

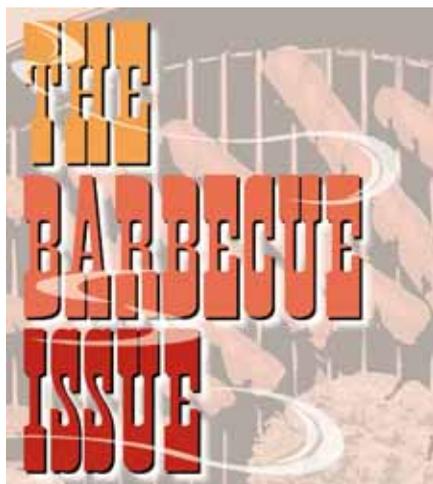
# Today's Restaurant

GEORGIA'S FOODSERVICE INDUSTRY NEWSPAPER ◆ \$3

WWW.TRNUSA.COM

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## Today's Special:



## Appetizers:

25 years of LowCountry Barbecue



bd Mongolian Barbecue's expansion plans



Under the toque with Chef Olivier Gaupin



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# How to start a barbecue restaurant

By Annie Mueller

So you dream about stacks of perfectly smoked ribs and spend your days off experimenting with the perfect BBQ sauce; maybe it's time. If the idea of opening your own BBQ restaurant haunts you like the scent of wood smoke, what are you waiting for?

### 1. Spend a little time dreaming.

Before you get into the nitty gritty of financing, legal structures, and business taxes, sit down with a blank notebook and a little time. Pretend you have no limits, no budget, and no chance of failure, and imagine the kind of BBQ restaurant you'd like to run. What would it look like? Where would it be located? What kind of people would you attract? What kind of BBQ would you serve? What would be fun, new, interesting, and unique about your restaurant? Would you interact with the customers, help in the kitchen, or oversee the staff? Give yourself no limits and sketch out an idea of your dream BBQ restaurant.

### 2. Write a business plan.

Now it's time to tackle the paperwork, to translate those BBQ visions into something you can turn into your very own restaurant. A business plan may sound intimidating, but it's basically a paper that describes your restaurant and (this is the really important part) breaks down what you need to make it work, in terms of start-up capital and ongoing cash flow, plus how you expect it to operate on a day-to-day basis. You can write your own



Annie Mueller

*Competition is an undeniable part of being in the restaurant business.*

business plan from scratch, or download a template from the Internet, or hire someone to help you write a business plan. This is an essential part of the work, however; it makes you look at the finances and answer some of the basic questions of how the restaurant will work before you start investing money and time into it.

### 3. Set up your legal structure and apply for licenses.

You'll need to get a legal business structure in place for your restaurant so you can start operating under your restaurant's name as you set up shop. So do your research, decide what sort of legal structure you need (LLC or other type of corporation), and get the paperwork moving. Depending on the time you have available and your comfort level with this type of work, you can research and do the paperwork yourself, in most cases, or hire a lawyer to get it done for you.

You'll also need to find out about federal, state, and local licensing requirements for your restaurant. The sooner you get these guidelines and start applying for the licenses, the better, as some can take time. Talk to someone at your local Chamber of Commerce to get started.

### 4. Take a look at the competition.

Competition is an undeniable part of being in the restaurant business. Find the local restaurants you'll be competing with, and go check them out. Drive by or, better yet, go in for a meal. Notice the location, the decor, the service, the menu, the customers, and the overall experience. Take notes. What stands out about the experience at each restaurant? You'll need to offer something better and/or different to draw customers from your competitors to your own BBQ restaurant.

See **START** page 9

## Shane's Ribs Shack sets South Georgia on fire with new locations

Atlanta, GA - Shane's Rib Shack, a Petrus Brands company, is expanding further into South Georgia with six new locations, including Savannah, Hinesville, Pooler and Valdosta, and into South Carolina with future store openings in Beaufort.

Area developers Patrick Hopkins, Bruce Watford and Russell Rosengart are bringing Shane's to South Georgia and South Carolina. Hopkins, Watford and Rosengart are multi-unit operators with more than 20 years of experience in the restaurant industry.

"We are excited to bring Shane's to many new communities in South Georgia and South Carolina," says Russell Rosengart, franchisee and area developer. "We hope that our future customers will look at these locations as a place to hang out with friends and family and chow down on some great American BBQ."

The first locations are opened at the end of 2009 in Savannah and Hinesville, Ga. The Savannah shack is located at 6730 Waters Ave., and the



Hinesville shack is located at 300 West General Screven Way.

"We have received numerous requests from customers to open more locations in South Georgia," says Shane Thompson, president and founder of Shane's Rib Shack. "These operators represent the culture of Shane's Rib Shack and we are excited

for them to expand the Shane's brand further into the Southeast."

Shane's Rib Shack - [www.shanes-ribschack.com](http://www.shanes-ribschack.com) - can be used during any occasion. The BBQ concept offers delicious menu items at a reasonable price - like the popular "Big Dad" chopped pork sandwich and hand-breaded chicken tenders.

# What's Going On



Important new products, corporate news and industry events.

## BBQ News:

**The Georgia Barbecue Association** is the South's newest up and coming barbecue competition sanctioning organization. Some of the best barbecue cooks are in the State of Georgia. Just a short time ago, the GBA was conceived by a handful of individuals who thought it was time to let the rest of the nation know that the best barbecue comes out of the South. Since that time, the Georgia Barbecue Association has grown to over 200 members, 100+ certified judges, coupled with 80+ competition cook teams and those numbers are steadily growing with each new month.



**Afire Inc's all natural gourmet BBQ grilling products** are now available. A line of sustainability harvested gourmet grilling planks and natural spice and herb rubs are part of the featured products created by Afire. According to Marlena Chang, Afire Inc. founder and CEO, "Plank grilling is an art, like wine pairing. When you use the right wood, you enhance and enliven your food -- without over-powering the flavors. We've taken plank grilling to a new level of subtlety and sophistication. Our hardwood planks infuse food with a light, smoky tang, while retaining natural moisture and aroma." Afire gourmet grilling planks come in four 100% natural aromatic hardwood varieties: Sugar Maple, Northern Cedar, Black Cherry, and Golden Alder. Unlike lumber board used in some other planks, Afire's - [www.afireinc.com](http://www.afireinc.com) - are sustainability harvested, hand-selected from local farms, and kiln-dried. The hardwood comes from mature forests; specifically, from branches and small-diameter trees trimmed to allow space for healthy tree growth. They are then kiln-dried just enough to preserve the natural oils and aroma to deliver maximum flavor and smokiness. Afire has also crafted a super-efficient, hotter-burning, eco-friendly charcoal made from carbonized coconut shells with no chemical additives or fillers -- just pure, natural smoky charcoal flavor.

