

IN THIS ISSUE

WHAT'S GOING ON	2 & 40
DIRECTORY OF ADVERTISERS	4
CALENDAR OF EVENTS	6
NEW OPENINGS	9
FLORIDA RESTAURANT SHOW MAP	11
RVA DIRECTORY	18
BUSINESS CARD CENTER	22
CLASSIFIED ADS	41

STOP BY OUR BOOTH AT THE SHOW & SIGN UP TO...



WIN THIS WINE SAVER PRO!
SEE PAGE 11 FOR DETAILS!

*****AUTO**SCH 5-DIGIT 34116
FRESH POINT
FRANCIS ROY 13527
1532 PACAYA CV
NAPLES FL 34119-3367

PSRST STD
US POSTAGE
PAID
WEST PALM BEACH, FL
PERMIT NO. 4595

SPECIAL FLORIDA RESTAURANT SHOW ISSUE

Today's Restaurant News

FLORIDA'S FOODSERVICE NEWSPAPER

VOL. 11 NO. 8 Serving Restaurants, Hotels, Hospitals, Schools, Cruise Ships, Taverns, and Supporting Services in the Florida Area \$3.00 AUGUST 2007

Today's Restaurant News • P.O. Box 970182 • Boca Raton, FL 33497-0182 • Howard@TRNUSA.com • www.TRNUSA.com

Foodservice Industry Preps for Fla Restaurant & Lodging Show

Norwalk, CT — The Florida Restaurant & Lodging Show will once again take place at the Orange County Convention Center in Orlando, Florida from September 7-9, 2007. Every segment of the foodservice industry is expected to attend, from fine dining establishments to franchises and everything in between. The lodging arena, national hotel chains, regional operators and privately managed inns will participate. The Show will welcome over 14,000 attendees and showcase approximately 550 exhibiting companies spanning nearly 100,000 square feet.

This year's Show will launch several new and exciting features - making it the "must attend" event for

the Southeast restaurant & lodging industry. One of the newest highlights is the launch of the Ferdinand Metz Foodservice Forum with industry experts handpicked by Ferdinand Metz, Master Chef and head of the Culinary Institute of America for more than 20 years. These sessions will give restaurant owners the keys to all aspects of a successful foodservice business, help uncover hot new trends, increase revenue, loyalty and operational excellence, lower costs, minimize turnover while building winning teams, deliver optimal customer experience, enhance menu, cuisine and profits, minimize risk and legal issues and boost beverage earnings.



Master Chef Ferdinand Metz

optimal customer experience, enhance menu, cuisine and profits, minimize risk and legal issues and boost beverage earnings.

"In addition to the Ferdinand Metz Foodservice Forum there will be many other exciting events taking place including, PMQ's Orlando Pizza Show, Innovative New Product Gallery, Consultant Services Center, featuring FCSI Consultants, World Class Culinary Competitions, Chef's Table Luncheons, FRLA Events, and the Ultimate Barista Challenge@USA," said Ron Mathews, Event Director for Reed Exhibitions, producers of the Show. "We hope that attendees will take advantage of all these networking events that can certainly provide terrific business ideas."

Back by popular demand, the Florida Restaurant & Lodging Show will once again host PMQ Magazine's Orlando Pizza Show. The Orlando Pizza Show will serve as the showcase for pizza-related products and services, attracting owners, operators and managers of pizzerias and other restaurant professionals with a significant pizza component from

Continued on page 10



West Coast Target For UFood Grill

Boston, MA — A new fast-casual restaurant concept launching in the Boston area and beyond, is UFood Grill. With seven locations scheduled to open in the Boston area throughout August of 2007, UFood Grill is now setting it's sights on Florida.

UFood Grill is now providing consumers in and around Naples with a convenient spot for great food with lots of flavor, fun, and variety. The brainchild of Boston Market founder, George Naddaff, UFood Grill represents, "the next generation of fast food." Mark Messina, the local Naples franchisee for the location at Immokalee and Airport Road at the new Piper's Crossing plaza, opened his doors on June 4.

