



KELLY'S

ROAST BEEF • SEAFOOD • SANDWICHES



**HOW TO GROW A BUSINESS
IN THE FAST-CASUAL RESTAURANT MARKET**



- Traffic is up in the fast-casual sector, even when U.S. Food service remained flat.¹
- Four out of every five restaurants opened by Top 500 chains in 2018 were a fast-casual concept.²
- Fast casual restaurants have been growing at nearly three times the rate of the restaurant industry as a whole.³

¹<https://www.qsrmagazine.com/exclusives/state-fast-casual-industry>
²<https://www.restaurantbusinessonline.com/financing/fast-casual-chains-are-still-growing>
³<https://www.statista.com/chart/16938/sales-of-fast-casual-restaurants-in-the-us/>
⁴<https://pos.toasttab.com/resources/fast-casual-dining>
⁵<https://www.munchmoneyapp.com/blog/quick-history-future-of-the-fast-casual-restaurant-industry>

THE PERFECT TIMING OF FAST-CASUAL DINING

You could say that the evolution of fast-casual sector of the restaurant industry has been a decades-long process that has been well worth the wait. Born out of the late 1990's, curated throughout the first decade of the 21st century, and aged to perfection, a now \$47 billion industry⁴ is taking food and those who create, sell and serve it – by storm.

The problem with waiting patiently is that the modern consumer has little appetite to wait these days. They want the slow-cooked, perfectly smoked, delicately assembled meals, but they want them now. The typical 18-34-year-old demographic that frequents fast-casual destinations wants the quality without the wait. And that isn't all they want. They want convenience teamed with ambiance. They want to trust the brand where they eat and feel good about the food they purchase. This giant demographic of consumers has become the driving force behind what the fast-casual restaurant is today. Dare we say, the industry has done it right. They've answered the call in a way that has statistics trending upward well into 2022 and beyond.⁵

What is the secret? What key ingredients are needed to serve up the ultimate fast-casual success story?

FIRST: SATISFY TODAY'S GENERATION OF FOODIES

Foodies are defined as those who have a distinct interest in food, who eat for hunger, but also for hobby or interest. They dissect flavors and have sophisticated palates. They want to understand where the food came from and how it was harvested. They study the culture from where the food came. For a foodie, eating a meal is an experience.

Research shows that Millennials are the heart of the foodie generation.⁶ If you look up the definition of a Millennial, you'll likely find they fit the age demographic of the common fast-casual food goer – and that they have distinct foodie-oriented tendencies: a particular characteristic of this demographic is that they prefer *experiences* to material things.

They are a large and in-charge demographic who may be credited for the fast-casual revolution. Think of what is important to the Millennial diner, and you will find the pillars beneath the fast-casual restaurant industry: farm to table, clean ingredients, appealing environment, sustainable sourcing, customizable menus, high quality but super convenient. Satisfy the Millennial foodie generation and your fast-casual restaurant will be ahead of the game from the start.

⁶<https://spoonuniversity.com/lifestyle/millennials-are-the-foodie-generation-and-here-the-evidence>





SECOND: BUILD TRUST

Trust breeds loyalty in the restaurant business. If consumers trust the brand, know its history, understand the people behind it or at least, have read about them, then it's much easier for a modern consumer to feel good about the food they eat. Understanding the story behind your brand, and then relaying it to the consumer, leads a consumer to trust and return again and again.

When it comes to building a compelling story for a modern audience, a brand that has enjoyed longevity would be smart to home in on their personal history, but there's a catch. A restaurant that has been around for decades, must keep the essentials of which they base their success intact, while reconstructing their messaging and deliverables in a way that adapts to and attracts the modern consumer. For example, a time-tested, award-winning sandwich won't get into the hands of busy customers if it takes too long to order it, or if it is served in a dining room that lacks visual appeal.

Last, but not least, when it comes to building trust, a successful fast-casual restaurant will be a friend to the earth and its environment, by sourcing ingredients and supplies in a way that is as sustainable as possible. Expectations don't stop there. From meat to potatoes, soup to nuts, consumers want to know the dollars they are spending aren't doing more harm than good.

THIRD: ACT WITH SPEED, CONVENIENCE AND ESTHETIC

There is no other way to sugarcoat this bit of advice. Your fast-casual restaurant must be technologically equipped to keep up with the modern age. Busy consumers want to be able to order on their chosen devices, or kiosks within your establishment. They want short wait times, speedy delivery service, and don't want to use cash. We exist in a digital age.

