

Beef 'O' Brady's looking for site in Fort Walton Beach

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FORT WALTON BEACH — Families wanting to dine out while watching the big game could have a new option by the end of the year.

Local entrepreneurs Doug and Bonnie Layne signed a franchise agreement earlier this week to bring a Beef 'O' Brady's to Fort Walton Beach.

"When you look at the folks that live (in Fort Walton Beach), it's a family-oriented location, a lot of family units in the immediate area," said James Walker, chief development officer for Beef 'O' Brady's. "That tends to be where Beef 'O' Brady's does better. We're not an inner city type of concept. We really are a Middle America, value-oriented, family-oriented type of concept, and that just really seems to make sense for Fort Walton Beach."

Beef 'O' Brady's and the Laynes have started searching for a location between 3,600 and 4,200 square feet with plenty of parking. After a site is found and a lease is signed, Walker said it usually takes about 120 days to get the restaurant open.

Beef 'O' Brady's is looking to open about 16 new restaurants this year. Walker said the Fort Walton Beach location likely will be one of them.

"It's all about how quickly our franchisees, working with us, can find a location that makes sense," Walker said.

Walker said Beef 'O' Brady's recently has made changes to improve its menu, and the building will feature the franchise's new color and design scheme.

The restaurant also will feature large-screen TVs and smaller televisions that can be watched from anywhere in the restaurant.

Beef 'O' Brady's now has restaurants in Niceville, Crestview, Sandestin, DeFuniak Springs, Pace and Pensacola.