Hill Club and Lodge for the PGA Tour's annual charity golfing event. Ben Lang, President of Lang Bar-B.Q. Grills can be reached at [www.pigroast.com](http://www.pigroast.com).



**Lang BBQ Smokers** debuted their new line of direct grilling Charcoal Grills at the 2011 Arnold Palmer Invitational Golf Tournaments Bay Hill Invitational in Orlando, Florida on March 21-27. Seven of Lang's new Char Grills were used by the grill masters of the Bay

The seventh annual barbecue cook-off in Cartersville, Georgia will be held this year

on June 5th at Sam Smith Park. **The Georgia Barbecue Classic** is a major fundraising event for the Good Neighbor Homeless Shelter. On Friday June 4 to Saturday, June 5, 2010, fans of slow-smoked hickory barbecue will be drawn for hundreds of miles to converge at Sam Smith Park for The



Classic. There will be a celebration of food and Southern traditional cooking.

◆◆◆◆  
**In 1936 Joe and Lola Mae Steedley opened Jimbo's Log Kitchen, a Southern style tavern in the remote South Georgia town of Homerville.** To complement the local untaxed beverages of that era, Joe added a wood-fired pit and started offering his unique style of BAR-B-QUE to his customers. He quickly built a business known for his cooking methods and special blended sauce. The business went from tavern to restaurant in a short time. In 1967, the original Jimbo's burned. Joe began to reconstruct his business but before completion he passed away. His daughter Mary Jo and her husband Elroy finished the construction and re-opened the restaurant. They operated Jimbo's until 1975 when Mary Jo's first cousin Earl Steedley bought it. Earl, along with his wife Pearlana and son Mark, began operating Jimbo's. Earl continued the traditions of quality - Jimbo's grew at a steady pace and become regionally famous for BAR-B-QUE. In 1987 Earl

See **WHAT'S GOING ON** page 8

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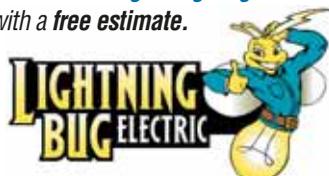
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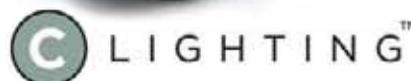


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# Appell Pie

## Email, Twitter, Facebook...

Howard Appell ♦ Today's Restaurant Publisher



### Letter to the Publisher

Dear Howard:

Every once in a while I get to meet an exceptional business partner that sets himself apart from the others, you are one of these people! I am pleased that we met and enjoy partnering with you and your publication. You have been extremely professional, courteous and prompt but still manage to take the time to remember the personal aspect of doing business.

I also have to mention that our Managing Partner, Dale Hightower, Esq. was thrilled to be featured in your February issue. When he saw his "10 Commandments to Avoid Premises Liability Suits" article in print, it truly made his day.

As a professional marketer, I encounter many people day to day but not many go above and beyond as you have. Many thanks for all of your hard work and creative thinking! It has been very refreshing to work with *Today's Restaurant*.

Best Regards,

**Jennifer M. Todd**

*Business Development —  
The Law Firm of Hightower & Partners*

When I started *Today's Restaurant* fourteen years ago there was no Twitter, no Facebook, no YouTube, no Apps and barely were there cell phones that weren't as big as a shoe. The world changed very quickly and continues to do so.

The so called technology experts will tell you that your website has to have video and Social Media applications and so on and so on. As many of you know I work on the computer a good portion of the day trying to communicate with you. I send you e-mails once or twice a week with information I think is important to you and to me. Every once in a while I get an e mail back saying "Take me off your damn list" Right Jeffrey? I think it's important to keep the lines of communication open and I am willing to endure the thirty or forty e-mails a day I receive asking if I want to get bigger. Bigger than what? The size forty waistline I already have!

Just to be current I sent out an email with a video in it. A sure fire way to get people to open and see the video message. I was shocked, not one person saw the video, but close to three hundred people did read the message, better than ten percent. I'm still working on it though.

The computer/internet age was supposed to make it easier to work and it has but I think it wastes plenty of productive time waiting for files to open and reading or deleting junk mail. Every morning when I turn the computer on I spend at least thirty minutes checking in on my various sites of interest. I go to [www.trnusa.com](http://www.trnusa.com), the

Business Network on [trnusa.com](http://trnusa.com), [www.foodequipmenttrader.com](http://www.foodequipmenttrader.com), my email account, my secondary email account, and my newest sites Facebook and Linked In. By the time I finish seeing who did what and with whom, I'm ready for my first break.

I know it's important to be current and to keep up with the newest trends but I still like to pick up the phone and speak to a live person at the other end. Don't even get me going about voice mail. Ugh! If you send me an email I will always try to answer you within twenty-four hours usually a lot sooner. Sometimes one may sneak through the cracks but I'm pretty diligent about that. Same holds true for phone calls.

If you are not receiving my e-mails of interest and you want to take the leap, go ahead and send me an e-mail at

[howard@trnusa.com](mailto:howard@trnusa.com) and I will have you added to the list. I love to hear from you, but if you don't want to receive my messages after you see the first few just hit the unsubscribe tab and you will be removed, no need to get snippy Jeffrey. It's just an e-mail.

