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## **Beef 'O' Brady's focuses on hotels with help from CHIPP**

**Tampa Bay Business Journal - by [Margaret Cashill](#) Staff Writer**

After opening four hotel locations in the last two years, family sports pub franchise [Beef 'O' Brady's](#) is in talks with hotel property operators in Tampa, Orlando and in West Palm Beach.

President Nick Vojnovic said he hopes to open three to six hotel or “non-traditional” locations at sites such as airports, arenas and country clubs in 2010.

The Beef 'O' Brady's most recent hotel opening was a location at a [Gainesville Holiday Inn](#) in December 2009.

Prior to that Beef 'O' Brady's opened at Admiral Hotel in Arlington, Texas, in August 2009.

Beef 'O' Brady's also opened locations at the [TradeWinds Island Grand Resort](#) on St. Pete Beach and the [Best Western Hotel and Conference Center](#) in Brandon in 2008.

The performance of these locations has been strong, Vojnovic said.

Joining the Chain Restaurant & Hotel Industry Partnership Program has helped Beef 'O' Brady's expand into hotels, he said.

CHIPP — a joint venture between [HVS Executive Search](#), an executive search and advisory firm based in Mineola, N.Y., and Franchise [Market Ventures](#) LLC in New York City — helps make food and beverage options available to hotel clients.

[FSC Franchise Co.](#) LLC, franchisor of the Beef 'O' Brady's restaurant chain, is based in Tampa.