



December 21, 2009

### **NRA Hires New Executive VP**

The National Restaurant Association president and CEO Dawn Sweeney announced that Scott DeFife was named executive vice president of Policy & Government Affairs for the association, spearheading its federal and state legislative and lobbying efforts effective January 11, 2010. DeFife comes to the association from the Securities Industry and Financial Markets Association, where he led government affairs. DeFife assumes a key leadership role for an association representing the nation's second-largest private-sector employer, an industry with close to 13 million jobs, nearly 1 million restaurant and foodservice locations, and annual sales of more than \$500 billion. In his new position, DeFife will oversee government affairs, public policy, and advocacy communications for the 90-year-old organization. "We're very excited to have Scott at the helm of our government affairs efforts," Sweeney says. "His advocacy experience in complex policy and legislation, superlative bipartisan credentials, and substantive approach will be of great benefit to the National Restaurant Association, our members, and the restaurant industry. His unique blend of federal and state government affairs experience in politics and trade associations will enhance our government affairs efforts in key areas." For the past two years, DeFife was recognized as one of the "best lobbyists in the business for America's business trade associations" by Capitol Hill's newspaper, *The Hill*. At SIFMA, he led a 15-person government affairs team. "Scott's strong record of leadership will be a major component of our future success, and we are thrilled to have his experience as part of our senior management team as we strengthen our advocacy efforts on behalf of this great industry," says the NRA's chairman, Michael Gibbons, president and CEO of Mainstreet Ventures Inc. DeFife previously served as senior policy advisor to House Majority Leader Steny Hoyer (D-MD). He held senior legislative positions in the offices of Rep. Bart Gordon (D-TN), Rep. Karen McCarthy (D-MO), and Rep. Michael Andrews (D-TX).

Source: The National Restaurant Association

### **The Middleby Corporation Completes Acquisition of Doyon Equipment Inc.**

The Middleby Corporation announced it has acquired all of the shares of Doyon Equipment Inc. ("Doyon"), a leading manufacturer of baking ovens for the commercial foodservice industry with approximately \$15 million in annual sales located in Canada. The transaction will be financed under Middleby's senior revolving credit facility. The acquisition of Doyon allows Middleby to continue to expand its portfolio of leading brands in the cooking and warming segments and increase its market penetration worldwide. Selim A. Bassoul, Middleby Chairman and Chief Executive Officer, said, "We are very pleased to announce the Doyon acquisition. Doyon is a well recognized brand, with a strong presence in Canada and growing presence in the United States. This acquisition allows us to continue to strengthen our leadership position in baking ovens and add to our portfolio of leading chain restaurant customers. Additionally, we believe there are measurable synergies that can be achieved with this acquisition." Mr. Bassoul further continued, "We are very excited to have the Doyon team, lead by Karl Doyon, joining the Middleby organization. Karl will continue to lead Doyon as the President of this division. He and his team will lead initiatives to expand Middleby's presence in the bakery and supermarket segments, as well as initiatives to expand the

presence of the Middleby portfolio of products in Canada. Karl is well respected within the industry and will be a great addition to our team.”

Source: The Middleby Corporation

### **Arthur Cores Dies; his Shop Became Boston Market**

Arthur Cores, the co-founder of a small Boston-area chicken restaurant that eventually became the Boston Market chain, has died. He was 52. His spouse, John Yee, says Cores died at their Miami Beach home of complications of esophageal cancer. Cores was diagnosed with advanced cancer at age 45 and given only months to live. Cores had attended Northeastern University by age 27 when he partnered with friend Steven Kolow, 23, to craft a simple, but effective business plan -- offering quick and affordable chicken dinners with the wholesome qualities of a home-cooked meal in Newton in 1985, Yee said. "As the co-founder of Boston Market, he always took pride that he started a business in 1985 that helped working families have quality meals that were 'home cooked' after a busy day and he was able to provide employment for thousands of people nationwide," Yee said. "He brought mashed potatoes and chicken back to the scene, instead of plain fast food," Yee said. "His legacy lives on." Cores and Kolow teamed up with successive business developers from 1989. The fast-casual restaurant chain went public in 1993 and expanded rapidly until it filed for Chapter 11 bankruptcy in 1998. McDonald's Corp. bought the struggling company in 2000. Investment firm Sun Capital Partners Inc. now owns Boston Market Corp., which says it has about 550 restaurants nationwide. "The Boston Market family is deeply saddened to learn about Arthur's death," CEO Lane Cardwell said. "I've always admired Arthur's innovative ideas, he created a new dining category with Boston Market in 1985, which was a departure from anything else out there. He was an extraordinary individual and will be greatly missed."

