



Beef 'o' Brady's Doubles Hospitality By Checking Into Hotel Locations

Restaurant Franchise Sees Immense Possibilities and Many More on the Horizon

(Monday, March 08, 2010) - When Beef 'O' Brady's held their annual convention at the TradeWinds Island Grand in 2008, President Nick Vojnovic had an incredible idea; Beef 'O' Brady's locations in hotels.

Now, two years later, Beef 'O' Brady's, a 263-unit restaurant franchise known for its wings and the ties it builds with the community, has opened four Beef's locations inside hotels.

To further build on the successes of its hotel-based locations, Beef 'O' Brady's, has teamed up with The Chain Restaurant & Hotel Industry Partnership Program (CHIPP) by HVS Executive Search to help hotel operators bring flavor to their food and beverage offerings.

The family sports pub franchise opened locations at the TradeWinds Island Grand Resort on St. Pete Beach and the Best Western Hotel and Conference Center in Brandon, FL. The two most recent deals included Beef 'O' Brady's restaurants in the Admiral Hotel in Arlington, TX, and a Holiday Inn in Gainesville FL near the University of Florida campus.

The partnership with CHIPP by HVS Executive Search will help Beef 'O' Brady's bring its recognized brand to hotels across the country that are hungry for something different from the dull, vanilla hotel restaurants travelers have come to know and dread, said Nick Vojnovic, President of Tampa-based Beef 'O' Brady's.

"For many hotel operators, food and beverage can be 5 percent of their sales, but 95 percent of their headaches, said CHIPP program lead David Mansbach, Co-President HVS Executive Search. 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."

Vojnovic said the locations already in hotels have proven that the Beef 'O' Brady's concept works in a hotel setting, and also helps augment the hotel's business. Many of the hotels with Beef 'O' Brady's restaurants are reporting more than a 60 percent capture rate.

"We are fully committed to opening many more Beef 'O' Brady's restaurants in hotel locations," said Vojnovic. "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?"

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.

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 <http://www.hvs-executivesearch.com/CHIPP/>