



December 7, 2009

Samir Food Ltd., Pizza Fusion Master Franchisee, Opens First International Pizza Fusion Location in Jeddah, Saudi Arabia

Pizza Fusion announced the opening of its first international franchise in Jeddah, Saudi Arabia through a master franchise development agreement with Samir Food Co., Ltd., a Samir Group company. The new Saudi Arabian Pizza Fusion is located on Prince Abdullah Street at the Rawoda Star center in Jeddah, Saudi Arabia. Pizza Fusion Jeddah marks Samir Food's first of many locations to open throughout Saudi Arabia with additional locations planned for Jeddah and Riyadh City, in the near future. "We're very pleased to announce the opening of Pizza Fusion's first international franchise in Jeddah, Saudi Arabia," Mark Begelman, CEO of Pizza Fusion, states. "We look forward to a long, successful relationship with Samir Group as we introduce Saudi Arabia to Pizza Fusion's delicious, organic menu." Samir Group has a proven track record of successful franchising, which began over 55 years ago with Kodak. Today, Samir Group distributes and represents over 60 multinational companies worldwide. "We're proud to open our first Pizza Fusion and look forward to introducing Pizza Fusion's organic menu Kingdom wide as we foster the brand to new heights in Saudi Arabia," Georges Chaoul, business development manager at Samir Food Co., Ltd., states. "We're very pleased with the response we continue to receive from Jeddah residents. The restaurant has been packed with curious customers; their reviews speak praise to the quality and taste of Pizza Fusion's organic menu." Pizza Fusion Jeddah is approximately 3,000 square feet and features many of the eco-friendly building elements that Pizza Fusion includes in its restaurants in the United States, such as Energy Star certified equipment, non-VOC paints, FSC certified wood cabinetry, smart lighting systems, low flaw facets, and more. Pizza Fusion's agreement with Saudi Arabia represents its first international expansion. Pizza Fusion is currently considering additional international candidates with demonstrated expertise with growing brands in new markets.

Source: Pizza Fusion

McDonald's Makes its Logo More 'Green' in Europe

McDonald's is going green — swapping its traditional red backdrop for a deep hunter green — to promote a more eco-friendly image in Europe. About 100 German McDonald's restaurants will make the change by the end of 2009, the company said in a statement Monday. Some franchises in Great Britain and France have already started using the new color scheme behind their Golden Arches. "This is not only a German initiative but a Europe-wide initiative," Martin Nowicki, McDonald's Germany spokesman, told The Associated Press. The Oak Brook, Illinois-based burger behemoth has more than 32,000 restaurants in 118 countries and has long been targeted by activists as being environmentally unfriendly. Still, in recent years the company has warmed to "greener" practices, including environmentally friendly refrigeration and converting used oil into biodiesel fuel. "With this new appearance we want to clarify our responsibility for the preservation of natural resources. In the future we will put an even larger focus on that," Hoger Beek, vice chairman of McDonald's Germany, said in the statement. In Germany, McDonald's has seen significant growth despite the global economic crisis, opening 42 new restaurants this year for a total of

1,350. The chain plans to open another 40 new restaurants across Germany in 2010, encouraged by worldwide revenues of \$23.5 billion.

Source: Google/The Associated Press

Wendy's Dollar Menu May be Key to Survival

Wendy's/Arby's Group Inc., formed last year when Arby's owner Triarc Cos. Inc. bought Wendy's, is hoping to woo customers by expanding its dollar menus. The Atlanta-based company has announced it will add dollar drinks, sandwiches and desserts to Arby's menus. Executives also have hinted that they plan a massive expansion to Wendy's deeply discounted offerings next year. Wendy's/Arby's is the third-largest U.S. fast-food chain and has approximately \$12 billion in sales. It owns or franchises more than 10,000 restaurants. Morningstar analyst R.J. Hottovy said a dollar menu is a necessity if Arby's hopes to compete against rivals Burger King Corp. and McDonald's Corp.