Source: [boston.com](http://boston.com)/The Boston Globe/The Associated Press

### **Subway Grabs the No. 1 Spot, but This Year's Franchise 500® Is a Big One for Sandwiches Across the Board.**

In the last decade, while other franchise chains have bounced in and out of the Top 10 like corn in an air popper, Subway has topped the Franchise 500® list nine out of 10 years. Considering the ups and downs of the economy, not to mention the rapidly changing American palate, it's astounding that one company could sustain that level of momentum and profitability without faltering. Even this year, when the recession seems to have reshuffled the entire Franchise 500®, the \$5 Footlong is still on top. It's a true testament to Subway's strategy--and America's love affair with the sandwich. In all, 21 sandwich shops made this year's ranking--smaller chains scattered across the U.S., but in many cases, showing strong growth in the shadow of the giant sub itself. Charley's Grilled Subs has 120 new outlets; Jimmy John's, 170; Jersey Mike's, 42; and Firehouse Subs, 30. Meanwhile, Subway opened 1,833 new locations last year. "It's been kind of astounding. Our growth has been enormous," says Fred DeLuca, who co-founded Subway in 1965 at age 17. The company, which had 250 restaurants in 1982, grew to 11,000 in 1995 and jumped to more than 32,000 worldwide in 2009. The pivotal moment, DeLuca says, came about 10 years ago, when Subway positioned itself as a healthful, quick alternative to burgers and fries, created a strategy for major expansion--and got lucky when Jared Fogle discovered the company's low-fat subs. But Subway's decade of growth was also the result of sticking to its winning concept: The footprint for a Subway can be as little as 600 square feet, initial costs can be as low as \$84,000, and a lack of griddles, fryers and drive-thrus means franchisees can open their restaurants almost anywhere. In fact, more than 7,000 non-traditional Subways have popped up in convenience and department stores and at racetracks and one mega-church. Where's Subway headed next? During 2010, it has its sights set on Boston and other areas with lower saturation. But the big news is breakfast: Subway is planning to roll out a national morning menu in the coming year--a move that seems destined to rock the fast-food status quo.

Source: Entrepreneur Media, Inc.



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### **Denny's Corporation Announces Employee Changes**

Denny's Corporation announced that the Company has made several management changes. Nelson Marchioli, President and Chief Executive Officer of Denny's stated, "While we have been making a number of meaningful improvements to our business including enhancing our profitability, reducing our debt and opening new stores, our comp store sales have been a challenge. As the external operating environment remains difficult and the industry increasingly competitive, it is necessary to ensure we have the leadership that can drive sales and the brand forward as it progresses in its transition to a primarily franchise-focused business model." Two officers announced their resignations, Mark Chmiel, Executive Vice President and Chief Marketing and Innovation Officer and Janis Emplit, Executive Vice President and Chief Operating Officer. Both resignations are effective prior to year end. Denny's has launched a national executive search to fill the positions, both internal and external candidates will be considered. In the interim Chmiel's and Emplit's responsibilities will be allocated amongst the marketing and operations teams, respectively.

Source: Denny's

### **Famous Dave's Submits "Stalking Horse" bid for Franchisee North Country Barbeque Restaurants**

Famous Dave's of America, Inc. announced that it has entered into a "stalking horse" asset purchase agreement pursuant to which it has agreed to pay cash consideration of \$5.0 million to acquire up to nine Famous Dave's franchise restaurants owned by North Country BBQ Ventures, LLC. The agreement does not require the Company to assume North Country's liabilities. The asset purchase agreement constitutes a stalking horse bid in a sale process being conducted under Section 363 of Chapter 11 of the U.S. Bankruptcy Code. As such, the Company's acquisition of the North Country restaurants remains subject to approval by United States Bankruptcy Court for the District of New Jersey and a subsequent auction process in which other interested buyers may submit competing bids for North Country's assets. It is expected that the sale process will be completed during the first quarter of 2010 and the restaurants are expected to remain open throughout the process. Based in New Providence, New Jersey, North Country is one of the Company's largest franchisees with restaurants located in New Jersey, New Hampshire and New York. Christopher O'Donnell, chief executive officer of Famous Dave's stated: "When these types of opportunities become available, we owe it to our shareholders to take a hard look at the ones that make sense." O'Donnell continued, "The operations at these restaurants are good, and they have a loyal base of guests that love our concept. We want Famous Dave's to continue to thrive and grow in this region, and believe that if we are the successful bidder, our purchase of these assets, at an appropriate price would represent a terrific opportunity to perpetuate our brand and deliver shareholder value." "During 2009, Famous Dave's strengthened its balance sheet by retiring debt in excess of \$10 million, and protected its profitability in order to position the Company for continued growth," said K. Jeffrey Dahlberg, chairman of the board of Famous Dave's. "We continue to look for ways to generate value for our shareholders. The acquisition of these restaurants should allow us to do just that, potentially adding more than \$20.0 million in top line sales for the nine restaurants, and more importantly, contributing to improved profitability."

