



# NOODLE NEWS

Created for Franchisees by Franchisees

## Noodles and the Trend

May 2003 Newsletter



The restaurant industry has coined the moniker "Fast Casual" to categorize the new breed of eateries that serve fresh, made-to-order meals in a minimum of minutes. Consumers are suffering from "fast food fatigue" and are abandoning the "burger and pizza joints" for more sophisticated choices and flavors.

The fast food giants have another term for the fast-growing slice of eating out: TROUBLE! They're shaking in their super size boots. It is the sight of Americans turning their collective backs on the cheeseburgers they grew up on.

Numberous fast casual concepts are focusing on Mexican, Italian, Asian, and quality sandwiches, while **Nothing but Noodles** has a balance for all palates with our International dishes and All-American flavors. Like Mac and Cheese, Pad Thai, Spicy Japanese, Fettuccini Alfredo, Beef Stroganoff and numerous delicious salads.

For busy parents, fast casual eateries are the answer to several pressing questions. For about the same amount

of money you can get fast service, quality food, and you're not feeding your kids greasy burgers and fries.

The percentage of the average families food dollar spent away from home is already at 46% and expected to grow to over 53% by 2010.

Hectic schedules, big appetites, and cravings for quality and convenience are the reasons for the success of **Nothing but Noodles**.





# Mind Your P's and Q's

This phrase has two origins: one British, the other French.

The setting of the English story was the old-time bar. Here the bartender kept account of what patrons owed with P's and Q's. Every P entered on the patron's tab represented one pint imbibed, and every Q stood for a quart. At settlement time the bartender would ask a customer to "mind his P's and Q's," or to "bring to book," and to "pay up" according to the number of P's and Q's on the account.



Phil Short, below second to right, a musician and part of the sales staff team at Fender Musical Instruments in Scottsdale Arizona, came to enjoy his first meal along with Sam Marchall, Rob Haack, and Dave Lewis, all Engineers at Fender. Phil remarked on the classy style, affordable prices, and convenient location. All said they enjoyed the high-quality fresh food, dining atmosphere, and would no doubt return as regulars.



Andrea Lee Forman, on the right, of Forman Architects, visited the restaurant to meet for a business luncheon with Jamie of JRC Design. Andrea



has visited twice. Both Andrea and Jamie thoroughly enjoyed their dishes and plan to be repeat customers.

## A Bite of Noodle History

The first "Noodle" was created in China approximately forty centuries ago and has wandered around the world developing different shapes, sizes, ingredients and names. Italy's name for "Noodles" is "Pasta" which simply means "dough." Germany created the name "Nudel" meaning "dough with egg." Hence, the Western world adopted the word "Noodle."



# The Rights to 275 Franchises Sold in Less Than One Year

The founders and creators of Nothing but Noodles, Todd Welker, and Chad Everts, both have years of experience in the ownership of several multi-unit restaurant franchise concepts. Chad has a B.S. from the University of New Mexico, and Todd has a B.S. from Texas Tech University, Lubbock, Texas.

