

Beef 'O' Brady's "Beefs-up" Licensing Efforts Signing Agency Brand Central

March 02, 2011 // Franchising.com // LOS ANGELES – Beef 'O' Brady's, a leading franchisor of family sports pubs in the United States, has selected Brand Central LLC, a top consumer products agency based in Los Angeles as its agency of record. Beef 'O' Brady's is the newest edition to Brand Central's food and beverage division, which already includes leading consumer packaged goods and restaurant brands such as Kellogg's, Keebler, Dr Pepper Snapple Group, Baja Fresh and several other national brands.

Brand Central will extend the Beef 'O' Brady's brand into retail categories through strategic licensing partnerships with a range of meals for families and sports fans. Products will range from Beef 'O' Brady's frozen meals, tailgate food and sauces.

"Our goal is to bring the experience of Beef 'O' Brady's home, so you can have the option to enjoy Beef's menu favorites if you don't have a Beef 'O' Brady's location near you. We are thrilled to be working with Brand Central on this exciting venture due to their extensive expertise and relationships with top manufacturers and retailers in food licensing and brand extensions," said James Walker, Chief Development Officer at Beef 'O' Brady's.

"In the current economic climate consumers are seeking great restaurant quality food at an affordable price at home. From high quality frozen wings to iconic appetizers, Beef 'O' Brady's will be a great brand for top consumer packaged goods manufacturers to develop a full line of food to bring to retail. We are thrilled to have this great brand in our restaurant portfolio," said Ross Misher, CEO of Brand Central LLC.

About Beef 'O' Brady's:

Beef 'O' Brady's is a national chain of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The "kid appeal" of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style chicken wings. Beef 'O' Brady's has more than 200 restaurants throughout the United States. Visit www.beefobradys.com for more information.

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