*If you send me an email I will always try to answer you within twenty-four hours usually a lot sooner.*



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May-Jun '11
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- ◆ **POLLO TROPICAL**  
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- ◆ **TARTUFO PIZZERIA**  
3135 Piedmont Rd NE, Atlanta, 30305, May-Jun '11
- ◆ **BONER'S BBQ**, 634 Fraser St SE, Atlanta, 30312, May '11
- ◆ **ERBERT & GERBERT'S**, 2712 Ponce De Leon Ave NE,  
Decatur, 30030, Apr-May '11
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- ◆ **KNUCKLEHEADS SPORTS BAR & RESTAURANT**  
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- ◆ **MARCO'S PIZZA**  
229 Furys Ferry Rd Ste 111, Augusta, 30907, May '11
- ◆ **BBQ BUFFET RESTAURANT**  
2430 Peach Orchard Rd, Augusta, 30906, Jul-Aug '11
- ◆ **DOUBLE ZERO NAPOLETANA**, 5825 Roswell Rd, Sandy  
Springs, 30328-4905, May-Jun '11
- ◆ **BIG ZHADDY'S PLACE**  
240 N. Highland, Atlanta, 30307, Apr-May '11
- ◆ **MAKI FRESH** in the Peachtree Battle Shopping Center,  
2349 Peachtree Rd NE, Atlanta, 30305, Apr-May '11
- ◆ **NO. 246** - the Cal-Ital-themed rest, 129 E Ponce de Leon  
Ave, Decatur, 30030, May-Jun '11
- ◆ **BAD DOG TAQUERIA**  
1579 N. Decatur Rd, Atlanta, 30307, Apr-May '11
- ◆ **CINÈBISTRO**, 1004 Town Blvd - Bldg 1000 - Ste 1070,  
Atlanta, 30319, Jul-Aug '11
- ◆ **CLOSEUP2 ATLANTA JAZZ CLUB**  
to come when available, Atlanta, May-Jun '11
- ◆ **EL ESCORPIÓN**  
800 Peachtree Street NE, Atlanta, 30308, May-Jun '11
- ◆ **SWIRLL FROZEN YOGURT** (1st GA location)  
4365 Roswell Rd NE, Atlanta, 30342, Apr-May '11
- ◆ **BELL STREET BURRITOS'**  
1246 Glenwood Ave SE, Atlanta, 30316, Apr-May '11
- ◆ **TEX-MEX AND MEXICAN INSPIRED CONCEPT** (to be  
named), One Ninety One building on Peachtree St,  
Atlanta, 30303, Sept-Oct '11
- ◆ **OCTANE EXPRESS**  
600 Peachtree St SE, Atlanta, 30308, Apr-May '11
- ◆ **PAULEE'S PLACE**  
870 Georgia 92 Ste B, Douglasville, 30134, Apr-May '11
- ◆ **ARDEN'S GARDEN** (6th location)  
Crescent Ave & Peachtree PL, Atlanta, 30309, May '11
- ◆ **WILD HEAVEN CRAFT BEERS** - Avondale Estates  
3648 Sugar Maple St, Decatur, 30034, Apr-May '11
- ◆ **NEW RESTAURANT CONCEPT** (to be named) - Inman  
Park, 1027-29 Edgewood Ave. NE, Atlanta, 30307, May '11
- ◆ **BRICK OVEN BAR & GRILL**  
10800 Haynes Bridge Rd, Alpharetta, 30022, Apr-May '11
- ◆ **SPICED RIGHT BARBECUE**  
3131 Lawrenceville-Suwanee Rd., Suwanee, 30024, May '11
- ◆ **HAUTE DOGGERY**  
664 N Highland Ave NE, Atlanta, 30306, Apr-May '11
- ◆ **MARIETTA PIZZA COMPANY**  
3109 Mary Eliza Trace, Marietta, 30064, Apr-May '11
- ◆ **LAFRUTELLA RESTAURANT** - VA Highland, 701 Highland  
Ave NE, Atlanta, 30312, Apr-May '11
- ◆ **YU-KA JAPANESE RESTAURANT**, 1197 Old Peachtree Rd  
NW - Ste A, Suwanee, 30024, May-Jun '11
- ◆ **GENGHIS GRILL**  
4915 Windward Pkwy W, Alpharetta, 30004, Apr-May '11
- ◆ **MENCHIE'S FROZEN YOGURT**  
196 Alps Rd Ste 7, Athens, 30606, Apr-May '11
- ◆ **MENCHIE'S FROZEN YOGURT**  
4475 Roswell Rd Ste 205, Marietta, 30062, Apr-May '11
- ◆ **MENCHIE'S FROZEN YOGURT**, 2265 Towne Lake Pkwy  
Ste 108 B, Woodstock, 30189, Apr-May '11
- ◆ **THE WRECKING BAR BREWPUB**  
L5P, 292 Moreland Ave NE, Atlanta, 30307, Apr-May '11
- ◆ **BIG APPLE CAFE & CATERING GROUP**  
1355 Peachtree St NE Ste 102, Atlanta, 30309, May '11
- ◆ **EXTREME PITA** (1st Alpharetta location), 7391 North  
Point Pkwy Ste 1420, Alpharetta, 30022, Apr-May '11
- ◆ **LA COLMENA**  
100 Norcross St Ste 100 A, Roswell, 30075, Apr-May '11
- ◆ **POLLO TROPICAL** - Chastain  
4410 Roswell Rd NE, Atlanta, 30342, Apr-May '11
- ◆ **LA PARILLA**  
2945 N Druid Hills Rd NE, Atlanta, 30329, Jun-Jul '11
- ◆ **ANOTHER BROKEN EGG**  
2355 Peachtree Rd NE, Atlanta, 30305, Apr-May '11
- ◆ **BROOKLYN-INSPIRED GASTROPUB** \*to be named\*  
470 Flat Shoals Ave, Atlanta, 30316, Apr-May '11
- ◆ **RAJBHOG CAFE**  
1500 Pleasant Hill Rd Ste 102, Duluth, 30096, Apr-May '11
- ◆ **NEAL'S PLACE**, 3050 Martin Luther King Jr. Dr. Ste X-1,  
Atlanta, 30311, Apr-May '11
- ◆ **FRONTERA MEX MEX GRILL**  
12460 Crabapple Rd, Alpharetta, 30004, Apr-May '11
- ◆ **NEW RESTAURANT** \*to be named\* 4880 Lower Roswell  
Rd Ste 900, Marietta, 30068, Apr-May '11
- ◆ **GRANT PARK TAVERN**  
465 Boulevard, Atlanta, 30312, Apr-May '11
- ◆ **THE HANGER** - Grant Park  
300 Oakland Ave, Atlanta, 30312, Apr-May '11
- ◆ **TWISTED TACO**  
9700 Medlock Bridge Rd, Johns Creek, 30097, Oct-Dec '11
- ◆ **COWBOYS BAR & GRILL**  
116 Exit 90 on Hwy 1, Oak Park, 30436, Apr-May '11
- ◆ **SHIPWRECK BAR & GRILL**  
15 W. Broughton Street, Atlanta, 30309, Apr-May '11
- ◆ **PIG-N-CHIK BARBECUE**  
1815 Briarcliff Rd, Atlanta, 30329, Apr-May '11
- ◆ **SAIGON CAFE**, 5530 Windward Pkwy Ste C 300,  
Alpharetta, 30004, Apr-May '11
- ◆ **ALESSIO'S RESTAURANT AND PIZZERIA** (4th location),  
3775 Windermere Pkwy, Cumming, 30041, Apr-May '11
- ◆ **VIANDE ROUGE**, 9810 Medlock Bridge Rd Ste G  
Johns Creek, 30097, Apr-May '11
- ◆ **FIVE GUYS BURGERS & FRIES**, US Hwy 80 near Islands  
Expressway, Whitmarsh Island, 31410, Oct - Nov 2011
- ◆ **FIVE GUYS BURGERS AND FRIES**  
860 Peachtree St. NE, Atlanta, 30308, Apr-May '11
- ◆ **SHANE'S RIB SHACK**  
2301 College Station Rd Ste A11, Athens, 30605, May '11
- ◆ **SEAFOOD RESTAURANT** (to be named)  
1300 Iris Drive SW, Conyers, 30094, Apr-May '11
- ◆ **HIGHLAND BAKERY**  
3343 Peachtree Rd NE, Atlanta, 30326, Apr-May '11
- ◆ **GENKI NOODLES & SUSHI**, 1040 N. Highland Ave NE,  
Atlanta, 30306-3551, Apr-May '11
- ◆ **WING ZONE TAP & GRILL**  
To come when available, Sandy Springs, Apr-May '11

