

Planned markets for 2004 include: Clive, IA; Albuquerque, NM; El Paso, TX; Gilbert, AZ; Colorado Springs, CO; and Bellingham, WA.

U.S. outlets are slightly smaller than Canadian stores and average 5,600 sq.ft. versus 7,000 sq.ft. Boston's Gourmet units differentiate themselves with a sports bar atmosphere. Integral to the ambience is the sports theme customized to individual markets with banners and memorabilia of favorite teams. Further, big screen televisions create an energized setting for families, sports enthusiasts and team members. As sports trends change and grow, the bar's atmosphere is continuously updated, highlighting popular new sports and displaying newly acquired memorabilia.

Key management includes founder Jim Treviling and George Melville. Treviling also serves as chief executive officer. Checks average approximately \$12.

Concepts In Action

The Loop Pizza Grill

One San Jose Place, Suite 1

Jacksonville, FL 32257

904/268-2609; Fax: 904/268-5809

www.looppizzagrill.com

Number of Units: 23

Parent: The Loop Restaurant Group

(Privately held)

Despite its name, The Loop Pizza Grill serves a wide array of offerings. The fast-casual Loop delivers a menu that is at once classic and diverse, indulgent, yet healthy. All food is hand-prepared by chefs, from cutting fresh herbs to hand-forming burger patties. Served along with hand-dipped milkshakes and a large selection of beers and wines, highlights include:

- Specialty Pizzas
- Gourmet Salads
- Burgers and Sandwiches

Inside the Menu

The heart of the Loop menu is its Chicago-style pizza, complete with thick deep-dish crust and more than 15 fresh toppings, including artichoke hearts, jalapenos, smoked bacon and calamata olives. The Loop's create-your-own pizzas are served on either thick or thin crust and topped with marinara and four different cheeses. They range in size from 8 inches for individual-sized pizzas to 16 inches. Prices run from \$3.69-\$18.99. The most popular are its specialty California-style pizzas, served on thin crust and topped with four cheeses. They include:

- *Sausage and Goat Cheese*—with pesto, and sun-dried and Roma tomatoes (individual 8-in., \$5.49; medium 12-in., \$9.99; large 16-in., \$15.99)
- *Spicy Cilantro Chicken*—with pesto, caramelized onions, roasted garlic, roasted red peppers, tomatoes and jalapenos (individual 8-in., \$5.49; medium 12-in., \$9.99; large 16-in., \$15.99)
- *Artichoke and Smoked Bacon*—with roasted garlic, pesto, calamata olives, tomatoes and mushrooms (individual 8-in., \$5.49; medium 12-in., \$9.99; large 16-in., \$15.99)
- *Pizza Bianco*—seasoned ricotta cheese with garlic and sautéed spinach (individual 8-in., \$5.29; medium 12-in., \$9.79; large 16-in., \$15.79)

Gourmet Salads

For those looking for more than pizza, the Loop serves a variety of gourmet entrée-sized salads made with fresh vegetables and served with fresh-baked croutons or, for \$1.29 more, fresh-baked focaccia. It offers over 10 different selections of salad dressings, several of which are low-fat. Popular salads include:

- *Gorgonzola Walnut*—mixed seasonal greens, roma and sun-dried tomatoes, walnuts and Gorgonzola cheese tossed in balsamic vinaigrette (\$6.29)
- *Crunchy Broccoli*—romaine lettuce, toasted walnuts, roma tomatoes and crispy oriental noodles tossed in sweet red wine vinaigrette (\$6.29)
- *Greek*—mixed seasonal greens, feta cheese, tomato, pepperoncini and calamata olives tossed in balsamic vinaigrette (\$6.29)

Customers can add chicken (\$2), tuna (\$2.50), salmon (\$3.50) or grouper (\$3.50) to any meatless salad. Several salads can be served inside tortilla wraps, as well. Soups are available for \$1.99–\$3.39. They include the soup of the day, tomato bisque and chili with Cheddar and onions.

Burgers and Sandwiches

The Loop also features a varied burger and sandwich menu. Its 7-oz. burgers are hand-pattied fresh and grilled to order for \$5.29. They can be served plain or topped with a choice of Cheddar, Swiss or bleu cheeses, and lettuce, tomato, onion and mayonnaise. Mushrooms or smoked bacon can be added for 79¢. A diverse selection of popular sandwiches, topped with lettuce, tomato and onion, is also available. Served with a choice of steak fries, homemade seasoned chips or pasta salad, they include:

- *Grilled Tuna*—yellowfin tuna with lemon dill mayonnaise (\$6.79)
- *Portabello Mushroom*—with grilled onions, roasted garlic mayonnaise and Monterey Jack cheese (\$6.99)
- *Cajun Chicken*—spicy chicken with Monterey Jack cheese and honey Dijon (\$6.49)
- *Grilled Vegetable*—with portabello mushroom, zucchini, roasted red peppers, grilled onions, balsamic dressing and herbed goat cheese (\$6.99)

Guests looking for something sweet can order from the Loop's dessert menu. It features an ice cream sundae (\$2.50) or a selection of hand-dipped milkshakes and malts that come in vanilla, chocolate or strawberry (\$3.49). Oreo or Butterfinger varieties are also available (\$3.69).

