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JACKSONVILLE BUSINESS JOURNAL

Brandon-based Beef 'o' Brady's announces Florida expansion, return to Jacksonville market



By Dahlia Ghabour | Monday, February 25, 2019

After a slight brand refresh, Beef 'o' Brady's is working on adding another 14 locations to its Florida portfolio. The family-oriented sports pub has a remodeled restaurant design, updated menu and 18 locations in the state.

There used to be a Beef 'O' Brady's in the area up in Fernandina Beach that closed. Now, the brand is returning to the First Coast.

Beef 'O' Brady's Vice President of [Development Jamie Cecil](#) said that the restaurant chain was attracted by the strength of family communities in Jacksonville.

"We do well where we can really get in and entrench ourselves in a community that has a strong sense of family," Cecil said. "Some of the biggest metro areas don't necessarily work because the sense of community is not there. We recognized that from past Beef 'O' Brady's, and we want to get back there and make Beef's a prominent name."

Cecil said the new Beef's is more sophisticated, with updated seating, liquor displays and offerings. There used to only be four or five beers on tap; now there are more than 20. The menu is more well-rounded with healthier options. But more than anything, the Beef's value component stands out, he said. Several times a year the sports pub will run a two for \$20 deal, where guests can purchase an appetizer and two entrees for \$20.

"Now, it's truly a sports bar," Cecil said. "We'll have 20 to 25 60-inch screen TVs in these things. Wherever you are, there's a TV to watch. And think about it, what size TV do you have in your house? Why would you leave your house to go watch on one that's smaller?"

Cecil said that Beef's is looking at the Arlington, Southside and Baymeadows neighborhoods to bring between three and five Beef's to Jacksonville.

Around Florida, the company is also looking at Deland, Panama City, St. Augustine, Winter Springs, Deltona, Vero Beach and more. [A typical Beef 'O' Brady's](#) sits at the end cap of a strip center in a 4,000-square-foot location with a patio.