Source: courier-journal.com, Louisville, KY

Papa Murphy's Up for Sale. The Fast-Growing Pizza Chain's Boston Owner is Shopping for a Buyer

The Papa Murphy's pizza chain has been put up for sale by Charlesbank Capital Partners. Papa Murphy's International, the thriving Vancouver-based chain of take-and-bake pizza restaurants, is for sale. Charlesbank Capital Partners LLC has engaged San Francisco-based North Point Advisors to shop the company to prospective buyers five years after it bought the company. Officials at Boston-based Charlesbank and North Point couldn't be reached to comment on the terms under which Papa Murphy's is being offered. Business continues as usual, said Lindsay Miller, Papa Murphy's communications director. Papa Murphy's is a holding of Charlesbank's Equity Fund V, a \$590 million private equity fund that holds several other food-related concerns, including Captain D's Seafood and Del Taco. Charlesbank teamed with Papa Murphy's current president, John Barr, and company management, to recapitalize the pizza chain in a deal announced July 7, 2004. As part of the transaction, Wells Fargo Bank provided a revolving line of credit. Private equity firms often exit their investments after five to 12 years. "Presumably they've got it to a point where they think it has value," said Jack Raiton, a professor in the Division of Management at Oregon Health & Science University. Raiton, who has blogged about business funding and capital strategies, is not involved with the Papa Murphy's offering. Raiton speculated the buyer could be another private equity firm with specific expertise in food service or a group of well-funded buyers who want to operate the chain. He wondered if the new owner will keep Papa Murphy's local, noting that numerous other homegrown firms have left after being sold.

Source: Portland Business Journal

Ruth's Hospitality Group, Inc. Announces Appointment of Robert S. Merritt to the Company's Board of Directors

Ruth's Hospitality Group, Inc. announced that Robert Merritt has been appointed to serve as an independent member of the Company's Board of Directors, effective October 29, 2009. With his appointment, the Board is now comprised of six members, five of whom are independent. Mr. Merritt will serve as a member of the Audit committee and will stand for election by vote of the shareholders at the annual meeting in 2010. "We are pleased to welcome Bob Merritt to the Board of Directors. We are confident that his extensive experience in the food service industry will be of great value to our Board," said Michael O'Donnell, Chief Executive Officer of Ruth's Hospitality Group. Mr. Merritt has had a career in the restaurant industry that spans nearly three decades. He currently serves as Chairman of the Board of Directors for Cosi, Inc. and served on the Board of Directors of Outback Steakhouse, Inc. "I am honored to join the Ruth's Hospitality Group's Board of Directors and look forward to working closely with the existing Board and management team to help the Company achieve its strategic goals," added Bob Merritt.

Source: Ruth's Hospitality Group

OSI Restaurant Partners, LLC Names Elizabeth Smith New CEO. Avon President Brings Strong Marketing & Operations Background to Casual Dining Leader

OSI Restaurant Partners, LLC, one of the largest casual dining companies in the world whose portfolio includes Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse and Wine Bar and Roy's restaurants, has announced the appointment of Elizabeth (Liz) Smith as its new Chief Executive Officer effective November 16, 2009. Smith succeeds Bill Allen, who will retire as the company's CEO effective November 15, 2009 and will serve as Chairman of the Board of Directors. Smith joins OSI Restaurant Partners following a five year tenure with Avon Products Inc., where she served most recently as President. In that role, she successfully led the company's global Marketing, Supply Chain, Information Technology and Global Sales business units, building the organizational capability and infrastructure to help the company capitalize on its global scale. "I am delighted to join the talented team at OSI, and believe this is an extraordinary opportunity to unleash the growth potential of a world class company," said Smith. "My career has been devoted to rejuvenating and energizing consumer brand businesses and driving operating excellence. I have been privileged to help lead a successful revitalization of Avon over the past five years by enabling the network of independent sales representatives to operate more effectively, and achieve greater growth in their businesses. I am now thrilled to partner with OSI's entrepreneurial restaurant operators, everyone on the support team, and the executive leadership to seize the opportunities that lie ahead." "I am pleased to turn over the reigns to an executive as accomplished as Liz Smith," said Allen, who was appointed CEO in March 2005. "Over the course of her career, she has demonstrated exceptional brand-building prowess, operational expertise, and leadership ability. I am confident she is the right person to move the business forward, and welcome her on behalf of the OSI family. The dedicated people of OSI have accomplished a great deal in the face of the enormous economic challenges of recent times, and I remain grateful for the opportunity I have had to know and work alongside them."

