

# RESTAURANT

"NEWS YOU CAN USE"



# INSIDER

NEWSLETTER...SECOND QUARTER '09



Appraised at \$3.4M  
Now only \$1.95M



**PIZZA** Named one of the "Top 20 Fastest Growing Concepts" in the nation by the Restaurant News. This upscale pizza franchise features gourmet health conscious products with a fresh and unique approach in a fast-casual setting offering takeout, delivery and dine-in services that include specialty beers and wines. There are three units available along with substantial development rights that provide for as many as twelve additional locations. #1643, #1644 and #1645

**High Profile Restaurant with Real Estate.** Full service restaurant and bar in a premium location with great visibility, easy access and plenty of parking surrounded by numerous national tenants. This freestanding building has a magnificent exterior, gorgeously designed and decorated dining room, an exceptional patio and a state-of-the-art high-volume exhibition kitchen with virtually unlimited production capacity. A super deal. \$1,950,000. #1638

**Fiesta Mall** An inviting open, friendly, fun-feeling place with colorful decor! A rare opportunity to purchase a quick service format that is superbly maintained. This immaculate end-cap restaurant includes a bar, dining room and beautiful patio area. Original cost to build out and equipment was over \$400,000. Great layout for "California Casual," Texas or Midwest menus. This is an asset and improvement sale only. \$55,000. #1648

**#12 Sports Grill** This fully equipped restaurant and bar is ready to open NOW. Located in an end-cap space on Power Road, it has ample parking and excellent visibility. This facility originally cost over \$800,000 to build and had a recent renovation that included all new flooring, brick work, misting system, new POS system, audio/visual upgrade and front of the house furniture. Only \$250,000. #1652



**Freestanding** building located in a central Phoenix neighborhood with excellent street exposure, a complete hot prep kitchen, an exhibition kitchen with a wood burning oven, 2 large offices and tons of additional storage. Extremely favorable lease terms, abundant parking and great signage make this perfect for a hands-on chef and/or a banquet and catering facility. Wow, only 75,000! #1649



**John Henry's** Well-established elegant restaurant with spacious split-level main dining room, nice patio and a comfortable lounge that features live entertainment 6 nights a week, located in a beautiful freestanding building with great visibility, easy access and plenty of parking. This is an outstanding opportunity to be recognized as operating one of the East Valley's premier dining locations. Bring all offers!! #1630



## Buy a Job... Sell a Job...

Anybody that reads the headlines or watches TV for more than a couple of minutes is being bombarded with it... the economy! It's all we ever seem to talk about anymore. Everywhere we turn we are continually confronted by "experts" providing their view on what's going to happen;

rarely are those opinions positive. Well, at this point we can't necessarily provide an overly optimistic outlook either, but we can give you the "every cloud has a silver lining" viewpoint, and here it is: In April of 2008 the U.S. unemployment rate was 4.8% and by March of 2009 it has almost doubled to 9%. In Arizona those figures are 4.9% to 7.7% respectively. In addition, it would be difficult to find any economist that would not agree that these numbers are going up and national unemployment will almost certainly surpass 10% this year. Okay, so where's the silver lining in those numbers? Well, it's a proven fact that in every recession when jobs are lost and cannot be replaced, one of the most favorable options available is to purchase or start a business for those that have the wherewithal to do so. *Continued inside*

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## Buy a Job... Sell a Job... Continued from front page

This scenario provides opportunity for those looking to sell their businesses, if they are ready to seize it.

The reality is that many of the folks that are losing their jobs were not employed in the restaurant industry. This means that in general they do not possess the specific knowledge that a typical restaurant buyer would and in order for them to purchase your restaurant, you have to make the process as easy as possible in every conceivable way. Providing things like detailed financial books and records, employee handbooks, training materials, schedules, checklists, precise recipes for all menu items, and most importantly, an organized operation with loyal, experienced employees makes your business much more saleable. In the end these folks are looking to "buy a job" and you, as the seller, need to make them feel as comfortable and confident in that purchase as possible.

By positioning your business in this manner and providing these tools to a potential buyer, you have created a competitive advantage for the sale of your business versus all of the other ones that are available. Make no mistake, there are lots of them for sale right now and anything you, as a seller, can do to differentiate your business from the rest is a big plus. The question is, have you thought about these things? Have you looked at your business as if you were going to buy it, instead of only from the perspective of the one that's selling it? Is your business the one that sticks out in the crowd for all of the right reasons so that the potential buyer sees it as the one to buy? Remember, they can't buy a job if you don't have one to sell. Do the work; organize and position the business so that it's as easy as possible for a new operator coming in, especially one with limited experience. If you do we can't promise that your business will sell right away, but we can promise that it will sell faster than one that doesn't have these things going for it. ~ *The Restaurant Brokers*

**Mexican Restaurant & Cantina** Absolutely and positively one of the most spectacular restaurants you will ever see, period! This facility has it all, outstanding decor package, beautiful patio, full bar, a large banquet room, private party spaces and the type of spacious and well-designed kitchen that is required to provide great service for its upscale East Valley clientele. Due to the size and scope of the facility, and the prominent position it occupies at one of the most successful malls in the Phoenix-metro marketplace, only the most qualified and experienced restaurateurs will be considered. \$695,000 #1657

**Pizza/Italian** Located in the heart of downtown Mesa, this business has been owned and operated by the same family for over 35 years. The freestanding building has great street exposure, easy access and ample parking. Their established and loyal clientele enjoy the featured buffet for lunch 5 days a week and Saturday evenings along with ordering from the full menu including salads, pizza, subs, hot wings and pasta with a fresh salad bar available at all times. They also have a full liquor license offered via table service and provide live entertainment on Wednesday and Friday evenings. This is a local landmark! \$140,000 #1623

