporation announced that it has acquired Pallas Foods Limited, a leading foodservice distributor based in Newcastle West, Ireland. Pallas Foods commenced operations in the early 1980's as a family business and has grown into a diversified foodservice distribution company with an emphasis on quality and service. The company, with annual revenues of approximately \$200 million, employs about 500 associates, many of whom are original employees. Pallas operates its broadline distribution business from its Newcastle West facility supplemented by eight operating depots throughout Ireland. "The acquisition of Pallas Foods represents a partnership with a quality management team," said Ken Spittler, Sysco's vice chairman, president and chief operating officer. "This opportunity allows Sysco to further explore international growth with a well-regarded team that provides the high-quality service that Sysco customers are accustomed to." In connection with the acquisition, the most senior executives of Pallas have signed long-term employment contracts with Sysco. "By joining Sysco, we have opened up access to a large number of quality assured products for our customers," said Tim Geary, Pallas Foods founder. "This alignment positions our company for long-term growth. We look forward to strengthening our position as the industry leader in Ireland." Barry O'Leary, CEO of IDA Ireland, welcomed Sysco's arrival saying, "I am delighted to see a highly regarded company like Sysco invest in Ireland through this acquisition. We look forward to establishing a good working relationship with them and my hope is that this announcement today only signals the beginning of a very fruitful longer term relationship between Sysco and Ireland."

Source: Sysco

Diedrich Coffee sells Gloria Jean's franchise

Diedrich Coffee Inc. has agreed to sell the domestic franchise operations for the Gloria Jean's Coffees brand for \$3.1 million to Praise International North America Inc., the U.S. master franchisee for the brand. The company said that the transaction is expected to close within 60 days. It is part of an ongoing strategy by Diedrich Coffee to focus exclusively on the expansion of its specialty coffee wholesale business, officials with the Irvine, Calif.-based coffee roasting company said. "With the transaction announced recently, we will take that strategy one step further and focus primarily on the sale of specialty coffees in our wholesale business channels," said J. Russell Phillips, Diedrich president and chief executive. "With demands for specialty coffees for restaurants, office and specialty retail stores continuing to trend up, Diedrich Coffee has experienced significant growth in its wholesale business, especially in the sale of Keurig K-cups." For Diedrich's second quarter ended Dec. 10, the company reported a nearly 32 percent increase in wholesale revenue to \$3.3 million. The Gloria Jean's sale includes 102 franchised and corporate locations in 24 states, as well as a five-year roasting agreement and rights to use the Gloria Jean's Coffee brand names and the single-service "Keurig K-cup" product lines. Diedrich acquired the Gloria Jean's brand in 1999 with the purchase of parent company Coffee People, operator and franchisor of a then 315-unit chain that also included the Coffee People and Coffee Plantation brands.

Source: rnr

Yum! to Purchase Interest in Popular Chinese Brand

Yum! Brands, Inc., parent of KFC, Pizza Hut and Taco Bell, announced that it has agreed to purchase 20 percent of the outstanding common shares of Little Sheep Group Limited, headquartered in Inner Mongolia. Little Sheep is the leading brand in China's "Hot Pot" restaurant category with 375 restaurants, primarily in China as well as Hong Kong, Japan, Canada, and the U.S. The concept specializes in Mongolian-style hot pot cuisine characterized by its proprietary soup base and Mongolian lamb specialties for lunch and dinner. The restaurant concept was established in 1999. "Our strong position in China allows us to identify opportunities for strategic partners such as Little Sheep, a leading concept with strong branding and a nationwide network," said Sam Su, President, Yum! Restaurants China and Vice Chairman, Yum! Brands, Inc. "We look forward to working with Little Sheep as we continue to focus our own management on growing our existing portfolio of brands. China remains the biggest growth opportunity in the restaurant industry in the 21st Century," said Su. Yum! Brands has a long track record of success in China with its popular KFC and Pizza Hut brands. The company has also introduced the East Dawning and Pizza Hut Home Service brands. The China Division includes 3,000 restaurants and opens over one new restaurant every day. Over the past three years, Yum! China Division has opened nearly 1,500 new restaurants and has generated a compounded annual growth rate of 29 percent for system-sales and 31 percent for operating profit. Yum! China Division is the highest margin and highest return business in Yum's global portfolio. The purchase price for the transaction is approximately \$63 million. The transaction is subject to regulatory and other approvals and is expected to be completed by this summer.