- ◆ **WING ZONE TAP & GRILL**  
Eisenhower Dr and Waters Ave, Savannah, 31404, May '11
- ◆ **YOGURLAND** (1st Atlanta location)  
1228 W. Paces Ferry Rd NW, Atlanta, 30327, Apr-May '11
- ◆ **STK @ THE LOWES HOTEL**  
1075 Peachtree, Atlanta, 30309, Apr-May '11
- ◆ **GRAVE RESTAURANT & BAKERY**  
To come when available, Atlanta, Apr-May '11
- ◆ **5 NAPKIN BURGER**  
990 Piedmont Ave NE, Atlanta, 30309, May-Jun '11
- ◆ **PARK BENCH**, 34 Irby Ave, Atlanta, 30305, Apr-May '11
- ◆ **OCEAN PRIME**  
3102 Piedmont Rd, Atlanta, 30305, Sept-Oct '11
- ◆ **LONGHORN STEAKHOUSE**  
121 Crown Pointe Parkway, Kingsland, 31548, Apr-May '11
- ◆ **THE FRESH MARKET**  
100 N. Peachtree Pkwy, Peachtree City, 30269, May '11
- ◆ **FESHKI RESTAURANT LA COLMENA**  
100 Norcross St, Roswell, 30075, Apr-May '11
- ◆ **FRESH 'N FIT CUISINE**  
5399 Bells Ferry Rd Ste 103, Acworth, 30102, Apr-May '11
- ◆ **DEZ PERSIAN GRILL**  
7140 Jimmy Carter Blvd, Norcross, 30092, Apr-May '11
- ◆ **PANERA BREAD**  
Buckhead Drive, Statesboro, 30461, Apr-May '11
- ◆ **VERDE TAQUERIA Y CANTINA**  
1193 Collier Rd NE, Atlanta, 30318, Apr-May '11
- ◆ **PIT RESTAURANT & GRILL**  
2200 Powder Springs Rd SW, Marietta, 30064, May '11
- ◆ **CIBO E BEVE**, 4969 Roswell Rd., Atlanta, 30342, May '11
- ◆ **THE BARREL HOUSE RESTAURANT**  
22 5th Street Northwest, Atlanta, 30308, May - July '11
- ◆ **ZAXBY'S CHICKEN** (franchise)  
4380 Roswell Rd, Atlanta, 30342, May - July 2011
- ◆ **STIR CRAZY**  
4330 Peachtree Rd NE, Atlanta, 30319, July - Aug 2011
- ◆ **SOGNO GELATO**  
4330 Peachtree Rd NE, Atlanta, 30319, Apr-May '11
- ◆ **NUEVO LAREDO CANTINA**  
4330 Peachtree Rd NE, Atlanta, 30319, Apr-May '11
- ◆ **THE FLYING BISCUIT CAFE**  
4330 Peachtree Rd NE, Atlanta, 30319, Apr-May '11
- ◆ **BACI RESTAURANT & BAR** by Cafe at Pharr  
705 Town Blvd. Ste 510, Atlanta, 30319, Apr-May '11
- ◆ **CAKES & ALE**  
155 Sycamore St, Decatur, 30030-3338, Apr-May '11
- ◆ **HILL STREET TAVERN**  
349 Decatur, Atlanta, 30312, Summer 2010
- ◆ **BARCELONA WINE BAR & RESTAURANT**  
240 N Highland Ave NE, Atlanta, 30307-5609, Oct '11
- ◆ **THE HAHIRA WINE TASTING ROOM**  
175 North /Exit 29, Hahaira, 31632, Nov '11
- ◆ **THE DAWSONVILLE WINE TASTING ROOM**, off State Rd  
400, N. of I 400 Start Rd 53, Dawsonville, 30534, Dec '11
- ◆ **COLD STONE CREAMERY**  
275 Riverside Parkway, Austell, 30168, Apr-May '11
- ◆ **SMOKEHOUSE RESTAURANT**  
106 Harmony Crossing Ste 1, Eatonton, 31024, May '11
- ◆ **SEÑOR LUIS' GRILL AND CANTINA**  
1140 S Lewis St, Metter, 30439-5135, Apr-May '11
- ◆ **BURRITO GORILLA** - a Chef Driven Burrito Joint, 2100  
Ray Moss Connector, Johns Creek, 30022, Apr-May '11
- ◆ **DAL CUORE ITALIAN RESTAURANT**, 2100 Ray Moss  
Connector, Johns Creek, 30022, Apr-May '11
- ◆ **SIDEBAR120** / sister rest of Recess Southern Gastro  
Pub, 118 Bradford Street, Gainesville, 30501, Apr-May '11
- ◆ **STARS & STRIKES FAMILY ENTERTAINMENT CENTER &  
RESTAURANT**, 1741 Mountain Industrial Blvd  
Stone Mountain, 30083, Jun-Jul '11
- ◆ **STARS & STRIKES FAMILY ENTERTAINMENT CENTER &  
RESTAURANT**, to come, Holly Springs, Jul-Aug '11
- ◆ **THE HILL STREET TAVERN**  
349 Decatur Street Ste 1A, Atlanta, 30312, Apr-May '11
- ◆ **LE'SOUL RESTAURANT & CATERING**, Stone Mountain

