

Family-Oriented Beef 'O' Brady's Headed to Hudson, FL

Franchise of Family Sports Pubs & Restaurants to Expand in Florida

by Megan Maupin Friday, May 06, 2011

[Hudson, FL] – Beef 'O' Brady's, the 220-unit franchise of family sports pubs & restaurants, announced today the signing of a franchise agreement in Hudson, FL. Best known for its great food and the ties it builds with its communities, Beef 'O' Brady's will soon be Hudson's unrivaled setting where game time meets family time.

"I am honored to have the opportunity to grow the Beef 'O' Brady's brand in Hudson," said local owner, Chris Overbeck. "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 Hudson."

The Hudson restaurant will be the second Beef 'O' Brady's owned and operated by Chris and Teresa Overbeck. It will be built with the brand'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 Hudson 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.

"Chris and Teresa Overbeck are the ideal franchise partners and have upheld our brand's stellar reputation at their Beef 'O' Brady's location in Lutz, FL," said Chris Elliott, CEO of Beef 'O' Brady's. "While we take a careful, diligent approach to finding our franchise partners, Chris and Teresa made the decision easy for us."

The Hudson 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.

In addition to the Hudson signing, the company is targeting several domestic and international markets for future development of the brand. Beef 'O' Brady's expects to open between 15 and 20 new locations this year, all of which will include elements of the new prototype.

Ironically, despite what its name implies, 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.