

B Food Service Report

GRIFFIN PUBLISHING CO.

January 2011 • Volume 45 No. 01

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A New Concept: A Ground Round Sports Grille In An Airport Or Bowling Alley

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FOOD NEWS

B CALIF. FIRM PREPARES TO BUY BACK BAY RESTAURANT GROUP

West Coast based Tavistock Restaurants LLC is on its way to purchasing the Back Bay Restaurant Group, which includes such Boston iconic brands as Abe & Louies, Papa Razzi, and Joe's American Bar and Grill. In all, there are 33 restaurants under six brands in eight states.

The proposed sale is scheduled to close in late February. Back Bay founder Charles Sarkis said in published reports that Tavistock is most in line with the company's core values of providing quality food and excellent hospitality. Mr. Sarkis, who founded the restaurant in 1963, said Tavistock plans to retain current employees. Mr. Sarkis has continued to run the company despite a battle with brain cancer.

Tavistock is the operator of a number of restaurant concepts such as Napa Valley Grille, Blackhawk Grille, Clirnia Café, and the Freebirds World Burrito chain. Last year, Tavistock made an

Muscle Maker Grill Focuses On Fast & Healthy Foods



BY MIKE BERGER

The name sounds like a restaurant that would appeal to the fitness crowd. There is a rapidly growing restaurant franchise, "Muscle Maker Grill," that is a fast dining option whose culinary niche is to serve fresh prepared meals with healthy eating in mind.

Founded 15 years ago by fitness enthusiast Rod Silva, the restaurant offers patrons a nutritious alternative to fast food. It has a diverse menu of pro-

proprietary recipes designed to help guests maintain a healthy lifestyle without sacrificing taste and flavor.

According to Mr. Silva, the idea behind Muscle Maker Grill is to offer satisfying meal options that taste great and that allow people to enjoy the foods they love while eating healthy. The menu features lean protein-based dishes including chicken, seafood, pasta, burgers, wraps and entrée salads. There is also a wide selection of protein shakes

and supplements.

The first restaurant was founded 15 years ago in Colonia, N.J., by Mr. Silva. "A fad diet is simply a quick, temporary fix," said Mr. Silva. "At our restaurants, we strive to change people's eating habits for life. By offering delicious and satisfying meal options, people can enjoy the foods they love while eating healthy."

Mr. Silva was asked what sets Muscle Maker Grill apart from other restau-

rants that claim healthier options. He said, "Unlike many restaurants that make healthy claims, Muscle Maker Grills does not sacrifice taste to serve healthy options. We pride ourselves on creating healthier versions of your favorite foods that taste great, making it easy and enjoyable to eat healthy. We cater to all different types of healthy-eating lifestyles. Over the past

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Muscle Maker Grill...

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15 years, I have dedicated myself to creating a menu that satisfies everyone from vegetarians to the carb-free consumer to people following a gluten-free diet. We are constantly updating our offerings to meet the newest lifestyle craze."

One customer, **Tisher Kern**, said she was struggling with her weight and found that one of her challenges was finding a place to eat that would help her stay on track toward achieving her weight loss goal. She lost eight pounds within her first week of eating at the grill and has lost over 160 pounds with a combination of exercising, weight control, and eating at the restaurant. Ms. Kern said what she likes about the

restaurant is "great tasting food without all the fat, oil, and carbohydrates."

Mr. Silva said his restaurants offer a friendly, relaxed and casual atmosphere with many televisions providing a variety of entertainment programs. The restaurant also has take-out and delivery services.

There are currently 30 Muscle Maker Grill units operating in New Jersey, New York, Pennsylvania, Florida, and the company is pursuing multi-unit operators in the



Rod Silva

New England area this year.

In mid-December, the company secured a multi-unit franchise deal to open five restaurants in the East Bay area of California. Franchise owner **Tony Shoman** said he ate at a Muscle Maker Grill in New Jersey and "instantly knew its concept would be well received in California." 🍷