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Shakey's USA brand sees record sales, franchise expansion

2008 marks a milestone year for Shakey's USA. The veteran 54-year old chain began a system-wide revitalization effort last year marking an end to economic obstacles in recent years. Newly appointed CEO Joe Remsa helms this new era of growth as all corporate locations undergo complete remodels, four new area development agreements have been signed and the chain expands to the south with the first new Shakey's restaurant east of California in nearly 40 years.

Previously serving as vice president and COO for Shakey's, Remsa's keen understanding of the brand heritage, equity and vision coupled with his solid working relationship with the Shakey's franchisee body, deemed him a natural successor to the post. Remsa ushers in a new era of stability and brand confidence amidst a growing national demand for Shakey's presence beyond the western region. "Shakey's is an important part of American culture, holding a place in the lives of families over many generations and during economic crisis, consumers and franchisees take comfort in our brand because it reconnects everyone around a simple yet somehow forgotten concept called 'family meal time.'"

Restaurateur and Columbus, Georgia, native Bert Hunter says, "I spent a lot of time researching possible franchise options, but I wanted to offer more than just food; I wanted a brand name that resonates with folks and my research led me to Shakey's." It was Hunter, in fact, through his persistent calls to Shakey's corporate that persuaded the chain to open its first southern region flagship store in Auburn, Alabama, last Friday. The store will include the first ever Shakey's Memorabilia center documenting the chain's well-established contribution to Americana. Hunter has signed an agreement to open two additional Shakey's in the southern region in the near future.

Shakey's numbers speak for themselves. Of Shakey's 15 corporate locations, 11 remodels have been completed and a total of 6 franchisee restaurants are in the process of remodeling, as well. All restaurants are slated for remodel by March 2009. Six new store openings are slated for 2008 including three more corporate stores and three franchisee stores. Plans for expansion also include the four new area development agreements representing 10 new Shakey's restaurants. In its third straight year of sales increases, 2008 sales are up system wide more than seven percent and corporate locations more than 11 percent as of March 2008.

Shakey's first opened its doors in April 1954 in Sacramento, California.