Source: OSI Restaurant Partners, LLC

Jack in the Box Inc. to Promote Leonard Comma to SVP and Chief Operating Officer, Elana Hobson to VP of Operations, Division II

Jack in the Box Inc. announced that Vice President of Operations Leonard A. Comma will be promoted to Senior Vice President and Chief Operating Officer, effective Feb. 1, 2010. Succeeding Comma will be Elana M. Hobson, who is currently the company's Division Vice President of Operations Initiatives. Today's announcement follows September's disclosure that longtime executive Paul L. Schultz will retire as President and Chief Operating Officer on Jan. 31, 2010. As COO, Comma will be responsible for the operations of all company and franchised Jack in the Box® restaurants, as well as restaurant development. Comma joined Jack in the Box Inc. in 2001 as Director of Convenience-Store & Fuel Operations for the company's proprietary chain of Quick Stuff® convenience stores, which was sold earlier this year. Chairman and Chief Executive Officer Linda A. Lang, who will take on the additional role of President when Schultz retires, said, "Lenny has extensive experience in restaurant and retail operations, including franchising, and has excelled in the diverse roles he's held at Jack in the Box. In his current position, he has been instrumental in improving the cost structure of our field operations and has demonstrated outstanding leadership in the successful execution of other key strategic initiatives. We're looking forward to his continued contributions as we expand Jack in the Box and transform our business model to be predominantly franchised." Upon Comma's promotion, Hobson, a 32-year Jack in the Box veteran, will take over as the new VP of Operations for Division II. In her current role as DVP of Operations Initiatives, Hobson works closely with corporate and field leadership to ensure the timely and successful achievement of strategic goals related to a range of operations initiatives, from incentive programs to guest-service efforts. "Lani has tremendous experience in all areas of Jack in the Box field operations and has done an outstanding job of leading two important corporate initiatives since relocating to San Diego," Lang said. "I know she's looking forward to returning to the field and working with our regional teams on growing sales and further improving upon the operational efficiencies that Lenny

initiated during his time in that position. She has some big shoes to fill, but we have every bit of confidence in her leadership abilities."

Source: Jack in the Box Inc.

International Franchisees Have a Big Appetite for Ruby Tuesday

Ruby Tuesday, Inc. has announced new international franchise agreements for the development of its flagship brand in the Middle East and the United Kingdom. The company has also granted franchise rights for Wok Hay, an Asian-focused casual dining concept, in the Republic of Trinidad and Tobago and Chile. "Ruby Tuesday's international growth continues at a steady and reliable pace," said Mark Ingram, President of Global PartnerShips, the company that manages Ruby Tuesday's international and domestic franchise development. "We are excited to add new development territories to an existing franchise, sign an agreement for the first Ruby Tuesday in the U.K., and launch international franchising for Wok Hay. This growth proves there continues to be a high level of confidence in the brand and its performance," he added. More Growth in the Middle East, a Debut in Wales: Development rights for three new Ruby Tuesdays in the eastern territories of Saudi Arabia have been granted to an affiliate of Daliya Al-Wataniya for General Trading and Contracting W.L.L., the current franchisee for the countries of Bahrain, Oman, Jordan, and Lebanon, and six additional restaurants will be developed in the Emirate of Abu Dhabi by Bin Hendi Hospitality, the franchisee that now has the rights to open 18 Ruby Tuesday restaurants in all seven Emirate nations over the next five years. And for the first time in the company's 37-year history, a Ruby Tuesday will open in the United Kingdom when development begins on the first phase of a franchise for Wales and Southwest England that will allow for five restaurant openings in four-and-a-half years. This year also marks the beginning of international franchise development of Wok Hay, the company's pan-Asian concept. There are two Wok Hays currently open, both in the Knoxville, Tennessee area where Ruby Tuesday was founded and has its headquarters. Wok Hays will be opened in Trinidad and Tobago by Derek and Roger Chin, current Ruby Tuesday franchisees in those countries, and in Chile by Carlos Musiet, who is also a franchisee of Ruby Tuesday restaurants in South America.

Source: Ruby Tuesday, Inc.



