

## Franchise Veteran Joins Growing Restaurant Brand with Eye on Expansion

### Beef 'O' Brady's Appoints Gene Savage as Director of Franchise Sales

December 13, 2011 // [Franchising.com](http://Franchising.com) // Tampa, FL – Beef 'O' Brady's, the family-friendly **sports** pub franchise renowned in more than 20 states, announced today the hiring of industry veteran Gene Savage as its new Director of Franchise Sales and Development to help guide the brand as it ventures into new territories across the country.

While Savage is new to Beef 'O' Brady's, his roots in the franchise industry run deep. With more than 30 years of franchise development experience, Savage will draw from his tenures with Baskin Robbins, Dunkin Donuts, Maggie Moos, Baja Fresh, etc. to help lead Beef 'O' Brady's as it continues onward with a robust growth strategy.

“As an outsider looking in, I’ve always admired Beef 'O' Brady's for creating a **restaurant** concept that’s universally appealing to both restaurant goers and franchise prospects,” said Savage. “Beef’s is experiencing tremendous growth right now in the Southeast and in new markets west of the Rocky Mountains, so I’m thrilled to join a proven executive team to help them keep this strong momentum going.”

In 2011 alone, Beef 'O' Brady's opened more than 10 restaurants and signed agreements with franchise partners to open approximately 20 more. The Tampa-based franchise also earned a myriad of company milestones in 2011 by opening its first restaurant west of the Rocky Mountains in Meridian, ID and signing franchise agreements in both California and Arizona. Executives with the company anticipate another banner year in 2012 – projecting 25+ restaurant openings, including openings in new international markets.

In his new role with the company, Savage will help penetrate new growth channels including colleges and universities, as well as airports, and will strive to grow the brand in uncharted states including Wisconsin, New York, Virginia and Connecticut.

“Gene’s knowledge and passion for the industry is what sets him apart from others in the sector, and our goals for the brand are in line with one another,” said Chris Elliott, CEO of Beef 'O' Brady's. “It’s truly a pleasure to welcome Gene aboard.”

### About Beef 'O' Brady's

Beef 'O' Brady's is a national franchise of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The "kid appeal" of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style **chicken wings**. The company, headquartered in Tampa, Fla. has more than 210 locations in 22 states. Visit [www.beefobradys.com](http://www.beefobradys.com) for more information.

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