Company Characteristics

Named for Chicago's bustling financial district, The Loop Pizza Grill is a long way from the Windy City. Husband and wife Mike and Terry Schneider opened their first Loop in Jacksonville, FL, in 1981. They envisioned an inviting, casual restaurant where they could get all their favorite foods, but fast and at a reasonable price, and without the hassle of tipping. And so the Loop—a mix of fast-food and casual and upscale dining—was born. There are 23 Loops located in Florida, Georgia, North Carolina and Alabama. The company recently signed a franchise agreement to open 25 more units in the Atlanta area over the next 10 years and plans to open double that throughout the Southeast in the next few years.

The typical Loop unit is 3,500–4,500 sq.ft. and seats 120–150 patrons, though each restaurant has its own unique feel. Co-founder Terry Schneider, a trained artist, meets with franchisees to develop a unique décor that is meaningful to the owners. Orders are placed at a counter, but food is served on china and glassware amid indirect lighting and upscale furnishings. The original location combines mosaic tile floors with funky wallpaper, light fixtures and upholstered booths to create a fun and inviting atmosphere. Many units also feature original artwork.

Loop restaurants are mostly located in areas with a population of at least 50,000 within a three-mile radius. Though open for dinner, the concept caters largely to a daytime crowd of white-collar professionals and service workers, typically with middle-to-upper level incomes.

Takeout makes up 25% of overall sales, or as much as 35% during lunchtime. Average unit volumes are \$1.1 million while the range of annual systemwide sales is \$700,000-\$1.5 million. Checks average \$8. Key management are Mike Schneider, president; Terry Schneider, founder; J. Mark Starbuck, vice president, operations; and Cathy Manzon, director of marketing.

Concept Field Report

San Francisco Oven

8803 Brecksville Road
 Brecksville, OH 44141
 440/922-0306; Fax: 440/546-1145
 www.sanfranciscooven.com
 Number of Units: 2
 Parent: San Francisco Oven
 (Privately held)

San Francisco Oven distinguishes itself from others in the quick-casual segment by showcasing the culinary traditions and ambience of the Bay Area. The San Francisco Oven concept was born from founders Matt Harper and Eddie Cerino's trips to San Francisco, which they saw as having a culinary tradition of internationalism that embraces history, culture and ingredients from all over the world. San Francisco Oven tries to capture that tradition in its own menu by offering its customers "A Taste of the Bay Area." Offerings include:

- Brick Oven Pizzas
- Hot and Cold Sandwiches
- Fresh Soups and Salads

Inside the Menu

San Francisco Oven's signature item is its made-to-order pizza. Called Pizza Napoletana, it's modeled after authentic Italian pizza that originated 200 years ago in Naples. The crust is soft and thin, covered in homemade sauce, fresh toppings and cheese before it is baked inside a hot brick oven. Pizzas are 7 inches (\$4.95, plus 50¢ for each additional topping), which serves one, or 14 inches (\$11.50, plus \$1.50 for each additional topping), which translates into 10 slices. Customers can choose from three sauces—a San Marzano red sauce with sweet imported Italian tomatoes and fresh herbs; a Sonoma Valley white sauce with roasted garlic, butter, olive oil, basil and California white wine; and basil pesto sauce, a blend of olive oil, basil and pine nuts. Customers can also customize their pizzas with 15 different toppings, including tri-colored peppers, scallions and broccoli. Specialty pizzas are also offered. At \$5.95 for a 7-in., and \$13.95 for a 10-in., its "Bay Area Favorites" include:

- *California BBQ Chicken*—sweet smoked barbecue sauce topped with chicken, red onion, cilantro and smoked Gouda cheese
- *Golden Gate Sausage and Artichoke*—San Marzano red sauce topped with artichokes, Italian sausage, red peppers and mozzarella and Romano cheeses
- *Sausalito Chicken and Pesto*—basil pesto sauce topped with grilled chicken, tri-colored peppers, scallions and mozzarella and Romano cheeses
- *Coastline Caesar*—creamy Caesar dressing topped with spinach, Roma tomatoes, Parmesan and mozzarella cheese

For guests looking for something other than pizza, San Francisco Oven offers several savory Italian dinners. Its Napa Valley Chicken and Spinach Lasagna (\$8.95) features tender chicken poached in red wine, with spinach, tomato sauce, and ricotta, mozzarella and Provolone cheeses layered in pasta noodles. Pizzas and dinners are also available unbaked for guests to take and bake at home.