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Restaurants: Create Your Own Seafood Feast

Darden Restaurants has some new promotions at two of its chains. Red Lobster, which saw sharp sales declines last fiscal quarter, is trying to lure in cost-conscious consumers by promoting good deals. To help achieve that, the chain has introduced a new promotion called "create-your-own seafood feast." It comes on the heels of Red Lobster's Endless Shrimp, an annual event. Diners can choose two or three of 10 selections to make up a platter. Prices on the offer vary by location. Meanwhile over at Darden's upscale Capital Grille chain, budding artists are being invited to enter a wine-label design contest through the end of November. The winner's label will appear on bottles of a Cabernet Sauvignon that Capital Grille restaurants will serve from mid-March to mid-April. Also, a new Capital Grille is set to open today in Chevy Chase, Md. Win some, lose some Lake Mary-based Ruth's Hospitality Group closed two restaurants recently - one in Aspen, Colo. and another in Las Vegas. It also had two new restaurants opened by franchisees - one in

Durham, N.C., and another in Kennesaw, Ga. The company also said recently a \$19.95 steak-and-fries deal it was testing will not be rolled out throughout all the restaurants. President and CEO Michael O'Donnell said it did have possibilities as a promotion in certain locations.

Source: The Orlando Sentinel

Sodexo Names Lorna Donatone COO

Lorna Donatone has been appointed the new chief operating officer and Education Market president for Gaithersburg-based Sodexo Inc. Donatone will take over the position on Feb. 1. She replaces Rick Brockland, who is retiring after almost 40 years with the company. Donatone's role will be to oversee operations and strategic growth for Sodexo's college and university operations, as well as its work in public and private school districts. She is moving into the role after working as president of Sodexo's School Services division, which is part of the Education Market umbrella, and was also the president of Spirit Cruises.

Source: Washington Business Journal

Let's Eat: 5 Chains Target Nontraditional Retail

Five restaurant chains owned by private investment firm Sun Capital Partners, Inc. -- Bruegger's Bagels, Fazoli's Restaurants, Friendly's Ice Cream, Smokey Bones Bar & Fire Grill and Timothy's Coffees of the World Inc. -- are joining forces to target nontraditional concession opportunities around the country, including food courts at airports, universities and hospitals. The joint strategic development initiative will enable the chains to bundle and leverage their brands and key personnel to efficiently expand into these nontraditional locations, which are estimated to attract three to five times the traffic seen in traditional locations such as shopping malls, shopping centers and strip malls. The program's concept is to create a competitive value proposition by making it possible to offer nontraditional retail operators a diversified choice of restaurant formats from a single point of contact. Unlike traditional retail -- where the process is essentially one of finding a desirable retail location in a targeted market and negotiating a lease -- nontraditional retail location concessions are typically already designated for a particular type of format, such as deli or fast-casual bakery, and chains compete to win a location when an opportunity opens up, explains Chris Cheek, VP, franchise development at Bruegger's. In the case of airports, which are all government-owned, a governmental bidding process is involved, he notes. Combined, the five chains currently operate nearly 1,300 restaurants and outlets in 28 states, and each has strong brand recognition within its respective market and a format that does not overlap with the others, Cheek says. (Bruegger's announcement last week that it is acquiring the retail restaurant holdings of Timothy's adds the important coffee format to the mix.) Cheek says that while it is likely that in most cases a single chain would seek to occupy an available retail location, in part to preserve clear brand identity for the consumer, the companies may in some cases (based on space availability or preference for certain brands) offer a combination of two, three, four or five nameplates. Bruegger's successfully expanded into four airports in 2008 (Boston's Logan Airport, Cincinnati/Northern Kentucky International Airport, Raleigh-Durham International Airport and Cleveland Hopkins), and Bruegger's Bakery-Café was recently nominated for five of Airport Revenue News' 2010 Best Airports & Concessionaire Awards.