Source: Yum! Brands, Inc./QSR

Eyeing Bigger Sales, Some U.S. Restaurants go Small

Chipotle Mexican Grill Inc, known for its premium-priced burritos using meat from naturally raised animals, is testing a "Low Roller Menu" and other downsized, lower-priced selections to boost traffic. The move from the upscale quick-serve chain comes as restaurants such as Outback Steakhouse, T.G.I. Fridays and Quiznos use similar tactics to tempt penny-pinching consumers, who are spending less on meals away from home amid the worst U.S. recession in decades. Chipotle, which until only recently could raise prices with relatively little resistance from customers, is testing the new menu in Denver-area restaurants. It features "Low Roller" items such as single tacos and soup and salad sides, a kids' menu and new additions

such as Chicken Pozole soup and a Carnitavore burrito bowl. Company founder and Chief Executive Steve Ells said the menu highlights variety "while still making great food affordable and accessible." Analysts say the move, which was preceded by successful promotions such as T.G.I. Fridays' "Right Portion, Right Price" menu, attacks on two levels. It targets cash-strapped consumers who might need lower prices to justify a visit to a sit-down restaurant, as well as diners such as Baby Boomers and women who are looking for smaller portions. "It's a strategy born of necessity," said Bob Goldin, executive vice president at restaurant consulting firm Technomic. The Cheesecake Factory Inc, which like Chipotle is known for ample portions, has unveiled a 16-item small plate menu with offerings such as Hand-Battered Onion Rings and Ahi Tartare priced from \$3.95 to \$6.50. "It's a great value for folks who may not have as much money to dine out as they used to," said Mark Mears. "At the Cheesecake Factory, we don't really do anything small, so the portion sizes are actually pretty generous." Fast-food chain Burger King Holdings Inc is selling mini hamburgers called BK Burger Shots in two-pack and six-pack packages priced at \$1.39 and \$4.09, respectively. Quiznos recently unveiled a \$4 "Toasty Torpedo" sandwich that is smaller than the \$5 Footlongs being sold by rival Subway. Elsewhere, P.F. Chang's China Bistro Inc last year rolled out \$2 mini desserts such as banana splits, "Great Wall of Chocolate" cake and apple pie. "Net-net, we suspect the inclusion of more affordably priced options could enhance Chipotle's value positioning," said Zackfia, who said the strategy is not without risk since it could convince some people who would have come anyway to trade-down to less-expensive options. "If it's a dud they will stop doing it," said restaurant consultant Malcolm Knapp. "The real risk is to sit on your hands and hope for the best. That does not work."

Source: Reuters

Foodservice Yearbook International 2009 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 2009. 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

For Church's Chicken, Fast Food Gets Faster. New Modular Store Being Built in Lawrenceville Saves Money and Time

Church's Chicken is taking speed to another level in the fast-food business. The Atlanta-based chicken chain unveiled Wednesday in Lawrenceville a new store concept — a modular restaurant that can be plopped down, assembled and running in less than three days. The new store also will cut about 20 percent to 30 percent of the construction cost compared to a traditional restaurant, Church's said. The modular restaurant adds speed and savings to Church's as it pushes for growth in a competitive market, said Harsha Agadi, Church's president and CEO. "In our business in fried chicken, we need to watch the pennies all day long," Agadi said. "This is how we deliver value to our customers." The first of the new modular restaurants arrived with great fanfare to a Lawrenceville shopping center off New Hope Road. About 50 Church's franchisees flew in from around the United States to check out the concept. Lawrenceville Mayor Rex A. Millsaps declared the day Start Up a Franchise, Start Up the Economy Day. Alvin Shah, franchisee for the new Lawrenceville location, was the first franchisee to buy in. His new store

