



Beef 'O' Brady's to open Kingsport location

By staff report

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Beef 'O' Brady's, the 220-unit franchise of family sports pubs & restaurants, announced today the signing of a franchise agreement in Kingsport, Tenn.

The location of the Kingsport restaurant has not been revealed.

"I am honored to have the opportunity to grow the Beef 'O' Brady's brand in a new region," said local owner, Tim Way. Beef 'O' Brady's is all about great food and getting involved in the community through local partnerships, and that combination will be welcomed news in Kingsport."

The Kingsport restaurant will be built with Beef 'O' Brady's new prototype in mind, which includes new color and design elements to refresh the restaurant's appeal while catering to a wider array of casual diners. The Beef 'O' Brady's of Kingsport will also feature large screen TVs, complemented by smaller screens for viewing from anywhere in the restaurant. It will also have interactive video games for children and a menu offering Buffalo wings, hand-breaded chicken tenders, salads, a variety of sandwiches and burgers and mix-and-match desserts.

"We take a careful, diligent approach to finding our franchise partners, but Tim Way made the decision easy for us," said Chris Elliott, CEO of Beef 'O' Brady's. "Tim not only has the business experience and passion to uphold our brand's stellar reputation, but he also shares our community-oriented values."

The Kingsport expansion comes just after the launch of several new innovations for Beef 'O' Brady's, including a lively new franchising website that features interactive, user-friendly tools to guide prospective franchise partners through its proven business model and fun brand culture.

Beef 'O' Brady's is best known for its Buffalo chicken wings. Originally, the chain's menu featured a variety of items that featured beef and a variety of sandwiches. Later, founder Jim Mellody added his own recipe for Buffalo chicken wings, making the restaurant an even "hotter" place to eat.