Source: Famous Dave's of America, Inc.

## **McDonald's to Target Stay-at-Home Russians**

McDonald's still sees plenty of growth potential in Russia -- where more than two thirds of the population are yet to make a habit of eating out -- two decades after opening its first restaurant there. Khamzat Khasbulatov, chief executive of McDonald's Russia, told Reuters the world's largest restaurant company would ramp up Russian expansion next year, opening at least 40 outlets against the 33 planned for this year and 21 in 2008. McDonald's has 233 eateries in Russia, where a restaurant of any kind was rare before the collapse of the Soviet Union. "While 70 percent of our population is not used to eating outside the house, we will have a niche that we should be looking at carefully as there are big opportunities to make these people eat out," Khasbulatov said in an interview. McDonald's will expand mostly in the Russian regions, which are less penetrated by fast-food chains than Moscow or St Petersburg, and would consider launching a franchise scheme to expand beyond the Urals mountains, he said. Rivals share Khasbulatov's view on the strength of the Russian market. Burger King pledged to open its first Russian restaurant in Moscow this year, while privately owned chain Subway plans to expand its Russian network to 1,000 outlets by 2015 from 78 now. "In 2009, we have seen positive dynamics in customer traffic and sales. The average bill was higher than in 2008 although it did not reach what we forecast," Khasbulatov said. "We have no fundamental concerns that the situation may turn for the worse," he said, adding business would be "no worse" next year. Investment in a single restaurant ranged from \$3-\$5 million, meaning investment by McDonald's in new openings in Russia would be \$120-\$200 million next year, he said. The hamburger chain will also invest a "significant" sum renovating existing Russian outlets, part of its \$2.4 billion global capital expenditure plan for 2010 aimed at revamping restaurants and expanding in emerging markets.

Source: Reuters

## **Yum Brands Bets on India's Young for Growth**

Yum Brands Inc. is gearing up for a major expansion in India early next year, where the restaurant chain hopes to position KFC and Taco Bell as youthful, hip brands in a nation of young consumers. The move comes as the Louisville, Ky., chain is struggling in the U.S. and sales in China, where Yum has expanded for 22 years, KFC's parent will open 1,000 Indian fast-food outlets by 2015. Above, a KFC in Mumbai is one of 72 in India. The restaurant industry has intensified its focus on overseas markets in the last decade as the U.S. has become saturated with fast-food chains. Emerging markets are becoming more important for global chains as the recession has taken its toll on restaurants here. NPD Group on Monday predicted that U.S. restaurant industry sales will remain weak through the first half of 2010. Yum's India push will put it in a race for the appetites of consumers in one of the world's most populous countries. Yum currently lags its big U.S. rivals. It operates 72 KFCs in India, compared to McDonald's Corp.'s 170 outlets. It has 158 Pizza Huts there while Domino Pizza Inc. has 274 stores. Yum plans a total of 1,000 restaurants in India by 2015, generating about \$1 billion in annual revenue. "Our goal is to get India on the same growth trajectory we've had in China," where Yum now operates 3,500 restaurants, Yum chief executive David Novak said in an interview. China will deliver a third of Yum's projected \$1.54 billion in operating profit this year. Yum already has invested \$100 million in restaurant development in India and plans to invest up to \$120 million more in the next five years. Yum's India business isn't yet profitable. "We hope to break even by 2011 and be profitable thereafter," said Graham Allan, president of Yum's international division. "India is still a small piece of the pie, but our hope is to turn it into a major contributor to sales and profits," he said. Sixty percent of Yum's profits now come from overseas markets. The company will open its first Taco Bell in the Indian city of Bangalore by March, then open another four or five test stores there later in the year. With the median age in India just 25 years, versus about 37 years in the U.S., Yum hopes to get teens and young adults hooked on its inexpensive food. The cheapest menu items will be tacos, priced between 35 cents and 45 cents each. Yum has designed its Indian stores to appeal to young adults. KFCs are decorated in bright colors, offer big, flat-panel televisions, and seating areas where groups can freely mix. It also is sponsoring an international cricket competition widely followed by young Indians. The company this year opened 27 new KFCs in India, nearly twice the number it opened in 2008. Pizza Hut has bulked up its menu to include Masala Pizza and spicy Indian drinks. In its fiscal third quarter ended Sept. 5, Yum's sales at stores open at least a year in China were flat compared to the prior-year period while same-store sales in the U.S. declined by 6%. Yum has about \$10.8 billion in annual revenue.

