



Popular chain expands in Arkansas

by Jay Jackson

Tuesday, November 8th, 2011, 12:58pm



Franchise of Family Sports Pubs & Restaurants Eyes Russellville for New Location

RUSSELLVILLE, Ark. – Armed with a refreshed menu and new prototype design, Tampa-based Beef ‘O’ Brady’s, the 213-unit franchise of family sports pubs & restaurants best known for great food and the ties it builds with its communities, has identified Russellville as a key component to the company’s growth strategy in Arkansas.

Demographic research, brand recognition within the state and other factors make Russellville an ideal market for further expansion of the franchised restaurant concept. While the demand for family-friendly eateries continues to grow throughout Russellville, providers are limited.

“While there’s definitely a market for Beef ‘O’ Brady’s in the Russellville area, we’re taking a careful approach to finding a franchise partner with business savvy, tenacity and a readiness to reinvest in the communities they serve,” said James Walker, Chief Development Officer of Beef ‘O’ Brady’s. “To ensure a long, happy partnership, we ensure that our franchise partners meet stringent criteria *and* share our values.”

Beef ‘O’ Brady’s is well-received in the markets it enters because of the food, atmosphere and dedication to community outreach. Since the company’s inception, each Beef ‘O’ Brady’s has committed itself to strengthening local ties through philanthropic partnerships and volunteerism. Expansion in

Russellville will also benefit the local economy through job creation and development agreements with area contractors.

The Arkansas 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, community-oriented brand culture.

Also new at Beef 'O' Brady's are fresh Angus Burgers that pack huge flavor and tenderness. Wing lovers have two new dry rubs to cheer about including lemon pepper and Paul Prudhomme's® Blackened Seasoning. The new lunch menu, which features a renowned emphasis on variety, quality, speed and value, is increasing lunchtime traffic and loyalty amongst customers on the go.

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.

ABOUT BEEF 'O' BRADY'S

Beef 'O' Brady's is a national franchise 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. The company, headquartered in Tampa, Fla. has more than 210 locations in 21 states. Visit www.beefobradys.com for more information.