Source: MediaPost Communications

Subway Eyes 1,000 Russian Outlets by 2015

Subway, the world's No. 2 fast food restaurant chain by sales, plans to expand its Russian network to 1,000 outlets by 2015 from 78 now and make Russia its fourth-biggest European market next year. Russia is considered underpenetrated by fast food chains, with McDonald's, the world's biggest, having opened about 300 outlets in Russia since 1990. Smaller rival Burger King plans to open its first Russian restaurant in

Moscow this year. "By next year, the Russian market will become the fourth-largest for us in Europe," Kevin Graham, President of Subway Russia, told Adam Smith Conferences' Russian Agri-Food business forum. "Our strategic goal is to have opened 1,000 restaurants in Russia before 2015." Subway's biggest European market, the UK, has 1,359 outlets, according to the company's website, followed by Germany, with 785, France, with 168, and Ireland, with 110. Fast food restaurants have been more resilient to the global economic crisis than other segments of the restaurant industry due to relatively low prices. Privately held Subway is developing through franchise partners in Russia. It currently has 78 outlets in Russia, rising to 100 by February next year, Graham said, adding that the chain would add 75 new restaurants in 2010 alone. "The crisis has obviously affected the fast food industry's performance in Russia," he said, estimating sales at fast food restaurants in Russia fell 2 percent in the first half of 2009. Subway does not disclose its own sales figures, but Graham said the company's Russian same-store sales fell by 4 percent in January-June, and customer traffic declined 10 percent. "We are now seeing a recovery in sales. We have seen clear signs of recovery over the past 13 weeks. Despite difficulties in the economy, we are very happy with growth rates of the Russian consumer market and see it has huge potential."

Source: Thomson Reuters 2009

Chipotle to Open First UK Restaurant

Chipotle Mexican Grill Inc. announced plans to open a London store, its first in the European Union. The Denver-based chain of burrito restaurants said it has secured a location in London - 114-116 Charing Cross Road - and is finishing design and construction plans with a planned April 2010 opening. "We are very encouraged by the prospects for Chipotle in the UK," Chipotle chairman/CEO Steve Eells said in a statement. "... We believe Londoners will appreciate our efforts to serve food that is raised right and in a way that is so accessible." Chipotle now has more than 900 restaurants. It said that while it will continue to look for store sites in London as well as in Paris and Munich, most of its growth through 2010 will be in the United States. The landlord for Chipotle's first London restaurant is London-based Estates & Agency Holdings Ltd.

Source: Denver Business Journal

Pizza Inn Opens New Restaurant in Houston. Texas-Based Pizza Chain Brings Delivery and Carryout Service to Area

Pizza Inn, Inc. announced the opening of its newest carryout/delivery restaurant at 392 North Sam Houston Parkway, Houston, TX. The new restaurant provides customers convenient delivery and carry-out with limited seating, while offering consumers a variety of traditional and specialty pizzas, such as Chicken Fajita and Bacon Cheddar Ham, with its dough made fresh and from scratch daily, as well as bone-in and boneless wings and the world's only and first Pizzert(R) dessert pizza. "We're excited about our continued expansion throughout Houston as well as the entire state of Texas," said Charlie Morrison, CEO of Pizza Inn Inc. "It is a pleasure to provide our freshly made pizzas and other popular menu items to the local residents at affordable prices." The Houston restaurant is owned by Four Star Foods, LLC, a subsidiary of King Fuels, Inc. of Houston. Four Star Foods opened their first Pizza Inn restaurant on September 8, located at 21502 Aldine Westfield, Humble, TX. "One thing I know for certain is Pizza Inn and its concept have extremely loyal customers that I feel very fortunate to serve in my current operating locations," said Mr. Zaki Niazi, President of King Fuels. "Pizza Inn stands for fresh, quality menu items priced for value that our guests need during this rough economic time, and I'm confident to continue providing both of these to the patrons of our newest store."

Source: The Pizza Inn/GLOBE NEWSWIRE



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McDonald's Redesign Aims for European Lounge. NYC Franchise's New Look More 'Relevant' to Younger Crowd