was delivered to the site in two pieces on flat-bed trucks. With the rain coming down, he watched from a tent as a crane lowered the second piece and construction workers began attaching it to concrete pillars in the ground. "I couldn't sleep last night," said Shah, eager to see his new store delivered. Shah isn't sure how soon his store will be open. Construction shouldn't take much longer, but he still needs to pass a final inspection from city officials. "As long as the mayor is on my side, I hope it's not too long," Shah said. Madison Industries, based in Los Angeles, built the restaurant at its Conyers facility. Frey Moss Structures, based in Conyers, also is working with Church's on modular units. The idea of a modular restaurant is not new. Madison Industries built more than 300 modular units for Church's in the 1970s and 1980s, said Mike Davis, a Madison vice president. The company hopes the latest concept leads to a new generation of modular outlets, he said. While the term modular might conjure up images of mobile home trailers, the restaurants are solid, Church's, Madison and Frey Moss all said. In fact, Church's expects lower insurance premiums on the buildings because they're built with steel and concrete, not wood. "This is not a mobile home," Davis said. "This is a commercial structure." Modular buildings are a popular choice for a wide range of businesses, said Tony Adams, a Frey Moss sales engineer on hand for the unveiling. His company has built medical centers, restaurants for Checkers and Rally's and gas stations for BP and Murphy's. "You've probably been in our buildings or someone else's buildings and not even known it," Adams said. The ability to move the structure also is appealing, Agadi said. If a market shifts to a different location, the store can too, he said. "What you have is a greater mobility to respond to the changing economic demographics," he said.

Source: The Atlanta Journal-Constitution



T&S Brass' Shanghai Facility Receives ISO 14001 Certification. Manufacturer Takes Operational Steps to Reduce Environmental Impact

T&S Brass announced that their Shanghai facility has successfully obtained the ISO 14001:2004 environmental management system registration. The International Organization for Standardization (ISO) serves as the world's largest developer and publisher of international standards and established the ISO 14001 registration as a standard for an organization to minimize its harmful effects on the environment. Utilizing the ISO 14001 approach can lead to various benefits, including reduced waste management cost, savings in consumption of energy and materials, and a guideline for continuous improvement of environmental performance. "T&S Brass' commitment to protecting the environment is two-fold. We create water and energy-saving products that help our customers reduce their environmental impact, and we take every step possible to reduce harmful effects to the environment during the manufacturing process," states Gary Cole, operations manager. "As new industry standards and regulations are created, it is our mission to meet and surpass operational and environmental requirements." Additionally, T&S' U.S. facility has converted to an envirochrome trivalent (CR3) chromium plating system. The CR3 process requires less rinse water and one third less current than the previous system, resulting in significant energy and water savings. Other steps being taken include converting to Eco Brass (lead free) forgings and installing a baling machine, which reduced landfill contributions by 47% with cardboard and plastic shrink wrap recycling.

Source: T&S Brass and Bronze Works, Inc.

Restaurants Unlimited Announces Appointment of New CEO

Restaurants Unlimited, Inc., an affiliate of Sun Capital Partners, Inc. (“Sun Capital”), announced that Norman Abdallah has been appointed as its new Chief Executive Officer and President. Mr. Abdallah, a seasoned restaurant veteran, was most recently Senior Vice Chairman and President of Amer Group, a 2 billion dollar conglomerate of hotels, resorts, restaurants and real estate. Previously, Mr. Abdallah was the Chief Executive Officer and Co-Founder of Fired Up Inc., parent company to Carino’s Italian Grill, a 160-unit operation with \$400 million in system wide sales in 26 states and five countries. Prior to Fired Up Inc., Mr. Abdallah was President and CEO of Red Hot Concepts, a Chili’s licensee for the United Kingdom, Australia and New Zealand; nine years with Brinker International performing in various management roles including the Vice President of Franchise Operations and Development, where he was responsible for franchise restaurants with annual sales volumes exceeding \$350 million. Mr. Abdallah will replace Steven Stoddard who has resigned to pursue other interests. Thomas Taylor, Managing Director, Sun Capital Partners, Inc., stated, “We are excited to have Norman Abdallah as RUI’s new CEO. His proven track record of leadership and vision to grow companies will deliver the goals that we have put forth for our brands.” Norman Abdallah shared, “I’m very excited to join a company like RUI that shares a commitment to the guests and employees, as well as a desire to successfully grow the restaurant concepts under the RUI name.”