Source: The Wall Street Journal

## **Wendy's opens in Singapore**

Days after deciding to pull out of Japan, Wendy's/Arby's Group Inc. is opening its first new restaurant in Singapore. The Lau Pa Sat Festival Market location opened Tuesday and is the first of 35 Wendy's expected to be opened by Kopitiam Group, a franchisee signed this year. "This opening marks an important milestone in our efforts to grow in key international markets," Andy Skehan, senior vice president of Wendy's/Arby's International, said in a release. Kopitiam Managing Director Alden Tan said Wendy's menu and value will appeal to consumers and the chain is a good complement to the company's other dining businesses, none of which are other U.S.-based brands. Wendy's opened two restaurants in Singapore in 1983, but closed both by 1987, said spokesman Bob Bertini. Wendy's announced Thursday that it would not renew a franchise agreement with Japan's Zensho Co. Ltd., which expires Dec. 31, after the two companies could not agree on terms for future developments. The decision will close Zensho's 71 restaurants in Japan, although Atlanta-based Arby's said it is looking for other franchise and joint-venture opportunities in the country. Atlanta-based Wendy's/Arby's said it thinks it has the potential to operate 8,000 restaurants outside the United States. The company this year also sealed a deal for 135 dining spots in the Middle East and north Africa, including dual-branded Wendy's and Arby's restaurants, expected to open early 2010. Wendy's/Arby's had 138 company-owned operations and 235 franchised restaurants in Canada at the end of 2008, and 352 franchised eating spots in 20 other nations and U.S. territories.

Source: Atlanta Business Chronicle

## **Applebee's Reaches 2,000-Restaurant Mark**

Applebee's Neighborhood Grill and Bar opened its 2,000th restaurant, a milestone it had aspired to before being acquired in late 2007. Lenexa-based Applebee's Services Inc., a subsidiary of DineEquity Inc., said that it was holding a mid-day celebration at the 2,000th restaurant in Harlem, N.Y. The company, based in Glendale, Calif., said it was the first casual dining concept in the world to reach that benchmark. Company franchisee Apple-Metro Inc., which owns and operates Applebee's restaurants in Manhattan and surrounding boroughs, opened the landmark restaurant. Apple-Metro, which runs three of the highest-grossing Applebee's in the system, was the 2009 Applebee's Franchisee of the Year and employs more than 3,000. The Harlem restaurant employs almost 200. "Applebee's continues to grow in this tough economic environment," Mike Archer, president of Applebee's Services, said in a release. "As we open our 2,000th restaurant, we have a lot of momentum behind our brand, with new menu offerings, solid marketing improvements and a fiercer-than-ever commitment to be the number one casual dining choice in neighborhoods across America and the world." The first Applebee's opened in 1980. In 1988, Applebee's International Inc. became the chain's franchisor. At the time, it had 54 restaurants.

Source: Kansas City Business Journal

## **Church's Chicken® Names New Chief Executive Officer. Mel Deane of Friedman, Fleischer & Lowe Takes Helm Immediately**

Church's Chicken's board of directors has announced the appointment of Mel Deane as the company's CEO, effective immediately. For the last 10 years, Deane has worked closely with many of the companies owned by Friedman, Fleischer & Lowe (FFL), a San Francisco-based private equity company and owner of Church's. He has held senior leadership positions in many of their portfolio companies, most recently as CEO of Discovery Foods, the leading manufacturer of Asian branded frozen foods. Since August, Deane has been executive vice president and general manager of U.S. Operations for Church's Chicken. In this role, he has accelerated operational and marketing improvements as well as product development. Deane replaces Harsha Agadi as CEO. Mr. Agadi will remain involved with the company as an active member of the board of directors. The board expressed its appreciation for Mr. Agadi's tireless commitment to the brand and for his many years of dedicated service to the company. "There is no better time to build enterprise value and grow a company than now, when others are cutting back due to difficult economic conditions," said David Lowe, founding partner of FFL. "Mel Deane is a true 'value builder' who focuses

relentlessly on the consumer. He did it at Discovery Foods, and we are confident that he will do it again with Church's Chicken." On assuming this new role, Deane said, "As I have gotten to know the people at Church's - including their highly successful network of franchisees - I believe they aspire to become the most respected and admired brand in their Quick Service Restaurant segment." Deane met with the board of the Church's Independent Franchise Association (CIFA) to describe his vision for their continued growth and success. According to Lyndon Johnson, CIFA president, "We have already welcomed Mel Deane to the Church's Chicken 'family,' and we applaud his new leadership role." Church's Chicken is completing one of the best expansion years in its 58-year history, with the opening of over 100 new restaurants.