## Under New Management

- ◆ **THE ICE HOUSE RESTAURANT**  
271 West Washington Street, Madison, 30650
- ◆ **QUINCY'S FAMILY STEAKHOUSE**  
329 S. Big A Rd, Toccoa, 30577
- ◆ **MONKEY JOE'S**, 665 Duluth Hwy, Lawrenceville, 30045
- ◆ **KIRKWOOD PUB** (re-opening)  
1963 Hosea L Williams Dr, Atlanta, 30317
- ◆ **MAMA MARIA'S ITALIAN GRILL**  
10205 Access Rd, Covington, 30014
- ◆ **THE SANCTUARY NIGHTCLUB**  
3209 Paces Ferry Rd, Atlanta, 30305
- ◆ **TREEHOUSE PUB**, 7 King Circle, Atlanta, 30305
- ◆ **LOCOS GRILL & PUB**, 3167 Peachtree Rd, Atlanta, 30305
- ◆ **CLUB OZONE**, 8185 Old City Pond Rd, Covington, 30014
- ◆ **ASPEN WEST COBB**  
3625 Dallas Hwy Ste 645, Marietta, 30064

Add your restaurant to the New Openings list or subscribe to our New Openings mailing list on our website: [www.trnusa.com](http://www.trnusa.com)



## LowCountry Barbecue: Over 25 years in Georgia

Low Country Barbecue is a leader in the corporate catering industry servicing the entire Atlanta-metro area. "We take great satisfaction in removing the worry and stress from our clients during their important business meetings and outings so that the focus is on doing business, says LowCountry Barbecue founder and President Bennett A. Brown III.

"With over 25 years in the business, we are prepared to offer the most professional approach to making your event a reality. We take our business as serious as we take your business. Let us show you what we can do with your next event, either a luncheon, corporate retreat, employee picnic, business summit or multi-million dollar luncheon. Just like you, we are an Atlanta business and we know what people want to eat: the best food possible. Corporate Catering in Atlanta is in our blood and is something we do well."

*The LowCountry is known for its unique cuisine, thanks to the Gullah way of cooking.*

The LowCountry is known for its unique cuisine, thanks to the Gullah way of cooking. These methods were passed down to the Brown family from an old family friend, "Mose." Mose shared with Brown's Aunt Virginia what is now our 70-year-old vinegar-based sauce recipe. Today, this is the foundation for their famous Carolina style bar-

becue, and its exceptional flavors that make our product truly stand out. Mose's recipes originated in West Africa over 300 years ago, and they have remained synonymous with the LowCountry ever since. Over the years, the Brown family cooked together and perfected what is now some of our secret recipes and techniques.

One summer, when Brown was 11, his father and mother held a party to celebrate the end of summer. They wanted to show their Atlanta friends the real taste of 'Carolina LowCountry cuisine. Brown and his father stayed up all night pit-cooking a whole pig. This night is where Brown learned the secrets and techniques to cooking a whole pig, and what is now the foundation of LowCountry Barbecue. The lucky guests enjoyed the pit-cooked pig and homemade southern sides so much that the event became the "must attend" event of the summer at the Brown's home.

"For over 25 years, we have made it our business to serve the highest quality fresh food to Atlanta-area businesses. Our corporate clients often praise us for our commitment to the success of their event; we pride ourselves on simply being a piece of the puzzle. We want your next corporate outing to be a memorable event, not something that causes you strife and worry. Let us handle the details, you focus your energy on the business of entertaining the people that matter most to your business. Our attention to detail and careful planning will allow your event to be the great success you envision. We specialize in Atlanta corporate catering so that you can recruit, retain and reward employees, potential clients, current customers and the like." 

*LowCountry Barbecue is located at 2000 South Pioneer Dr SE in Smyrna, Georgia. They can be reached at 404.352.1121.*

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## What's Going On from page 2

passed away and Mark and his wife Kitty became the operators. Mark and Kitty added a catering division that today handles around 500 caterings a year based on traditional recipes and the same quality and attention to their customers that made the restaurant successful. In 2006 they developed Jimbo's BBQ internet services to offer their most popular products and recipes. All info can be found at [ww.jimbosbbqsauce.com](http://ww.jimbosbbqsauce.com).



The Dillard Barbecue and Bluegrass Festival will be held this year

**in August on the 5th & 6th in Dillard, Georgia.** The event started in 1997 and has grown to what it is today through the hard work, dedication, and efforts of many volunteers and BBQ enthusiasts from around the country. Each year people come from across the nation to compete in this once a year event, and to listen to real Bluegrass music played by numerous bands from all over, and to savor the mouth watering smells and sights of smoking meats of all kinds. The cooking rigs are a sight to behold, and the vendors serving the many foods and Barbecues are some of the best in the world. For all details call the company at 706.746.2690.



Georgia is know as one of the best southern United States barbecue regions. Each southern regions has it's own sauces and favorite cooking method. Georgia usually has a tomato sometimes sweet sauce that runs from mild to hot. Barbecue restaurants in Georgia have cooking pits. Brunswick stew is a standard side for Georgia barbecue dinners with corn on the cob, cole slaw and corn bread. A tall glass of sweet iced tea adds to the usual ordering. Barbecue pork pulled off the bone by hand is the favorite barbecue sandwich in Georgia. Barbecue restaurants are in almost every town in Georgia with a handful of them being open and in the same family for many years.



◆ According to the research report by RNCOS, "China Fast Food Market Analysis", Chinese fast food industry has experienced fast growth rate compared to other emerging markets. China, being the fourth largest economy of the world, is the third largest country in terms of retail industry. The country's retail sector makes up for over 37% of its GDP, and is projected to expand further with the growth in economy. With the growing retail sec-

tor, rise in middle class population, increasing acceptance of westernization, and emerging disposable income, it is expected that the Chinese fast food industry will grow at a CAGR of around 13% during 2011-2014.



