



## Fazoli's Kicks Off 2010 with New Prototype Restaurants

*The new restaurant has a contemporary look and was designed to offer franchisees lower development and operating costs.*

Fazoli's, the 243-unit premium Italian quick service chain, will unveil its first new restaurant prototype in more than 15 years when it opens new locations in suburban St. Louis and Dayton, Ohio. Fazoli's also is returning to Jonesboro, Ark., early this year.

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The company-owned Edwardsville and Dayton restaurants are scheduled to open in late January and early March, respectively. A remodeled franchised unit is expected to open late Feb. in Jonesboro. It has been three years since Fazoli's last added a restaurant.

Fazoli's new, contemporary prototype provides guests with a more inviting and fun atmosphere. It differs dramatically from the traditional Italian look created when the chain was first developed. "The building of these two restaurants is a very significant step forward in revitalizing the Fazoli's brand," said Carl Howard, president and CEO. "In the last year, we have changed 80 percent of our menu and worked hard to improve our operations," he added. "Now we are giving our guests a more vibrant and appealing dining environment." According to Howard, St. Louis and Dayton were selected because they are among the chain's top-performing markets.

The new locations – Fazoli's first to open in shopping centers – were designed to be more affordable for franchisees to build and operate, compared to free-standing buildings. The Dayton restaurant, an in-line unit located in a strip center, will be 2,100 square feet and will seat 69 guests. The Edwardsville Fazoli's, which is being converted from a pizza restaurant, will occupy a duplex building on a shopping center pad. It will be 2,300 square feet, seat 70 guests and will feature a patio. The chain's older locations are between 2,900 and 3,400 square feet, with 96 to 140 seats. The new restaurants will offer curbside carryout, as neither will have a drive-through.

Columbus, Ohio-based WD Partners designed the new restaurants. "It was time to inject a whole new look into the brand," said Stacy Hettich, Fazoli's Brand Director. "It's much more open with bright colors and a variety of textures, making it much more relevant to today's guests."

The new design also offers another important benefit: potentially better unit economics, according to WD Partners' Dennis Lombardi. "The goal was to create a smaller footprint that will allow for the same or even better revenue, especially during peak sales periods," he said. "Besides being less expensive to build and operate, smaller units tend to provide operators with higher productivity and better speed of service."



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Fazoli's is remodeling all four of its existing Dayton units using elements of the new design. It also is testing several guest experience enhancements in its Dayton restaurants, including traditional plates, glassware and silverware, rather than plastic and paper. Servers will deliver meals to guests, replacing the current self-serve style, and a dining room staff member will make sure everyone gets enough of Fazoli's famous hot breadsticks.

"Our new prototype and approach to hospitality and service will be very important to our success as the economy turns around and multi-unit operators look for high potential brands to add to their portfolios."

Rob Hearden, president of Fazoli's Franchise Association, is very excited about the new building design, as well as, the many other changes the Fazoli's leadership team has implemented. "The brand is much stronger, and I am very optimistic about our future," he said.

In fact, Hearden is bringing Fazoli's back to Jonesboro. He is remodeling a free-standing building, using elements of the new prototype design. Fazoli's last operated in Jonesboro in 2007.

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