



## Sports pub may come to Paragould

By Joe Grove

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Beef 'O' Brady's, a chain of family sports pubs and restaurants, wants to bring a restaurant to Paragould. The chain has 212 restaurants in cities in 22 states, including Conway and Fort Smith.

The company is headquartered in Tampa Bay, Fla., and features Buffalo-style chicken wings, flat-screen TVs and what it calls a family-oriented atmosphere.

James Walker, development officer for the organization, said he believes Paragould's demographics and values are just right for the brand.

He said the company's research shows Paragould to be an under-served market with room for more restaurants based on the number per capita. From the success the company has had in Conway and Fort Smith, which Walker said is their busiest restaurant, officials would like to expand further in Arkansas.

Walker said a store would create 30 to 40 new jobs in Paragould, plus jobs during the construction. He said that each franchise owner since the company's inception has committed himself or herself to strengthening local ties through philanthropic partnerships with local schools, youth sports groups and churches.

"We want for markets where we can be more than just a restaurant," Walker said. "We are looking for a market where we can be a part of the community." He said they want restaurants where family values mean a lot, as well as a place where people look for a good value in the products they buy.

The company is looking for a franchisee for the restaurant. Walker said the company does the research internally on where to open a location, and once officials line up a franchisee, they hire Site Analytics out of New York City to do the site selection.