Source: Church's Chicken

### **Starbucks to Run World's Biggest Facebook Ad Campaign to Date**

Facebook members in 16 countries including the UK and US will be served ads for a Starbucks (RED) charity sing-along of The Beatles 'All You Need Is Love' when they log in. Starbucks is undertaking the biggest global Facebook ad campaign to date to raise awareness of the project, which it says is a celebration of its partnership with (RED), the charity that fights Aids in Africa. The campaign promotes this Monday's global sing-along, which gets underway at 1.30pm GMT on 7 December and can be seen at a dedicated website, StarbucksLoveProject.com. Starbucks has invited a number of musicians around the world to perform the song simultaneously, which will be filmed and streamed to the website. Following the sing-along, everyone with access to the site and a video camera will have the opportunity to submit their own version of the song. For each video that is contributed to the site, Starbucks will make a contribution to the Global Fund. From tomorrow, Facebook users in the US, UK, Canada, Turkey, France, Spain, Germany, Switzerland, Austria, Ireland, Brazil, Korea, Thailand, Hong Kong, Singapore and Indonesia will see the Starbucks ad the first five times that they log in to Facebook.

Source: Brand Republic, London

### **Technomic Names 5 Leading Menu Trends for 2010**

Challenged with one of the toughest years on record, restaurant operators may be looking ahead to 2010 with an eye towards further cost-cutting measures. Menu innovation, however, also plays an essential role for success over the coming year by enticing recession-weary diners with compelling reasons to eat out. Technomic sees these five trends as continuing to stand out for restaurant operators in 2010. 1. New Spin on Old Favorites: Comfort Foods. Look for increased menuing of upscale comfort foods, with an explosion of simple foods with a small number of "real-food" ingredients. Expect to see a fresh, premium or high-quality spin on familiar, humble foods, such as artisan cheeses used in macaroni and cheese. Interest in premium burgers and burger concepts will continue, with even greater emphasis on freshness, customization, toppings and condiment bars. Sandwich and other concepts will focus increasingly on hearty melts. Cassoulets, chili and other rustic bean-based dishes may get new respect. 2. Exploring New Corners of Asia (and the world): Korean foods (including Korean barbecue and Korean-style tacos) will hit the mainstream. Look for new interest in Indonesian and other Southeast Asian fare as well. The fascination with global street foods will also play out in the proliferation of Baja-style fish tacos, now moving beyond Mexican restaurants. Expect to see continued emphasis on regional versions of ethnic cuisines, especially with Mexican and Italian fare. 3. Frontiers of Flavor: It's time for umami to become a household word, at least among foodies. Expressions of the savory, earthy "fifth taste" will range from burgers and other hearty meat dishes to truffle- or truffle oil-accented pasta, cheese, french fries and pizza. Beverage flavor frontiers of 2010 will include tropical ingredients (hibiscus flower, agave nectar, pure cane sugar). Starring in the American regional flavor pantheon is bourbon, used to sauce or spike everything from burgers to chili to desserts. 4. Back to the Future: Tending Our Gardens and Farms: With the First Lady now tending an official White House garden, look for more chefs to follow suit with proprietary herb or vegetable gardens. The emphasis on local and seasonal ingredients will grow and flower. Fascination with heirloom farm products—from tomatoes to pork—will continue; by the 2010 holiday season, look for a flap of interest in heirloom poultry breeds. 5. Breakfast 'Round the Clock: Look for breakfast to break out of its traditional boundaries, with breakfast-style fare available all day (and night) at both full-service and limited-service eateries. As fast-food restaurants expand and upgrade their menus of budget-priced breakfast

sandwiches and wraps, more full-service operators will be offering hearty brunch buffets well into the afternoon on weekends.

Source: Technomic/BusinessWire



### **Chick-fil-A Hits \$3B in Sales for First Time Ever**

Chick-fil-A Inc., the nation's second-largest chicken chain, hit \$3 billion in annual sales as of Thursday, its highest ever sales tally, the company said. The Atlanta-based chain, which counts Dallas-Fort Worth as its second largest market, posted \$2.96 billion in sales last year. That was behind the \$5.2 billion in sales for industry leader KFC. But Chick-fil-A sales gained 12 percent last year while KFC's sales slipped by 1.9 percent. Chick-fil-A, known in part for its mischievous cows and food giveaways, first hit \$2 billion in annual sales in 2006.