Messina, who is a seasoned restaurant operator, explains, "I've always wanted to open my own restaurant and I knew the second I discovered this concept that it was something I wanted to do. Adults will love it, kids will crave it, and vegetarians will flock to it. Anyone who cares about the quality of the food they eat will finally have a restaurant that caters to them." Messina's 32-seat location features

Continued on page 26

Dagwood's Grows in the Panhandle

Clearwater, FL - The area's first Dagwood's Sandwich Shoppes, a fast casual dining experience opened July 19, at 3715 Gulf Breeze Parkway in the Marketplace at Tiger Point shopping center. The Gulf Breeze Shoppe will be the fourth for Dagwood's rapidly growing chain, inspired by the signature sandwich introduced 70 years ago by the beloved comic strip character, Dagwood Bumstead. Dagwood's Executive Chef,



Emeril Lagasse-trained Geoffrey Rhodes, along with Blondie creator Dean Young have created what the chain believes are "the greatest sandwiches on the planet." In addition to the namesake "Dagwood" sandwich, guests may select from a variety of Signature Sandwiches including the Cuban, New Orleans Roast Beef Po-Boy, Chicken Curry Swirl and a variety of wraps, salads, soups and desserts. Everything on Dagwood's menu is made with the highest quality ingredients and according to authentic recipes, designed to appeal to discerning baby boomer palates.

The Clearwater, Florida based franchise is the brainchild of Dean Young and Lamar Berry, a 30-year marketing executive in the restaurant and franchising industry.

Lance Harris, Dagwood's Sandwich Shoppes Market Partner, is at the helm of the area's first Shoppe as well as ongoing franchise development. As Market Partner, Harris holds the exclusive franchise rights to develop and open 43 Shoppes across southern Alabama and the Florida panhandle over the next five years. The Gulf Breeze Shoppe will serve as the training Shoppe for all area franchisees.

In Dagwood's business model the Market Partner will build and operate one store which will be

Continued on page 22

West Coast UFood Grill

Continued from page 1

amenities such as free wireless internet access, two flat screen televisions, and outdoor seating.

Today's consumers know what they want — great tasting food made fresh in a comfortable, visually-appealing environment. They want speedy service, completely customizable offerings, and the same superior quality ingredients they have come to expect at full-service restaurants and their local market. Most of all, people want to feel good about the food going into their body. They want fast food, not junk food.

The UFood Grill launch culminates a three-year development program from an all-

star team of restaurant veterans.

They began by tapping former Ritz-

Carlton Executive Chef, Efreem Cutler, to develop a menu filled with American favorites and innovative originals. UFood Grill takes a back-to-basics approach to tasty, healthful cooking, where everything served is high quality — from choice meats to natural and organic ingredients, fresh produce, whole grains, and light cheeses and dressings.

"I have never seen such a well-timed concept. The UFood approach has never been more relevant given the national desire for more evolved fast food options," said Eric Spitz, President and Co-CEO. "We have created something that appeals to a very broad range of consumers. Adults will love it, kids will crave it, and vegetarians will flock to it. Anyone who cares about the quality of the food they eat will finally have a restaurant that caters to them."

UFood's menu categories include: Burgers, Signature Sandwiches, UBowls™, Wraps, Grilled Entrees, Specialty Salads, Chili, Sides, Smoothies™, and High Protein Prolattas™. Every dish is baked, grilled or steamed. Nothing in the restaurant is fried. And because healthy means different things to different people, guests are encouraged to customize their meals to their tastes.

Unlike most fast casual establishments that see the majority of their business during the lunch hour, dinner

makes up 50% of UFood Grill's business thanks to entrees like 100 USDA Choice Fire-Grilled Sirloin Tips with Sweet Potato Mash, Spicy Black Beans, and Whole-Grain Brown Rice. Meals are served on real plate with real cutlery.

UFood Grill was conceived in Boston, where it had a following under the name KnowFat! Lifestyle Grille. The UFood Grill name was recently created to make the concept accessible to patrons across the country, beginning with the first new store that just opened in Naples, Florida. The company has begun a rapid expansion effort that will bring franchise units in Sacramento, San Jose, Phoenix, Houston, and Miami before the end of the year as well.

several new stores in the Boston area. By the end of August 200

there will be nine UFood Grill locations with 75 additional franchise units awaiting development.

The launch of UFood Grill will be marked by appearances by one of its largest shareholders, George Foreman. Mr. Foreman has joined the company as a spokesman, and he will be assisting in overall company awareness. His first goal will be to introduce the concept to prospective franchisees across the country as well as being the ambassador for UFood Grill to the large community.

UFood Grill takes a back-to-basics approach to tasty, healthful cooking, where everything served is high quality. With a broad menu that includes Burgers, Signature Sandwiches, UBowls™, Wrap Grilled Entrees, Specialty Salad Chili, Sides, Smoothies™, and High Protein Prolattas™, UFood Grill encourages guests to make dining choices that work for their life and the way they like to eat. UFood Grill has been presenting top quality food choices and nutritional products since 1996. The UFood Franchise Company was founded by entrepreneur Eric Spitz and George Naddaff, best known for his role as founder of Boston Chicken (now Boston Market), Living and Learning Schools, and Mulberry Childcare Centers.



UFood Grill™
feel great. eat smart.

