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## **Beef ‘O’ Brady’s Reinvents Conventional Franchising Website**

*Site Gives Prospects Inside Look at Unique Culture of Family Sports Pub & Restaurant Franchise*

**Tampa, FL** – Beef ‘O’ Brady’s, the 220-unit franchise of family sports pubs & restaurants, launched a lively new [website](#) today that features interactive, user-friendly tools to guide prospective franchise partners through its proven business model and fun, community-oriented brand culture.

The reconstructed website gives franchise prospects an inside glimpse into the life of a Beef’s® franchise partner through casual and natural video testimonials from current franchise partners. It also includes a virtual tour of Beef ‘O’ Brady’s new restaurant prototype, Beef’s® 2.0, and an easy to navigate location finder for untapped markets.



“By visiting the new site, franchise partner candidates will quickly see what’s different about Beef ‘O’ Brady’s and why joining our franchise family would be a smart and rewarding business decision,” said James Walker, Chief Development Officer of Beef ‘O’ Brady’s. “As we grow the system throughout the country and internationally, it was important to have a franchise opportunity website that would show what it’s really like to own a Beef’s®. We want to grow with the right partners, so it’s essential that anyone coming in clearly understands what we are all about.”

According to Naked Pencil, Inc. President Ed Kim, Beef ‘O’ Brady’s emphasized that they wanted the site to be more than just a cold information outlet; rather they envisioned an instrument that would truly engage the potential franchise partner and bring the brand to life through videos and photo galleries. Another innovative twist is the site’s Location Finder, which takes an “unfinder” approach – wherever you *don’t* find a Beef’s® location, then it’s available.

“We brought together leading web technologies to deliver the best, most useful experience for our visitors,” said Kim noted. “Beef ‘O’ Brady’s is a fun brand, and we wanted to ensure that the website communicated their personality.”

The new website was built with Beef 'O' Brady's forward-looking initiatives in mind, which include a newly designed restaurant, a re-engineered menu and an aggressive expansion plan in place for numerous markets throughout the U.S. and overseas.

### **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 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 220 locations in 21 states. Visit [www.beefbrady's](http://www.beefbrady's) for more information.

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