Source: The Dallas Morning News

### **Pizza Inn Opens Newest Restaurants in Chihuahua. Texas-Based Pizza Chain Continues Aggressive Expansion Into Mexico; Opens Two Full-Service Buffets in Colonia Granjas and Colonia San Felipe**

Pizza Inn, Inc. announced the opening of its newest restaurants in Chihuahua, Mexico. The first location, Pizza Inn Vallarta, opened on November 23 at Calle Zaragoza Y Pimentel Local 1A, Colonia Granjas. The second location, Pizza Inn Orizt Mena, opened on November 30 at Blvd. Ortiz MENA 200 A2 Colonia San Felipe. Both full-service, buffet-style restaurants are opening on the heels of the company's first location in Validad los Nogales, which opened in April 2009. "We're excited about our continued expansion into Chihuahua," said Charlie Morrison, CEO of Pizza Inn Inc. "It is a pleasure to provide our freshly made from scratch pizzas, pastas and other popular menu items to the local residents at affordable prices." The new restaurants provide customers with a variety of specialty and traditional handcrafted pizza, pastas, salads and desserts in a dine-in buffet format with delivery and carryout. Promotora de Restaurantes del Norte S.A de C.V. has signed a multi-unit development agreement in the state of Chihuahua, Mexico. "We are pleased to have brought Pizza Inn's family traditions to our guests here in Chihuahua," said company owner and operator Agustin Terrazas. "These new restaurants offer a great dining ambiance and quality products that start with our special-recipe dough, made from scratch daily and rolled by hand to produce the freshest, best tasting pizza every time."

Source: Pizza Inn

### **Ecolab Partners With National Restaurant Association To Offer ServSafe Training To The International Restaurant Industry**

Ecolab Inc. announced that it has entered into a sole distributor partnership with the National Restaurant Association (NRA) and obtained the exclusive rights to offer the ServSafe® Food Safety Program to the restaurant and hospitality industries outside North America. ServSafe® is a national food safety certification program recognized by more federal, state and local health jurisdictions than any other initiative of its kind in the United States. "With

the growing globalization of the world's food supply, it's more important than ever that restaurants everywhere employ food safety best practices throughout their operations," said Douglas M. Baker, Jr., Chairman, President and Chief Executive Officer of Ecolab. "With sales-and-service specialists working all across the globe, we are uniquely positioned to offer this training. By obtaining the exclusive rights to market the ServSafe® program internationally, Ecolab is again taking a leadership position in offering the best food safety training available to the restaurant industry and continuing our commitment to helping create a cleaner, safer, healthier world." Created by the industry, for the industry, the ServSafe® Food Safety Program is administered by the National Restaurant Association and includes training and assessment materials that deliver consistent food safety training to employees in five key areas: Basic Food Safety, Personal Hygiene, Cross-contamination & Allergens, Time & Temperature, and Cleaning & Sanitation. "We are extremely pleased to be expanding and strengthening our relationship with Ecolab under this new agreement," said Dawn Sweeney, President and Chief Executive Officer of the National Restaurant Association. "With Ecolab's existing international business network, the National Restaurant Association will now be able to expand our educational and food safety best practices on a global scale and enhance the restaurant industry's service to the public worldwide." Since the ServSafe® program's introduction in 1974, the U.S. restaurant industry has trained and certified over 3.5 million foodservice professionals.

Source: Ecolab/NRA

### **Texans Love Steak, and a Georgia-Based Chain is Betting that They'd Order Hot Rib-Eyes or Sirloins for Delivery as They do Pepperoni Pizza.**

The franchised concept is called Steak-Out Fire-Grilled Delivery ("Savor the sizzle"), and in late November a Tarrant County family opened the first in the state. They selected a site at 2209 W. Berry St. in Fort Worth, between Texas Christian University and the South Side Hospital District, allowing them to serve a three-mile radius. The Fort Worth opening is viewed as part of a turnaround for Steak-Out, said Peter Petrosian, 57, the chain's chief operating officer. Steak-Out, which once boasted 70 stores in 18 states, is down to 30 operations in 12. That's not counting five stores run independently of the franchise operation in Alabama by David Martin, who invented the concept in 1986 and sold it to Georgia lawyer Don Harkleroad 15 years ago, Petrosian said. Owners of the Fort Worth store, Mark Kime and family members, expect some initial reluctance to arranging hot meat entrees brought to the door. But prospective customers will be sold, he says, upon realizing that the steaks are handed over 30 to 40 minutes after ordering — without needing reheating. "A lot of people just don't believe it — that we'll deliver a great-tasting steak cooked as you want it," said Kime, of Mansfield, who comes to the table with an MBA and 12 years with the Luby's cafeteria chain, more than seven of them as a general manager. "It's not something you naturally think of. You want a steak; you go to a steakhouse." But if they can get people to consider the moderately priced offerings, they can succeed, he said. "It's a great steak at a reasonable price and delivered to your home."

