



ALABAMA RESTAURANT ASSOCIATION

Serving the Foodservice Industry in Alabama for Over 60 Years

May 3, 2009



Proud sponsors of the ARA newsletter

Bojangles' Announces Big Plans For Birmingham Expansion

Popular Chicken 'n Biscuits Chain Announces Region-wide Growth Strategy; Plans Call for more than 25 New Locations Across the Area

Bojangles' Restaurants Inc., the famous chicken and biscuits chain, has announced plans to develop new restaurants across Alabama's central region, with Birmingham serving as a focus of the company's expansion. Calling for at least 25 new locations over several years, Bojangles' will execute its growth strategy through a combination of company and franchisee owned locations.

Developing the Birmingham market will significantly increase Bojangles' operations in Alabama, which currently include restaurants in the Dothan and Huntsville markets.

At the present time, four new restaurants are already planned to open in the region by the end of 2009, with the first two scheduled to open by mid-Summer in Northport and Clinton respectively. "We are thrilled to make public the fact that Bojangles' has a robust growth plan in one of the great, dynamic markets in the country," said Eric Newman, Executive Vice President of Development for Bojangles' Restaurants, Inc. "It is the perfect place for us to share the best food available for breakfast, lunch, and dinner with an emphasis on quality and value."

In addition to Shelby County (Birmingham), Bojangles' will be focusing its growth in Bibb, Blount Calhoun, Cherokee, Chilton, Clay, Coosa, Cullman, Etowah, Fayette, Greene, Hale, Jefferson, Marion, Pickens, St. Clair, Shelby, Talladega, Tuscaloosa, Walker, Winston Counties.

The anticipated business development indicates that Bojangles' and its franchisees will infuse many millions

of dollars into Central Alabama's economy through local investments. Once complete, the expected 25-plus locations together will employ at least 1,000 people.

"We are proud to bring our distinctive and flavorful menu offerings -- made-from-scratch breakfast biscuit sandwiches, Bojangles' Classic Cajun Chicken, Dirty Rice, Cajun Pintos and legendary iced tea -- to the area," Newman added.

Bojangles' has proven itself to be an attractive opportunity for franchisees and area developers from several other systems. "We've become a choice for multi-unit and multi-brand franchisees that want to diversify their portfolio," noted Newman "While our recipe for success is deeply rooted in food quality and innovative store design, it is our proven operational processes and systems that make Bojangles' such an attractive franchise opportunity."



About Bojangles'

Founded in 1977 in Charlotte, N.C., Bojangles' Restaurants Inc. serves only the highest quality and most flavorful food to its loyal customers. Bojangles' kitchens prepare all their proprietary menu items from scratch with a special blend of seasonings giving the food its unique Bojangles' flavor. The breakfast menu offers biscuit sandwiches such as Cajun filet, seasoned sausage, steak, country ham, and egg and cheese biscuits. With a core menu featuring breakfast served all day, Bojangles' seasoned chicken, fresh, made-from-scratch buttermilk biscuits and fixin's such as dirty rice, Cajun pintos, unique seasoned fries, and legendary iced tea steeped the old-fashioned way Bojangles' has cornered the market on flavor. First franchised in 1978, Bojangles' boasts more than 435 total locations in 10 states. Bojangles' has 283 franchised and more than 152 company operated locations. By the end of 2009, Bojangles' will have approximately 460 locations open. For more information, please visit www.bojangles.com.

Latest on the Swine Flu (H1N1 Flu) Outbreaks

With new swine flu updates daily, even hourly, it's important to stay informed. Get up to the minute information from NRA's [flu site](#), and from the CDC's [info center](#).

As of today, there has been 1 confirmed case in Alabama, and several other suspected cases. To minimize transmission of disease, the CDC advises practicing good health habits - washing hands thoroughly, avoid touching your face, mouth, and nose, and staying home if you feel ill. We'll continue to keep you posted as this develops.

