

Beef 'O' Brady's to Open in Admiral Hotel

The Chain Restaurant & Hotel Industry Partnership Program completes seal between Beef 'O' Brady's and Admiral Hotel.

By -- Chain Leader, March 11, 2010

Room at the Inn

When you think of hotel restaurants, you might think of high-end steakhouses or plain-Jane family diners. [Beef 'O' Brady's believes its family sports concept can slide in between them.](#)

PRESS RELEASE: New York, NY March 10, 2010: The Chain Restaurant & Hotel Industry Partnership Program (CHIPP) is proud to announce that it has completed a deal between Beef 'O' Brady's and the Admiral Hotel in Arlington Texas.

HVS Executive Search and Franchise Market Ventures launched CHIPP in late 2009 to partner its portfolio of leading restaurant brands with hotel owner/operators providing "best practice" restaurant solutions to create a win/win partnership between restaurant brand/operators and the hotel community.

According to CHIPP program lead David Mansbach, Co-President HVS Executive Search "For many hotel operators, food and beverage can be 5 percent of their sales, but 95 percent of their headaches. By bringing in Beef 'O' Brady's, the Admiral Hotel aimed at standing out from the crowd and has already increased quality and profitability of their F&B offering."

"We are fully committed to opening many more Beef 'O' Brady's restaurants in hotel locations," said Nick Vojnovic, President of Tampa-based Beef 'O' Brady's. "Now that we have proven that we have a model for success, we plan on partnering with hotels to bring a quality, family-friendly dining experience to travelers across the country. If you are a traveler, would you rather take your chances with some no-name hotel restaurant, or would you rather stay in a hotel where you know you can be served a great meal in a comfortable atmosphere?"

The CHIPP program has several other deals pending with restaurant portfolio partners, some of which include Lark Creek Steak, Zao Noodle Bar, Coffee Bean & Tea Leaf, Bennigan's and Dunkin Brands.

About CHIPP

The Chain Restaurant & Hotel Industry Partnership Program (CHIPP) is a joint venture between HVS Executive Search and Franchise Market Ventures, LLC, created to introduce a portfolio of exclusive restaurant brands to hotel owner and operators looking to excel in the area of hotel food & beverage. CHIPP's primary initiative is to provide best practice recommendations to

create a win/win partnership deal structure between our restaurant brands/operators and the hotel community. CHIPP benefits from HVS Executive Search's comprehensive database of hotel and restaurant trend information. This coupled with a deep industry operational knowledge, allow CHIPP to provide cutting edge hotel food & beverage solutions and partnership deal structures that provide for long-term success. For more information please visit www.hvs-executivesearch.com/CHIPP

About Beef 'O' Brady's

Beef 'O' Brady's is a fast-growing 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 263 open restaurants throughout the Southeast and the Midwest. Visit www.beefobradys.com for more information.