Source: Fort-Worth Star-Telegram

### **McDonald's to Offer Free Wireless Internet**

McDonald's Corp. will soon start offering free wireless Internet access at its U.S. restaurants as part of the fast-food chain's transformation from its hamburger roots into a hang-out destination. Starting in mid-January, McDonald's will lift a \$2.95 fee that it had charged customers for two hours of wireless Internet access, available at about 11,000 of its 14,000 domestic locations, McDonald's USA Chief Information Officer David Grooms said in an interview. The free access comes under a partnership with AT&T Inc., which provides McDonald's stores with wireless Internet. Mr. Grooms wouldn't discuss financial details of the arrangement, nor would he say how much McDonald's earned from such charges. McDonald's hopes the free Internet could encourage customers to hang around during down times between meals, providing a captive audience that may buy some of the chain's McCafe line of coffee drinks. The chain also plans to begin selling items like frappes and smoothies by mid-2010 that aim to appeal to customers during the snacking hours that could get a lift from greater traffic. Mr. Grooms said the decision is part of an evolution of McDonald's into a "destination," where customers see it as more than a place to get a Big Mac and fries. "We're becoming a destination and free wi-fi just naturally fits," he said. "This is another long-term investment that we see helps McDonald's stay relevant as a brand in the marketplace." McDonald's, which will let customers

know about the free wireless Internet with in-store advertising and social media, will not impose time limits on its customers. "This is about making this open and convenient," Mr. Grooms said. "Free is free."

Source: The Wall Street Journal

### **Pollo Tropical polishes Tampa Bay restaurants with silverware, table service**

Pollo Tropical is punching up its Tampa Bay menu with more choices and outfitting stores with silverware and dinner plates, a sangria dispenser by the register and even a form of table service. "Our customers in research told us our food is better than fast food, so we're trying to match the dining experience to the food quality," said Kim Miller, marketing director of the 91-store Miami chain that's a fixture with 67 outlets in South Florida but adapting to fit in everywhere. "Food looks and tastes better eaten from plates with silver." The bay area was chosen for the test because its population is closer to a microcosm of the United States. And its Hispanic population — which includes a large proportion of Mexicans and Puerto Ricans commonly seen in other big markets — is more diverse than South Florida, which is dominated by Cubans and South American immigrants. The chain still plans to get 60 percent of its business from carryout. So regulars will still see the familiar foam containers and plastic cutlery at the drive-through. Inside, customers still line up at the register to order. But servers now deliver every non-takeout meal to a dining room with subdued lighting and a half-dozen famous paintings carefully redone with images of the chain's chicken mascot. A Pinellas Park store today joins one in Oldsmar with the new look. Two more in Tampa will be switched by spring.

Source: The St. Petersburg Times

### **Krispy Kreme Franchisee Opens First Shanghai Store**

Winston-Salem, N.C.-based Krispy Kreme Doughnut Corp. announced that its long-time franchise partner, KKD Lotte Holdings Co. Ltd., has opened the first Shanghai Krispy Kreme doughnut shop. The new shop is located at the In-Point Shopping Mall on the Wu-Jiang pedestrian walkway. KKD Lotte also is Krispy Kreme's franchisee in the Republic of Korea and Japan. This is the first of 35 Krispy Kreme shops the franchisee plans to open over the next five years. Krispy Kreme currently has about 560 locations in 19 countries.

Source: Nielsen Business Media

### **Muy Mucho buys Chili's restaurants in Missouri**

Franchisee Muy Mucho Group of Dallas has bought 21 Chili's Grill & Bar restaurants in Missouri, Kansas and Nebraska. The locations include seven in Missouri, including two in Kansas City. None are in St. Louis. Muy Mucho also plans to develop five to 10 new Chili's locations in the same region. Proceeds total \$19 million, and the restaurant chain's corporate parent, Brinker International Inc., said it expects to record a gain related to the transaction. At the end of the first quarter fiscal 2010, domestic and international franchisees operated 40 percent of Brinker's restaurants. Muy Mucho is led by Mark Menking, former president for the la Madelenie Bakery & Café restaurant brand, and Jeff Jones, a 24-year Chili's and Brinker veteran who will serve as the company's chief operating officer.