Heartland Now Deemed PCI Compliant Once Again!

Following the completion of its annual Payment Card Industry Data Security Standard (PCI DSS)

assessment, Heartland Payment Systems has successfully validated its compliance with PCI DSS. As such, Heartland is returning to Visa's List of PCI DSS Validated Service Providers. According to Visa, Heartland will appear on the list - which can be found at www.visa.com/cisp - on Monday, May 4.

Social Networking: Is Your Restaurant Online?

With today's technology, there are many more ways to market your business. One way to keep your customers in the loop is with online social networking, with a website such as Facebook or Twitter.

Both Facebook and Twitter allow users to become "fans" of your restaurant. On Facebook, users can become fans and have access to your page, where they can discuss, share info, and view your photos and news. Fans of your restaurant can be updated as often as you like on specials, events, new dishes, or anything else you want to share. With Twitter, you can offer your customers up to the minute information, as well as help you keep tabs on diners, answer questions, and stay connected.

Better yet, it can be a way to attract new customers to your restaurant. When someone becomes a fan on Facebook, all of their friends are updated with that info and have the opportunity to view your page. Both networking sites have on-the-go adaptability, as many users of both access the applications from their phones. It's a great way to stay relevant in today's technological world.

Kirk Kikland Scholarship Deadline is May 8: Only a Few Days Left!

Form Now Available to Fill Out and Submit [Online!](#)

Are you or any of your employees enrolled in a foodservice, culinary, or hospitality program? Don't miss this opportunity to share a wonderful financial resource for someone you may know entering or presently attending college. The Kirk Kirkland Memorial Scholarship is a wonderful resource and an excellent boost for a resume. Complete the [fillable form](#) online today!

Your Restaurant's Involvement Counts!

Have you ever wondered why some employees stay with a foodservice or restaurant organization for years while others leave within months? And why some individuals are devoted professionals in their chosen field while others do little more than complete their shift and collect their paycheck?

These and other questions about employee work behaviors have interested researchers for years. This study looks at how commitment affects an employee's intent to stay in a foodservice or restaurant career. The study will explore the relationship between commitment, the employing restaurant, the occupation of manager or chef, and job intentions.

The survey is open until **May 25**. [Click here](#) to take it online. Please read more about the research [here](#). The researcher is Nancy Calarola, a doctoral student and Georgia Restaurant Association member who is very active in the industry. She appreciates your help with this.

Get a Head Start: Now Accepting Stars Nominations (and Sponsors)!

Do you have someone in your company who shines above the rest? Someone who goes above and beyond the call of duty? It's easier than ever to nominate your favorite stars online with our [fillable form](#). Nominations are due **August 30**. Summer is a busy time with vacations and the time goes by quickly, so get your nominations in early.

Your company can shine by becoming a sponsor. Find sponsorship forms [here](#).

Upcoming ServSafe Classes

The Alabama Restaurant Association (ARA) makes it easier than ever for you to receive your food safety certification. We offer convenient one-day training/certification courses.

Here are some of our upcoming classes through July. For a complete 2009 schedule, [click here](#).

May 18, 2009

Westin Hotel
6800 Governors W, NW, Huntsville, AL 35806

June 9, 2009

Jefferson State Community College -
Shelby Campus
4600 Valleydale Road, Birmingham, AL 35242

June 10, 2009

Alabama Power
150 Joseph Street, Mobile, AL 36602

June 15, 2009

Wilhagens Sports Grille
2209 4th Street, Tuscaloosa, AL 35401

July 13, 2009

Alabama Power
150 Joseph Street, Mobile, AL 36602

July 22, 2009

Holiday Inn South
2195 Ross Clark Circle SE, Dothan, AL

Don't Forget About the ARA Product Discount

Alabama Restaurant Association (ARA) members receive a **20% DISCOUNT** on ServSafe® and National Restaurant Association Solutions related product. Orders must be placed directly through the association to receive this discount.