A McDonald's in downtown Manhattan became the first in the U.S. this fall to undergo a sleek, European-style makeover similar to what McDonald's has done at thousands of outlets around in France and the United Kingdom. The eatery is outfitted with outlets for plugging in laptops, upholstered vinyl chairs instead of Fiberglas seats bolted to the floor, subdued lighting and employees whose all-black uniforms suggest a hip boutique. "It's like a lounge," said Kimberly Burgess, one of many patrons who did a double-take after entering the newly renovated restaurant in Manhattan's Chelsea section. "It's so different from all the other McDonald's. It's beautiful." Franchise owner Paul Hendel said customers have settled down in a restaurant not known for patrons lingering over lunch. "We're becoming a more relevant type of restaurant for the younger crowd," he said. "They don't feel rushed. They're reading the newspaper, relaxed." McDonald's Corp. spokeswoman Danya Proud said that while thousands of the chain's 14,000 restaurants have been updated over the last few years, the Chelsea location is the first "urban redesign" in the U.S. She said "we'll continue to evaluate" whether more might follow. Proud said the redesign was intended "to give our customers more of a reason to make McDonald's a destination. "People are using our restaurants differently today than they did five, 10, 20 years ago," she said. "People are multi-tasking, doing more on a given day. ... You want to be able to open your laptop, log on and get some work done while you're eating." Proud said the that the redesigned European restaurants - along with menu items geared toward the customer base in different countries - have been responsible for McDonald's growth in Europe.

Source: msnbc/The Associated Press

NRA: No plans to Move Trade Show

Despite continuing concerns about cost, the National Restaurant Association has no plans to move its annual high-profile trade show out of Chicago, an official said. The restaurant trade show is contractually obligated to remain through 2011 in the city where it has been a fixture for more than 50 years, said Derrek Hull, a spokesman for the restaurant association. "I'm not aware of anything about us moving out of Chicago after 2011," Hull said. A published report has indicated the association may be considering pulling its show out of Chicago in 2012 in favor of a less expensive site. Hull acknowledged that exhibitors remain worried about the high costs of staging the show at McCormick Place in Chicago. "We constantly hear from our exhibitors that they continue to be concerned about the steep price of doing business in Chicago," Hull said, adding, "this is not a new issue." An official at the Metropolitan Pier and Exposition Authority, which operates the convention center, couldn't be reached Wednesday for comment. But the authority has been staggered by recent announcements that two major trade shows are leaving Chicago for other, less expensive locales. A plastics industry trade exhibition announced earlier this week it was leaving Chicago for Orlando in 2012. Another group, the Healthcare Information and Management Systems Society said earlier this month its show is heading to Las Vegas in 2012. The restaurant association signed a deal in 2005 to keep the trade show in Chicago through 2011, Hull said.

Source: The Chicago Sun-Times



Outback Sees Success with Social-Media Promotion. Outback's Facebook Fan Base Bloomin'

If you want to win friends and influence people, as the iconic book says, give them a Bloomin' Onion. OSI Restaurant Partners, the Tampa-based owner of Outback Steakhouse, Carrabba's Italian Grill and other restaurant brands, appears to have scored with a new promotion on the Facebook social media Web site. On Nov. 5, the company began giving away coupons for a Bloomin' Onion appetizer to the first 500,000 people signing up as fans on Outback's Facebook page. To claim the free appetizer, people need to buy one entree. Normally, customers pay \$6.25 for a Bloomin' Onion, according to Outback's menu. The offer apparently has done the trick. More than 300,000 people have signed up as Outback fans on Facebook, Outback Chief Marketing Officer Dan Dillon said in an e-mail Monday. Inside Facebook, a California-based blog that tracks traffic on Facebook, ranks Outback's page as one of the top gainers of fans this week. The steakhouse chain's Facebook page gained 212,396 fans during the week, putting it in eighth place in a ranking of sites gaining the most fans, according to a ranking on Inside Facebook's blog page Monday. The top gainer of the week has been the Monster Energy drink Facebook page, which gained 443,926 fans. Inside Facebook's blog doesn't mention Monster Energy or why it is in the lead, but a quick search of its Facebook page shows Monster Energy, too, has been giving away lots of freebies lately, including hats and shirts. Other consumer product companies that recently have given away items through Facebook include Papa John's, T.G.I. Friday's and Texas Pete Hot Sauce, Inside Facebook says. As with Outback, their offers often require patrons to buy an item when redeeming a coupon. In a short statement, Dillon, the Outback marketing officer, didn't say how many people are redeeming the Bloomin' Onion coupons or whether the promotion is boosting Outback's sales. However, he did say, "We're excited by the positive response and looking forward to engaging with our fans on the Outback fan page in the future."