Studies show that even when restaurant traffic slows down, restaurant delivery still grows. In 2018 numbers grew upwards of 6%, amassing 1.9 billion orders,⁷ and those weren't "phoned in." They were ordered online.

The same goes for your staff. The operations in the back of the house are as important as the those in the front and should include user friendly POS systems, CRM tools and the support staff to keep them running effectively.

Digital dining is a mind-set they may have begun with millennials but has now impacted all consumer demographics. Baby boomers, families, and young professionals all want what they want, when they want it. Next to the table is Gen Z, those who can snap, text and order food all at the same time, then immediately post pics of themselves enjoying it with friends on Instagram.⁸ The needs of the business are only going to get faster, savvier and more in demand.

Finally, for those who aren't ordering through a delivery service, they want to share their tables with friends and family in a clean, inviting, fun environment. Ambiance in a restaurant affects how much time customers spend there, whether they are willing to overlook a lapse in quality or service, and if they'll return.⁹ Obviously, the more they return, the better for the bottom line. A positive overall experience encourages positive online reviews and word of mouth recommendations as well, which may contribute to a lower marketing spend.



⁷<https://medium.com/@say2eat/your-digital-diners-want-convenience-when-ordering-online-its-time-to-put-your-customers-first-85539bf9367c>

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⁹<https://www.signs.com/blog/how-restaurant-ambiance-affects-the-bottom-line/>



A BRAND THAT'S DOING IT RIGHT

Kelly's Roast Beef is as famous on the North Shore of Massachusetts as whale watching and lighthouse tours. It's an institution with the nostalgic charm of an era gone by, yet it fits perfectly into the hustling schedules of modern consumers.

Back in 1951, two business partners, Frank V. McCarthy and Raymond Carey, came together to start a fun new foodservice concept. They named it after their best friend and opened their doors to hungry customers. The rest, as they say, is history.

Over the decades, they've become a local phenomenon, a place where locals call home and visitors from out of town "just gotta try."

Kelly's Roast Beef has expanded their brand across the Boston area, where they serve a wide array of meals made to order in a fast-casual style, using only the freshest ingredients. Their late-night drive-thru has been a crowd favorite for more than 60 years!

Today, they seek franchise owners to meet the demand for Kelly's Roast Beef beyond the North Shore.

Kelly's has already made its mark in the marketplace.

- National attention from *The Food Network* and *PBS*
- Consistent coverage in *The Boston Globe*
- Local coverage and regional competitions like *WHDH TV7's "New England's Best"*
- Film mentions, as in *Good Will Hunting*

Kelly's Roast Beef is on a roll.

- **High-quality ingredients:** Freshly prepared sandwiches, succulent seafood that are the next best thing to fresh caught, fries, onion rings, and our legendary roast beef (the original roast beef sandwich in the U.S.).
- **Trusted brand:** Since 1951 and the crowds keep coming back for more, a brand story originated in friendship, supporting local fisheries and suppliers.
- **Technical know-how:** The third generation of owners appreciate the needs of the digitally driven consumer. Plus – there's a live beach cam on the company website from the original location in Revere Beach!
- **Ambiance:** Imagine the timelessness of a surfside hangout – a place visitors come back to again and again.

The icing on the cake is for the Kelly's Roast Beef franchise owners. What comes with an iconic brand? The support to keep it performing at its best.

From the beginning:

- Specific assistance with site selection, layout of equipment and décor including color scheme and design to bring your space to life circa 1950's North Shore boardwalk
- Recipes, food preparation training and service techniques

Training and guidance to instill confidence in all you will achieve:

- Ample pre-opening on-the-job and classroom training at our corporate locations
- Periodic onsite visits to further your expertise
- Access to remote support by phone or email, when needed

Access to what have always been the secrets to Kelly's popularity:

- Recipe preparation
- Back of the house procedures
- Ordering inventory, working with suppliers
- Using the POS system
- Kelly's Roast Beef culture and philosophies
- Day-to-day operations
- Marketing and promotion strategies
- Recordkeeping and reporting requirements
- Advice on other administrative issues

It's everything you need from our team of experts to grow a compelling, rewarding fast-casual restaurant business. **A Kelly's Roast Beef franchise is the ideal way to go into business for yourself, but not by yourself.**



Is Kelly's Roast Beef the right choice for YOU?

The Kelly's Roast Beef team truly believes there has never been a better time to open a Kelly's Roast Beef restaurant. Current fast-casual trends indicate ideal conditions for exactly what it is that Kelly's offers to both its customers and its franchise owners.

For more information on how you can step into the perfect business climate to open your own Kelly's Roast Beef franchise, contact us today.



KELLY'S

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