◆ **Kinnikinnick, North America's leading gluten-free baked goods manufacturer, recently launched a food service line of gluten-free, thin**



crust pizza, which debuted at the International Pizza Expo, held in Las Vegas In March. In addition to being gluten-free, the new thin crusts are also free of dairy and nuts, making the product ideal for consumers with special dietary needs. The new thin crusts join the company's current lineup of 10" thick crust family-sized

pizza and personal-sized pizza crusts available on a food service and retail level. Produced in a dedicated gluten-free, wheat-free, peanut-free and tree-nut free facility, the Kinnikinnick Pizza Crusts are safe from cross contamination. According to Paul Antico, founder of AllergyEats, an online guide to allergy-friendly restaurants, there is tremendous spending power in the gluten-free community. He estimates that roughly 9 million food allergic diners can be won over by allergy-friendly restaurants and given that most diners eat out with other people - and the gluten-free diner often dic-

tates where the whole group eats - this number dramatically underestimates the true

economic value of serving the food-allergic population. Based in Edmonton, Canada, Kinnikinnick can be reached at [www.kinnikinnick.com](http://www.kinnikinnick.com).



**The Great American Food Chain, Inc. announced that it has acquired an 80 percent interest in Amici Restaurants of Madison, Georgia.** Amici Restaurants is a 17 year old regional chain of full service family style Italian restaurants. Amici Restaurants owns and operates two restaurants, one in Madison and one in Covington, Georgia. In addition there are four franchise restaurants

See **WHAT'S GOING ON** page 10



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## bd's Mongolian Grill reveals franchise plan

Burnsville, MN – bd's Mongolian Grill, the famous create your own stir fry restaurant where guests “rule the experience,” has announced plans to develop new locations across the United States. Calling for several new locations throughout the Midwest, Mid-Atlantic and Southeast during the coming years, the strategic franchising plan aims to attract experienced restaurant operators who have deep roots in their regions.

Currently expanding in the Tampa area with existing franchisees Darryl or Karen Thomas, will be three to four more restaurant locations opening. In the Jacksonville area up to four new bd's restaurants will be born. Orlando will have between three and four new bd's locations and in Miami up to six will be opening.

The growth strategy will significantly increase bd's Mongolian Grill's operations throughout each region. Currently, the brand's restaurants operate in 13 states, with its most prominent presence in the Midwest.

“As bd's Mongolian Grill expands, it is carving out a new niche in the casual-dining segment. It's a fresh approach to dining that restaurant operators can grab hold of now and grow it in their home markets,” said Tom Ragan, Vice President of Franchising for bd's Mongolian Grill.

“There's nothing else like it and our innovative menu choices and energetic environment have the attention of the next generation of diners.”

Currently, nine new bd's Mongolian Grill restaurants nationwide are in the development phase, with several slated to open in 2011. Once complete, the anticipated bd's Mongolian Grill franchise expansion will infuse many millions of dollars into local economies through investment dollars. Plus, the expected locations together will employ thousands of people.

“We are proud to bring our distinctive and flavorful food -- choice meats and seafood, fresh vegetables, crisp salads, and flavor-packed

sauces and spices prepared by expert grillers on a 600-degree, 7-foot grill -- to the new communities,” Ragan added.

Born out of the ancient Mongolian tradition of “hunt, gather, cook, feast,” bd's Mongolian Grill's unique experience comes from its guests' ability to create their own “feast” and watch it cook before their eyes (Mongolian-style) on a large, flat grill.

*bd's Mongolian Grill  
— where guests  
“rule the experience”  
— first opened in  
1992 in Royal Oak,  
Michigan.*

bd's Mongolian Grill has proven itself to be an attractive opportunity for franchisees and area developers from several other restaurant systems. “We've become a preferred investment for multi-unit and multi-brand franchisees that want to diversify their portfolio,” noted Ragan. “While our recipe for success is deeply rooted in food quality and innovative store design, it is our proven operational processes and systems that make bd's Mongolian Grill such an attractive franchise opportunity.”

bd's Mongolian Grill — where guests “rule the experience” — first opened in 1992 in Royal Oak, Michigan. bd's unique fun comes from its guests' ability to create their own “feast” from a variety of choice meats and seafood, fresh veggies and flavor-packed sauces, freshly cooked (Mongolian-style) on a large, flat top grill. The chain has grown to 35 restaurants. Thirty-four locations are based domestically in 13 states, including 15 company-owned and 20 franchise restaurants. There is one franchise location in Ulaanbaatar, Mongolia. **TR**

For more detailed information, visit [bd's Mongolian Grill at www.bomongo.com](http://bd'sMongolianGrill.com).

## What's Going On from page 8

located in Athens, Augusta, Milledgeville, and Lake Oconee, and a partnership restaurant in Monroe, Georgia. Amici's founder Chris Torino will remain with the company and assume the position of VP of Brand Innovation. Mike Torino will hold the position of VP of Brand Development and will serve as a member of the Board of Directors of The Great American Food Chain, Inc.



Great Recession, restaurant spending has increased about 5%. “Restaurant spending is on a modest yet sustainable growth path. Consumers are re-integrating eating out into their lifestyles,” said Todd Hooper, retail and restaurant industry strategist. “While our consumer tracking indicates that consumer intention to spend at restaurants may falter in the first quarter, restaurants should be planning for overall growth in 2011.”

American Pride Seafood's is once again recognized as a top quality supplier of Alaskan Seafood at the 2011 Symphony of Seafood. Their Potato Crusted Cod received the Silver medal in the foodservice category – moist and flaky white cod with real potato in a crunchy crust. New Blackened Seafood by American Pride Seafood's also took the Bronze medal in the foodservice category with its premium white fish and authentic blend of spices delivering a traditional eating experience that's easy to prepare. These products join the ranks of past American Pride Seafoods winners including last year's Silver and Bronze award winners in Foodservice – Zesty Lemon

Flounder and Kickin' Buffalo Panko Sliders. American Pride Seafoods is proud to support Alaskan Seafood and the Symphony of Seafood. American Pride Seafoods LLC (APS) is located directly on the harbor in New Bedford, MA. APS produces a wide range of premium natural raw and prepared finfish and shellfish seafood products for Foodservice, Retail and Industrial segments. For more info visit them online at [www.americanpridefoods.com](http://www.americanpridefoods.com).

Cafe Enterprises Inc. introduced **FATZ®**, a contemporary, casual restaurant concept formerly known as Fatz Cafe, with 47 restaurants in the Carolinas, Georgia, Tennessee and Virginia. The new brand and logo represent FATZ®'s message to evolve and stay current for its guests while continuing to provide quality food in an environment. Fatz Cafe started with humble beginnings in 1988, in Spartanburg, SC, and spread from one peach shed to many locations across the Southeast. Today, FATZ® still believes in the same ideals that originated in that fruit stand 22 years ago and strives to deliver warm, friendly service with housemade, quality ingredients to create a “home away from home” for every guest that walks through the door.