Source: The Tampa Tribune

Caribbean on Tap for Marco's Expansion

Marco's Pizza, an Italian pizza company headquartered in Toledo, Ohio, has 31 stores planned for a brand new territory: the Caribbean. Brothers and franchise veterans Chris and Terry Tsavoussis are Marco's area representatives for the new territory and plan to open six stores in the Bahamas and 25 additional stores throughout the Caribbean region. The first Marco's location in the Bahamas has opened in Solomon Spring Center on Prince Charles Avenue in Nassau. "Chris and I decided to become area representatives with Marco's Pizza because we were impressed with the company's growth and high-quality products," says Terry Tsavoussis. "We strongly believe in quality franchise concepts and always invest in the talent of the people in the Bahamas and the Caribbean to grow each new franchise. Bahamians and visitors alike will love Marco's authentic Italian pizza." Chris and Terry Tsavoussis have many years of franchise experience with companies such as Domino's Pizza, Dairy Queen, Dunkin' Donuts, and Wendy's. They both reside in Nassau. Marco's Pizza stores employ 20 to 25 local residents each, which means that Marco's will bring employment opportunities to the region in the long term. "Marco's expansion into the Caribbean demonstrates our aggressive growth strategy and success despite the challenging economic climate," says Marco's Pizza CEO Jack Butorac. "The Tsavoussis brothers have proven themselves to be among the best

restaurant operators worldwide through their work with Wendy's and other chains. They understand Marco's commitment to product quality and their skills and professionalism will be assets to the company."

Source: QSR

McCormick & Schmick's Seafood Restaurants, Inc. Announces the Appointment of Michelle Lantow as Chief Financial Officer

McCormick & Schmick's Seafood Restaurants, Inc. announced the appointment of Michelle Lantow as its Chief Financial Officer, effective January 6, 2010. Ms. Lantow brings 25 years of experience in corporate financial management and leadership to the Company, having most recently served as the president and chief financial officer of Lucy Activewear, Inc. "We are very pleased to welcome Michelle to the McCormick & Schmick's family," said McCormick & Schmick's Chief Executive Officer Bill Freeman. "Michelle has a broad base of experience in the areas of corporate financial management and analysis, strategic planning, and investor relations with major consumer brands. We believe she is uniquely qualified to help us manage and enhance the McCormick & Schmick's legacy. Michelle can add tremendous value to the strategic evolution of our brand as we continue to focus on greater connectivity with our guests while maintaining a strong financial position within our industry."

Source: McCormick & Schmick's Seafood Restaurants

Elavon Acquires Deal with Hard Rock Cafe Brand. Five Year Agreement Spans Across North America

Elavon, a wholly owned subsidiary of U.S. Bancorp and a leading global acquirer announced that the brand has signed a five year agreement with Hard Rock International to provide service to all of their cafe and retail locations across the U.S., Canada and Puerto Rico. Elavon's solution provides a single source for credit and debit payments, from authorization to funding, and streamlines payment security, industry compliance, financial reporting and reconciliation and support for Hard Rock International's more than 96 merchant accounts in the brand's cafes and Rock Shops across North America. "Consolidating payments across our enterprise has been an integral part of our strategic plan this year," said Tom Gispanski, Vice President of Finance and Chief Financial Officer of Hard Rock International. "Elavon's team of experienced solution engineers has made this transition smooth and seamless, and they are diligent in their determination to provide the kinds of cost-saving measures that consolidated processing can offer our business. "Hard Rock International's North American enterprise is an exciting addition to Elavon's merchant portfolio," said Stuart C. Harvey, Jr., CEO at Elavon. "We look forward to working with them to provide high-value solutions that deliver operational and financial efficiencies to their business."

Source: Elavon's Global Acquiring Solutions

Elizabeth Andreini Named Chief Marketing Officer of Taco Del Mar Franchising Corp.

Taco Del Mar Franchising Corp. announced the appointment of Elizabeth Andreini as the company's new Chief Marketing Officer. Taco Del Mar, a quick service Mexican restaurant chain featuring big Baja beach-style Mondo Burritos and fish tacos, has over 230 locations throughout the U.S., Canada and Guam. Andreini comes to Taco Del Mar with an extensive career in marketing and business strategy, including brand positioning and differentiation, and as President of Accelerate Marketing has experience working with rapidly growing companies in the U.S. and internationally. She has also held executive and senior marketing positions with companies including AMS, UniSite Software and Captura. "We are very excited to have Elizabeth Andreini joining our team," said Larry Destro, president and CEO of Taco Del Mar. "She brings a wealth of strategic marketing knowledge and fresh creativity to our company that will be invaluable as we expand the company further and grow it to the next level." Elizabeth Andreini will join the executive team in Taco Del Mar's corporate office in Seattle, Washington.