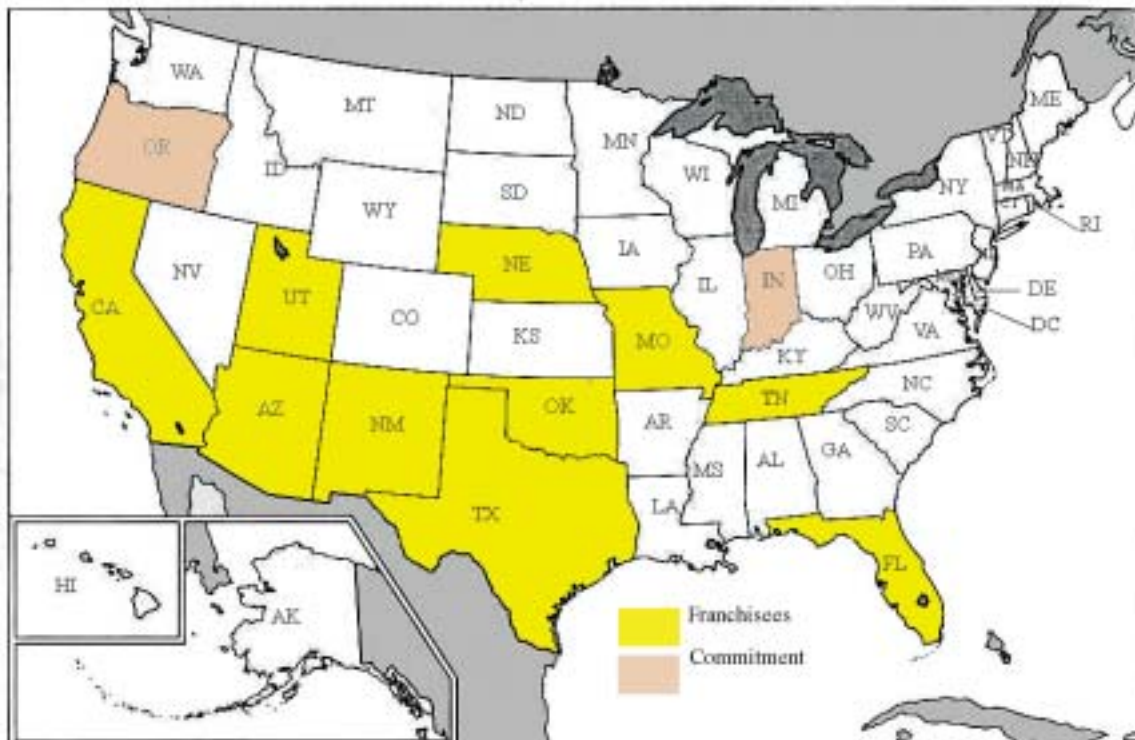
They began working on the concept of Nothing but Noodles in July of 2001 with the help of a five-star chef. The first prototype was opened in April of 2002 in Albuquerque, New Mexico. The plan from the beginning was to create a franchise model that would be superior to any other franchise competing in the fast casual concept.

Why Albuquerque? Both Todd and Chad agreed if the concept worked in Albuquerque, New Mexico, it would work anywhere. Since Albuquerque is isolated from the latest trends, this made it a perfect test market.

The small 2100 square foot store in Albuquerque is on target for a first year gross of approximately \$1,000,000 and a net running around 24%.

A second corporate store was opened in Scottsdale, Arizona. The initial sales figures are running far ahead of the store in Albuquerque, New Mexico.

Both Todd's and Chad's focus is to make Nothing but Noodles a fun place to work and to keep all franchisees happy. That is why we tell everybody our concept was developed by Franchisees for Franchisees, your success is our success.



# 'King Noodle'



Vince Zuckerman, also known as “King Noodle,” takes a break from the afternoon lunch rush. Vince is the National Director of Operations for **Nothing but Noodles**.

Vince holds two college degrees, one in History and one in Political Science from the University of New Mexico in Albuquerque. He has managed restaurants and has been general manager primarily of *fine dining* restaurants with over 20 years of experience.

Chad Everts, one of the founders of **Nothing but Noodles** actually worked with Vince as a waiter years ago. When Noodles Development, L.P. needed a Director of Restaurant Operations, Chad knew Vince would be a perfect match for the job.

Vince admitted he was very reluctant at first coming from a *fine dining* background. However, as Vince stated, “after one taste of ‘Nothing but Noodles’ and an in-depth review of the companies operations and procedures, my mind was made up.”

Our cuisine is not just good, it is excellent and served in heavy china bowls with stainless steel flatware. Dishes are served within 6-8 minutes after being ordered. Store take-out percentage is running close to 40%. Vince stated, “this is my last stop. We have a concept that everybody loves, it’s affordable, and the future of ‘Nothing but Noodles’ is unlimited.”



## RESEARCH and DEVELOPMENT

New menu items currently under development at **Nothing but Noodles**:

1. A spinach salad with walnuts and fresh pears in a basil vinaigrette dressing.
2. A lettuce wrap with a spicy chicken and vegetable filling.
3. A whole-wheat noodles option.
4. Spring Rolls with various ingredients.

14646 Kierland Blvd., Suite 238 Scottsdale, Arizona 85254 1-866-566-6353

Tel: 480.513.7008 Fax: 480.513.7989

[www.nothingbutnoodles.com](http://www.nothingbutnoodles.com)