**Downtown Mexican Grill** AAA location directly across the street from U.S. Airways Arena. Quick-serve operation set up with the capability to serve liquor as well. Great visibility for the thousands of Suns' fans going to a game and perfect location to catch all the convention attendees visiting the new 1 million sq. ft. convention center. Lots of potential for downtown delivery. Nice patio area and plenty of natural light inside. Keep the business as is or convert to almost any concept. With Light Rail, the Convention Center, the new Sheraton and ASU, downtown Phoenix is ready to explode. Now is the time to take advantage of all the growth. \$95,000. #1651

# RESTAURANT INSIDER

## PEARLS OF WISDOM



### Back to the Guerilla

- 1. Focus.** Have a Vision. Have a razor sharp focus of who you are and build a customer base that will never be confused. Find your niche and stay there.
- 2. Menus.** Your number one sales tool is your menu. Constantly re-engineer your menu. Take off menu items that don't sell and replace with new ones. Develop items that you will be known for. Keep your "specials" fresh!
- 3. Promotions.** Keep it simple. Make it fun for the customer and the staff. Every holiday is a new opportunity. Go forth and promote them!
- 4. Point of Purchase.** Look for the impulse buyer. A photograph of a mouth watering drink can increase sales dramatically. Keep those table tents updated!
- 5. Incentives.** Run a contest for your employees. Encouraging competition among your employees will mean increased sales for you. Make sure to include both front and back of the house employees.
- 6. Cooperative Marketing.** Work with your suppliers. Vendors and suppliers have a wealth of information. Develop a marketing calendar and discuss how they can help increase your sales.

- 7. Customer Maintenance.** Build a data base. A new customer costs 150% more than keeping an existing customer. Build a data base through customer comment cards and promotions. Set up simple programs, frequent diners, VIPs letters of thanks, birthdays, etc.
- 8. Advertise.** Advertise for new customers. However you advertise, make it simple, clear and creative.
- 9. Local Store Marketing.** Know your neighborhood. People are creatures of habit. Know and work the three mile radius around your location constantly. Make sure they have a menu.
- 10. Incremental Sales.** Always have a gift certificate sales contest for employees. Use buttons and table tents to focus on holiday periods.
- 11. Public Relations.** Manage your press. How do you want to be viewed in the public eye? Put together your story in a press release and send it to the media. Be proactive, not reactive. Make sure to inform the press anytime you are running a promotion, doing something for the community or even introducing a new menu.
- 12. Training. Train, Train, Train.** Constantly train your employees. Learn something new every shift. Try to be 1% better every shift. After 100 shifts you will be 100% better.
- 13. Execution.** Run a flawless operation. Advertising and marketing will bring them to the door, but only YOU can keep them coming back for more.

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**Strong Cash Flow** Very popular Italian Restaurant located in proximity to several high-end neighborhoods with excellent demographics, including Red Mountain Ranch and Las Sendas. Over the years this business has developed a loyal following among its extremely loyal East Valley client base. This is a very efficient operation capable of generating lots of \$\$\$\$ for an owner/operator. An absolute steal at only \$150,000. #1609

**FREE - Just sign the lease, fully-equipped catering facility** 1640sf located in the Northwest Valley with easy access to the I17 and the 101 freeway. This location has it all; large prep area, plenty of storage, a full cooking line and lots of refrigeration. Best of all, the equipment is included! A fantastic opportunity for established catering companies looking to expand their operations or for a startup that wants to make the leap from "borrowed space" to having a facility of your own. \$2600 per month, 2-five year options and a \$3,000 deposit. #1635

**North Scottsdale** This clean, organized and well-established neighborhood tavern and grill is a favorite with residents and businesses. The establishment is located in an outstanding area and enjoys a strong lunch crowd, loyal happy hour clientele and a powerful sporting event presence in the local market. It has an excellent, organized and knowledgeable staff with many long-term employees in place. The facility and all equipment are in excellent condition and maintained on a daily basis. A large back room is great for football season, basketball season and group catering events. Price just reduced to \$225,000 #1568

"It is a pity to shoot the pianist when the piano is out of tune."



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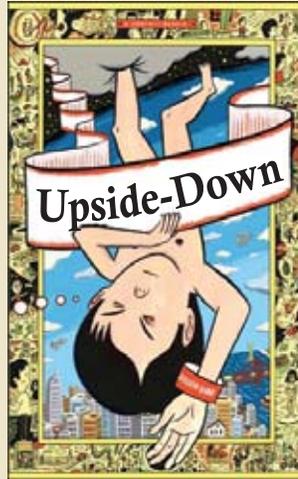
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## By the numbers



**76%**

Percent of adults who said they are trying to eat healthier at restaurants than they did two years ago.



**33**

The number of additional jobs that every million dollars of restaurant sales generates for the U.S. economy.



**58%**

The resounding percentage of consumers that assert fast food chains must realize that none of their customers actually go there to order salads, fruit or water.

~ Ideal Media LLC

**1/4**

One-quarter of eating and drinking places are owned by women, 15% by Asians, 8% by Hispanics and 4% by African-Americans.



**68%**

Percent of adults that said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.



**150,000**

The number of gray hairs on Ruly Couch's head... that's what 29 years in business will do to you.

**Congratulations Ruly!**

Here's to many more!

~The Rest of the Crew

Layout & design courtesy of The Menu Designer. ([www.TheMenuDesigner.com](http://www.TheMenuDesigner.com))



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