

Sports bar chain Beef 'O' Brady's eyes expansion push in Daytona Beach, Volusia County. Here's what to know.



Beef 'O' Brady's CEO Chris Elliot

By [Steven Ryzewski](#) – Staff Writer, Orlando Business Journal
Aug 23, 2023

A popular chain of sports bar and grill restaurants with 94 locations in Florida has its sights set on more, with growth in the Daytona Beach metro among its top priorities.

Chris Elliott, the CEO of Tampa-based FSC Franchise Co. — the parent company of the Beef 'O' Brady's sports bar chain — told *Orlando Business Journal* the chain is eyeing a push for new restaurants in Daytona Beach, DeLand and other parts of Volusia County. The chain also aims to expand into Palm Coast, a northern suburb of Daytona Beach that is in Flagler County.

Currently, there are only two Beef 'O' Brady's restaurants in the fast-growing county — in Deltona and New Smyrna Beach.

"We were in those areas prior to the big economic turndown back in 2008, 2009 and 2010, and that kind of took us out of play there. We would like to be back in that area — it's just a question of finding the right franchise partners to reestablish ourselves there."

Altogether, executives for Beef 'O' Brady's envision between 10-15 new restaurants in these new markets and submarkets.

This is significant, as each new restaurant for the chain creates about 25 jobs, in addition to an initial investment cost of between \$500,000-\$600,000 for second-generation restaurant spaces to as much as \$1.2 million for a new space.

Restaurant franchising also can be a lucrative business opportunity for entrepreneurs, with franchisee-owned businesses representing an important economic contribution. For instance, the International Franchise Association reports that the Southeast region has the largest franchise concentration in the U.S., employing 2.5 million workers and contributing \$250 billion in output to the economy.



A Beef 'O' Brady's restaurant in Hudson, north of the Tampa metro.

As for who the right franchise partners might be for Beef 'O' Brady's Daytona Beach and Volusia County push, Elliott explained his company has a screening process that helps identify qualified franchisees who could be successful — but added that they try to keep an open mind as far as business backgrounds for interested groups.

"Sometimes, what looks like the obvious answer is not so obvious — some of our best franchisees currently were never in the restaurant industry before [signing on]."

Regarding locations within these markets, [the longtime restaurant executive](#) noted the company has had success in suburban, tertiary and small town areas more than it has in denser urban areas. Specific to the types of spaces, the company is open to older, second-generation spaces as well as new first-generation spaces, but has had particular success in shopping centers anchored by Publix grocery stores.

Building on his assessment of where the concept has thrived, Elliott said there are more opportunities in the four-county core of the Orlando metro — that being Orange, Osceola, Lake and Seminole counties. Currently, there are six Beef 'O' Brady's restaurants in those counties, including Leesburg, Clermont, Mount Dora, Apopka, Oviedo and St. Cloud.

"If you go to sort of the secondary and tertiary markets around Orlando, we do really well. It's pretty challenging to penetrate the city of Orlando, because of the competition and the cost [for real estate]."