With consumer intentions to spend on the rise, restaurant sales should continue their seven-month climb through March, according to **Kurt Salmon's proprietary analysis**. From October 2009, when consumers spent the least on dining out since before the

# FATZ

Beanstalk Loyalty has announced patent pending technology creating the first loyalty platform to deliver the long sought after integration between the point-of-sale (POS) terminal and social media such as Facebook. “Our unique integration with Facebook enables retail stores and restaurants — with their customers' permission given during loyalty registration — to check them into Facebook Places, post on their wall and potentially influence their Facebook friends while at the same time leveraging the POS

information to influence their behavior,” said Gilbert Bailey, Vice President of Marketing & Business Development for Beanstalk Data. For more detailed information visit [www.beanstalkloyalty.com](http://www.beanstalkloyalty.com).

The food truck phenomena is growing at a rapid pace each day as new restaurateurs join the thousands of gourmet food trucks already on the road. Food trucks have become gathering spots for the local community as well as a place where diners can get restaurant quality meals at a fraction of the cost. Hanging out at food trucks with a rock n' roll or exotic location theme and enjoying multimedia entertainment



along with great food are all part of the food truck experience. Mobile food trucks offer a variety of cuisine ranging from Korean, Thai, Moroccan, Japanese, Italian, Chinese, or Indian to American favorites like burgers, fried chicken, waffles, grilled cheese and virtually any sandwich or dessert item you can imagine. Regional favorites like Philly Cheese Steak, Chicago Italian Beef, and Cajun Creole are also part of the vast selection available. Contact Alex Katz at [www.foodtruck-deals.com](http://www.foodtruck-deals.com) for more information.

Riedel Crystal, the 300 year old European brand credited with revolutionizing glassware for the enjoyment of wine, officially announced the launch of [www.Restaurant.Riedel.com](http://www.Restaurant.Riedel.com), a website designed to connect the hospitali-

See **WHAT'S GOING ON** page 15

**5. Decide what makes your restaurant unique.**

Pull out those initial notes of your dream restaurant and compare with the notes you've taken about your competitors. You're on the hunt to find the unique offering your restaurant will provide that will draw people in. Here are some questions to get you started:

- ◆ What type of BBQ will you serve?
- ◆ What's your specialty?
- ◆ What sides will you offer?
- ◆ How big will your menu be?
- ◆ Will you offer entrees other than BBQ?
- ◆ What will be the price range of your menu?
- ◆ Where will you get food supplies?
- ◆ Who will want to eat in your restaurant?
- ◆ Will your restaurant have a theme?
- ◆ What kind of decor will your restaurant have?
- ◆ Will your restaurant be family-friendly?
- ◆ Will your restaurant have entertainment?

**6. Identify your best customers.**

From what you've decided about your restaurant's unique offering you can figure out who will be most attracted to your restaurant. For example, if you're going to have a casual, kid-friendly space, then young families will be among your best customers. Perhaps you're going more upscale, with a swank atmosphere and gourmet offerings; you'll be looking at a different set of customers. A hip BBQ joint with live entertainment will draw in students and singles.

**7. Find a location.**

Or find several possible locations. Search in areas based on the customers you're most likely to attract; if you're going to be family-friendly, then look at the shopping centers, strip malls, and other places in the area where young families go to shop and find entertainment. An urban area offers a totally different set of possibilities than a rural area. You'll need to look for possible locations based on the type of restaurant you want to open, the type of customers you hope to attract, and your building budget.

**8. Figure out financing.**

Once you have some numbers on how much it will cost to purchase, rent, and/or remodel your location, you can come up with definite figures for how much start-up capital you will need. Don't forget the cost of all the kitchen equipment, food inventory, and restaurant supplies. Think about how much you plan to pay the staff, from managers to busboys. Once you have a definite idea of how much money you need, you can pursue your financing options. You might be in a position to finance the restaurant yourself, or you might need to seek investors. Either way, having a definite amount is very important.

**9. Create a social networking strategy.**

Social networking has changed the face of marketing, and for most small businesses - such as BBQ restaurants - this is great news. No longer do you have to pay hundreds of dollars to get an advertisement in the local paper, on the radio station, or in another media venue. Instead, you can set up your website and Facebook page, then start spending a little money on very targeted advertising and spend time, not money, on networking via social media. So take some time as you get set up to do a little research into the options for social networking, decide if you'll need to spend money on a website or build your own, and figure out what your strategy will be for connecting with customers online.

**10. Set up shop.**

The fun part, finally: purchasing the equipment for your new restaurant, installing seating and decor, putting your unique twist on your new BBQ restaurant and then stocking up on food inventory. You'll also need to advertise for and hire enough staff members to run your restaurant efficiently. Give yourself a time line to follow, a count down to opening day, and spend the time setting up the restaurant, training the staff, getting the word out, and dealing with last-minute details. When the big day comes, you'll be ready. 

*Annie Mueller works at the intersection of small business and writing, producing content to help small businesses succeed. You can find her - and lots of small business resources - online at [www.anniemueller.com](http://www.anniemueller.com), or follow her on Twitter: @AnnieMueller.*

# Under the Toque

## Chef Olivier Gaupin



Loew's Atlanta Hotel ♦ Atlanta

Chef Olivier Gaupin joins the Loews Atlanta Hotel opening April 1, 2010 as Executive Chef overseeing the hotel's signature restaurant eleven, Bar eleven, banquet services and catering. Gaupin's passion for simple, sophisticated and creative fare bring to life eleven's Southern-styled cuisine with a Mediterranean twist. The foundation for eleven's cuisine is regionally-focused dishes prepared in a Mediterranean style with an emphasis on natural ingredients, providing a brilliantly-eclectic marriage of traditional southern flavors and uniquely European ingredients.



Chef Olivier Gaupin

From an early age, Chef Olivier Gaupin developed a passion for fine food and wine and followed in the footsteps of his uncle to pursue a career in the culinary field. A native of Orleans, France, Gaupin visited the United States for what was planned to be a three-week vacation and he has now been sharing his culinary talents in the states for over 16 years.

Prior to joining the Loews Atlanta team, Gaupin worked in Florida from 2001 to 2010, where he served as executive chef at the Watersound Beach and Resort, Water Color Inn and Resort, and Alys Beach Resort. As executive chef and director of food and beverage, Chef Gaupin directly managed all aspects of the resorts' food and beverage outlets.