Source: St. Louis Business Journal

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### **Subway has big expansion plans for Massachusetts**

The Subway restaurant chain, said it plans to increase its presence in Eastern and Central Massachusetts by roughly 130 stores over the next five years. There are currently 175 Subway restaurants in the market, said a company known for TV ads starring Jared, a formerly out-sized chap who managed to slenderize his bulky racing lines on a diet that he says relied heavily on Subway fare. As part of a five-year expansion plan, the Connecticut-based chain has put a new development in place that will not only look for new franchisees in Massachusetts but will also seek to assist existing franchisees on improving their operations, the chain said in a press release. "Along with filling about 150,000 square feet of retail space with the team's projected growth, it will also provide about 1,300 additional jobs at the new restaurants," Subway said. According to Subway, its submarine sandwiches may be obtained in more than 32,000 locations around the world.

Source: [boston.com/The Boston Globe](http://boston.com/The Boston Globe)

### **ARAMARK Names Brian Stapleton Corporate Executive Chef of the Sports and Entertainment Group. Appointment Reinforces Company's Continued Commitment to Culinary Excellence**

ARAMARK Sports & Entertainment announced the promotion of Brian Stapleton to Corporate Executive Chef. He will oversee culinary operations and menu development for ARAMARK's stadiums, arenas, convention centers, concert venues, parks and other entertainment destinations. In his new role, Stapleton will provide leadership to the culinary team, continue to reinforce ARAMARK's commitment to culinary excellence and ensure the consistent delivery of high-quality and innovative menus. He will focus on ways to further enhance recipes, incorporate the latest food trends and promote the use of sustainable products and ingredients as well as drive operational standards and processes. Stapleton transitions to the leadership role from his position as one of five regional executive chefs. The new organization realigns the regional executive chefs into four new geographic territories, allowing for increased knowledge sharing and additional professional development opportunities. "Brian's leadership and creativity exemplify the culinary talent we have working throughout our business," said Jack O'Brien, President of ARAMARK Convention Centers and Sports and Entertainment Support Services. "His training, award-winning background and hands-on approach will benefit our culinary team, as well as our clients and the 60 million guests we serve annually." "I'm excited to have the opportunity to share my experiences and culinary insights with the vast amount of talent we have working in the kitchens throughout the company," Stapleton said. "I also look forward to working with the regional executive chefs to further enhance and incorporate quality, consistency and value into our guests dining experiences." Chef Stapleton's promotion is the latest move in ARAMARK's continuing commitment to provide quality, consistency and service that elevates the guest experience at every location. With this announcement, the ARAMARK culinary team is positioned to further develop its chefs' skill sets, share best practices and raise the bar of the sports and entertainment dining experience. Last year, ARAMARK partnered with The Culinary Institute of America (CIA) to customize its renowned ProChef Certification program for the specific needs of the sports and entertainment industry. The program provides ARAMARK chefs with an opportunity to improve and enhance culinary skills, while reinvigorating their passion for food. As part of their CIA ProChef training, chefs participate in a 10-week program that requires them to complete online coursework and spend multiple hours in the kitchen practicing and advancing their skills, culminating with a four-day practical and written exam. To date, more than 75 ARAMARK chefs have received ProChef Certification.

Source: ARAMARK

**Pizza Inn Opens First Restaurant in Bangladesh. Texas-Based Pizza Chain Continues Aggressive Expansion into the Middle East; Opens First Full-Service Buffet in Capital City of Dhaka**

Pizza Inn, Inc. announced the opening of its first location in the capital city of Dhaka, Bangladesh. "We're excited about our expansion into Bangladesh as well as the entire Asia and Middle East region," said Charlie Morrison, CEO of Pizza Inn, Inc. "It is a pleasure to provide our freshly made pizzas, pastas and other popular menu items to the local residents at affordable prices in one of the largest restaurants in our system." To further develop the Bangladesh region, Pizza Inn has entered into a Master Licensee agreement with S.A.K. Edramuzzaman of Mohammed Food & Allied Private Limited. "It is with immense pleasure that we have opened the first Pizza Inn in Bangladesh and our opening was greeted with great coverage from the television and print media," said Humayun Hyder, Project Manager for the Master Licensee. "The opening was inaugurated by the Honorable Minister of Civil Aviation and Tourism of the Peoples' Republic of Bangladesh and attended by many of the country's elite and prominent businessmen. "With the addition of our first location in Bangladesh, we have successfully opened six restaurants internationally since our fiscal year began in July 2009," said Madison Jobe, VP of Development for Pizza Inn, Inc. "We are excited to continue our aggressive growth internationally and anticipate tremendous success in Bangladesh."

Source: The Pizza Inn, Inc.

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



Thank you for reading The Global Foodservice E-newsletter from American Recruiters!

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