Source: Taco Del Mar

Green Mountain Coffee Roasters, Inc. Confirms \$35.00 Per Share Enhanced Cash Proposal to Acquire Diedrich Coffee, Inc.

Green Mountain Coffee Roasters, Inc. announced that it submitted an enhanced proposal to acquire Diedrich Coffee, Inc. (“Diedrich”) for \$35.00 per share in cash pursuant to a cash tender offer, in a transaction with a total value of approximately \$290 million. GMCR has been informed by representatives of Diedrich’s Board that this offer continues to constitute a superior proposal, as defined in the existing merger agreement between Diedrich and Peet’s Coffee & Tea, Inc. to Peet’s November 30, 2009 cash and stock proposal. GMCR anticipates that this transaction will be neutral to slightly accretive within the first twelve months following the close, excluding one-time transaction expenses, and accretive thereafter. GMCR’s all-cash proposal provides Diedrich shareholders with more value and greater certainty than Peet’s November 30, 2009 proposal. Peet’s proposal had a significant stock component and its shares have demonstrated substantial volatility over the last 90 days. GMCR believes that Diedrich shareholders will also recognize that a transaction with Peet’s would result in a highly leveraged company. Lawrence J. Blanford, President and Chief Executive Officer of GMCR, said, “We were pleased to learn that Diedrich’s Board of Directors has determined that our \$35.00 per share offer continues to constitute a superior proposal to Peet’s November 30, 2009 cash and stock proposal. We look forward to working with the Diedrich Board to complete this transaction promptly for the benefit of stakeholders of both companies. “This is a compelling transaction for GMCR shareholders as it adds three leading and complementary coffee brands to our own portfolio, as well as strategically located manufacturing and distribution facilities. We are eager to start realizing the benefits of this transaction for our shareholders as quickly as possible, and therefore after careful deliberation, we determined to enhance our proposal to \$35.00 per Diedrich share,” added Blanford.

Source: Green Mountain Coffee Roasters, Inc.

McDonald’s Rallies Around FIFA 2010 World Cup

When the world tunes in to watch the FIFA 2010 World Cup South Africa, McDonald’s wants to make sure it gets noticed. The No. 1 burger chain announced, what it is calling, its most comprehensive marketing program surrounding the tournament. This is the fifth year the chain is serving as the sponsor and the official restaurant. McDonald’s plans include menu items, packaging and restaurant promotions themed around the tournament, which kicks off June 11. McDonald’s also unveiled a series of online games at Fifa.com. They are the “FIFA World Cup Predictor” and the “FIFA World Cup Fantasy Football Game.” Players can win prizes until the conclusion of World Cup competition. The fast feeder also announced that soccer legends Marcel Desailly and John “Shoes” Moshoeu have joined the “McDonald’s Player Escort” program. More than 1,400 kids will get the opportunity to attend the tournament with Desailly and Moshoeu. It will also sponsor the “McDonald’s Fan Dancer” program, allowing young South African women the opportunity to perform during select matches. Current FIFA partners include adidas, Coca-Cola, Emirates, Hyundai, Sony and Visa. The other FIFA sponsors are Budweiser, Castrol, Continental, McDonalds, MTN and Satyam. Separately, Hyundai announced that it is introducing “The Hyundai Best Young Player Award.” It will “recognize the outstanding achievements and courage of young players in next year’s tournament,” per the automaker. Coca-Cola, meanwhile, is sending the official FIFA World Cup Trophy around the world, including every nation in Africa. It will visit 86 countries in total. “We’re committed to providing our customers with numerous ways to participate in the excitement and passion of FIFA World Cup South Africa,” McDonald’s global communications vice president Bridget Coffing said at a briefing held today. “From specially-themed menu items, packaging and restaurant promotions to innovative digital activities, community youth clinics and team sponsorships, our goal is to connect our customers like never before with FIFA World Cup.”

Source: Brandweek

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

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