Upon permanently relocating to the United States in 1994, Chef Olivier was named executive sous chef at Provence Restaurant in Washington, D.C. until 1996. Gaupin continued his work in hotels and resorts as the Dining Room Chef for the Pfister Hotel Milwaukee, Ritz Carlton Hotel Atlanta and Ritz Carlton Hotel St. Louis.

A 1989 culinary graduate of France's CFA Charles Peguy School, Gaupin has shared his talents in some of France's most prestigious dining outlets. Shortly after completing his program, Gaupin served as chef de partie of the Michelin-rated Hotel Negresco in Nice, France. His

*From an early age, Chef Olivier Gaupin developed a passion for fine food and wine...*

time in France was followed by a stint as a private chef on a yacht that travelled throughout the Mediterranean Sea as well as the distinguished role of head chef for the private residence of the Defense Minister in Paris. Gaupin then began gaining experience in hotels with his position as chef de partie at the famed Hotel Stuva Colani in St. Moritz, Switzerland. 

*For more info, contact Mary Reynolds or Kelly Norris at The Reynolds Group, Inc., by phone at 404.888.9348, toll free: 877.231.1568 Email [mary@thereynoldsgroupinc.com](mailto:mary@thereynoldsgroupinc.com) or [kelly@thereynoldsgroupinc.com](mailto:kelly@thereynoldsgroupinc.com).*

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## Calendar Events

Upcoming industry affairs

MON  
1

Send your Calendar Event info to Today's Restaurant!

### May

#### 1 ♦ 18th Annual Taste of Marietta

Marietta, GA ♦ 404.388.6975 ♦ www.tasteofmarietta.com

#### 7 ♦ 3rd Annual Wurstfest

Helen Festhalle ♦ 1074 Edelweiss St ♦ Helen, GA ♦ 706.878.1908

#### 13-14 ♦ 6th Annual Boss Hogg Cook Off

Mr. Golf Carts Warehouse & Distribution Center ♦ Waynesboro, GA ♦ 706 554-8100

#### 19-21 ♦ First Annual Atlanta Food & Wine Festival

Another festival joins the Downtown Restaurant Week ♦ 186 Carroll Street, SE Suite C ♦ Atlanta, GA ♦ 404.474.7330 ♦ info@atlfoodandwinefestival.com

#### 22-24 ♦ National Restaurant Show (NRA)

McCormick Place ♦ Chicago, IL ♦ 312.853.2525

### June

#### 4-5 ♦ 10th Annual Georgia Wine Country Festival

Three Sisters Vineyards ♦ 706.865.9463 ♦ 439 Vineyard Way ♦ Dahlonega, GA

### July

#### 10-12 ♦ Fancy Food Show

Washington, DC ♦ www.fancyfoodshows.com

### August

#### 5-6 ♦ The Dillard Barbecue and Bluegrass Festival

Dillard, GA ♦ 706.746.2690

# What's Going On from page 8

ty industry with Riedel's sales force worldwide. Expectations for a memorable hospitality experience at restaurants, bars and hotels are on the rise, and advancements in Riedel's manufacturing have made it possible to offer attractive prices for restaurant-grade glasses, says the company. "We created the Riedel Restaurant website as a service to our partners in the restaurant and hospitality industries, to answer their demand for varietal-specific glassware that enhances the entire customer dining experience," explains Maximilian J Riedel, 11th-generation head of Riedel Crystal.

◆◆◆◆◆  
Packaged in a 1.5 oz. pre-measured packet, **new Oil Eater Floor Cleaner** simplifies the task of cleaning floors and walls in industrial and commercial facilities and costs pennies per use. The pre-measured packets help maintain proper dilution and control wasteful overuse. The highly concentrated cleaner can be used in a mop bucket or floor scrubber. A packet produces 2.5 gallons of cleaner that quickly dissolves grease, oil and fats. Additional packets may be used for larger areas. The eco-friendly product is biodegradable, non-corrosive, non-toxic and non-flammable. It contains no acids, abrasives or petroleum solvents. The product is available in a case pack containing 100 packets as well as in 100 lb. kegs. Packaging features bilingual instructions. For further info visit [www.oileater.com](http://www.oileater.com) or call 800.528.0334.



◆ South-Tek Systems, a Leading Designer and Manufacturer of Nitrogen Generation Technology, is now offering the **BeerBlast® Plus**, their second generation Mixed Gas Dispense System. The BeerBlast® Plus generates its own beverage grade Nitrogen onsite and blends it with CO2 to provide a very pure, cost effective, accurate blend of Beer Gas. This new system maintains

the same high quality standard of its predecessor while offering a variety of reliability and performance improvements as well as decreased install and life cycle costs. The BeerBlast® Plus Series is available in four models; S-200P, S-400P, S-600P and the S-800P the range of models are sized to handle the low volume draft beer serving establishment right on up to the large, mega sports bars. For all details call 888.526.6284.

◆◆◆◆◆  
Inspired by the growing demand for global flavors and cuisines, **Grecian Delight Foods** has brought together their line of flatbreads under a new One Republic™ Flatbreads brand for foodservice. The line of 16 SKUs is now available for distribution nationally, following a more limited introductory period. The One Republic™ Flatbreads line reflects Grecian Delight Foods' rich Mediterranean history and renowned flatbread expertise. The new line provides a versatile platform for a wide

variety of menu options for all day parts. One Republic™ Flatbreads have particular appeal to quick service restaurants (QSR) and casual dining (CD) outlets. The culinary team at Grecian Delight Foods has developed dozens of creative recipe innovations for the One Republic™ products sure to appeal to restaurant and other food-service outlets and their customers. From pizzas and po-boys on the new mini flatbreads, to Italian paninis, Lavash blintzes, spicy beef wraps, and chicken naanwiches — there are recipe concepts that appeal to every taste.



For more information you can visit them at [www.greciandelight.com](http://www.greciandelight.com).

◆◆◆◆◆  
**Today's Restaurant** invites you to submit information for the What's Going On column. Please fax, mail or e-mail your story to us. Try and keep the word count between 25-75 words. Get free publicity for your company! And don't forget to visit our web site at [www.trnusa.com](http://www.trnusa.com) where you can find news articles from all our editions, internet exclusive information, downloadable pdf editions, subscription sign-up forms, Today's Restaurant Business Network information and much more. We're continually updating the website, so check back often!

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