Source: Restaurants Unlimited, Inc.

Dunkin' Will Help Vets with Iced Coffee Day

Dunkin’ Donuts, the Canton-based chain of coffee-and-baked-goods shops, announced an Iced Coffee Day on April 21 that aims to benefit injured veterans. On Iced Coffee Day, the price for a small cup of iced coffee will be reduced to 50 cents at participating Dunkin’ Donuts shops, the chain said; for every small iced coffee purchased on this day, Dunkin’ Donuts said it will donate five cents to benefit Homes for Our Troops, a nonprofit organization that builds specially adapted homes for severely injured veterans. Dunkin’ Donuts has created a special website about Iced Coffee Day (see the Dunkin’ Donuts website). In December, Dunkin’ Donuts said it began a partnership with Homes for Our Troops when the Dunkin’ Brands Community Foundation donated \$100,000 to the group to help support its “Build Brigades” programs. A “Build Brigade” is a three-day construction blitz to get a house framed and doors, windows, roof, and siding installed, Dunkin’ Donuts said in its press release.

Source: The Boston Globe

Vicorp Restaurants Sells Assets

Vicorp Restaurants Inc., which filed for bankruptcy protection last year, said it sold its assets to an entity formed by insurance provider Fidelity National Financial Inc. and investment manager Newport Global Advisors. Privately owned Vicorp Restaurants Inc., which operates the Village Inn and Bakers Square chains, filed nearly a year ago for Chapter 11 bankruptcy protection, which lets a company reorganize and remain open. Financial terms were undisclosed. American Blue Ribbon Holdings, the unit formed to acquire the assets, will operate the company’s restaurant brands as well as its VICOM pie operation. The U.S. Bankruptcy Court in Wilmington, Del., approved the sale earlier this month.

Source: BusinessWeek

Spoon Me Franchises All Natural Frozen Yogurt Social Experience. Green Company Cares for Body We Live In, People We Live With, and Earth We Live On

Spoon Me announced it has started providing franchising opportunities for its fun, high energy, tongue-in-cheek, frozen yogurt experience throughout North America. Spoon Me has partnered with Franchise

Foundry, a strategic investment partner of franchise concepts, to deliver Spoon Me franchises to qualified franchise partners. The Spoon Me franchise system has been designed to include all the tools, training and support needed to run the franchise. “We’re not just frozen yogurt, we have a simple philosophy to do what we can to change the world while having a lot of fun,” said Ryan Combe, Spoon Me CEO. “We care for the body we live in, the people we live with and the earth we live on. All of the success that both we and our franchises have is a result of living by these tenants.” The frozen yogurt industry is a large and growing industry. This creates a great franchising opportunity for business investors, recent college graduates, and professional owner operators. Competitively priced, Spoon Me is positioned for rapid growth with many open markets available. “Spoon Me is an exciting and fun business to own or run,” said Christian Faulconer, Franchise Foundry CEO. “Spoon Me is an experience. We sell products, including healthy frozen yogurt, smoothies and Spoon Me branded clothing, but our store atmosphere provides people with a fun, social and high-energy experience. Spoon Me loves its community. Instead of accepting tips, Spoon Me stores accept donations to a new local charity each month with its Keep the Change Charity program. Spoon Me also provides a community board for local and volunteer activities. Franchise owners receive training to operate and maintain a Spoon Me franchise. The store is simple to run and the labor force is easy to find and retain. Ongoing support and training is available to franchisees through the Group Spoon online support network. “People have shown significant interest in franchising our concept ever since we opened our first store,” said Combe. “We are excited for the opportunities and experiences that franchising will create for both Spoon Me and its partners.”

Source: Spoon Me



If you would like to have news about your company, please send all editorial contributions to Mario Schacher: mschacher@yahoo.com

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