

Beef O'Brady's brings family-friendly franchise to Trussville

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The first of what will potentially be five Beef O'Brady's restaurant franchises in the Birmingham metro area has opened at 1477 Gadsden Highway in Trussville, owners Rob Wahl and Joey McGilberry Jr. have announced.

Wahl and McGilberry unveiled plans in fall 2005 to open the family- and sports-oriented restaurants here. It is the Tampa-based chain's first foray in this market.

The franchisees, both of Ocala, Fla., have said each store costs about \$400,000 to build.

Although it has a bar serving beer and wine, Beef O'Brady's promotes itself as a community partner that supports local children's sports teams and church events.

"Our restaurant is operated by families, for families," McGilberry said in a prepared statement. "The Beef O'Brady's concept was strategically designed to create a comfortable environment that attracts sports fans of all ages to get together and watch a game. It's good, old-fashioned wholesome fun for families and anyone who likes sports and quality food."

Despite its name, Beef O'Brady's says it most well know for its chicken wings.

Thirty-eight new franchises opened in 2005, bringing the national total of Beef O'Brady's to 185. There are plans to open 51 additional locations by the end of this year.