

## CORPORATE REVIEW

## Wall Street Deli expands into Chicago and Atlanta

A fresh approach to sandwich making has one restaurant seeing green as they prepare to enter a pair of new major markets. Wall Street Deli, a 22-unit on-the-go deli concept, is expanding into major cities including Chicago and Atlanta in the next few months. The restaurant is designed to serve on-the-go consumers in high-traffic markets such as airports, commercial office buildings, hospitals, even on college campuses.

Unlike many of its major competitors, Wall Street Deli can operate without a full kitchen while giving consumers in a hurry the opportunity to enjoy the freshest ingredients for both breakfast and lunch. The concept has revamped its model to offer the freshest baked bread, hearty gourmet soups and customizable salad options to its guests' preferences.

"We have identified Chicago and Atlanta as two of the major urban markets that would best suit our expansion goals for Wall Street Deli based off of population size, foot-traffic and major commercial concentration," said Gary Occhiogrosso, Chief Development Officer for TRUFOODS. "Wall Street Deli surpasses its competition by providing reasonable build-out costs while still offering prime real estate in these markets."

Wall Street Deli's model received a facelift under the leadership of the TRUFOODS, LLC team, which has produced a two-fold approach to the new

prototype. TRUFOODS LLC has made the model's build-out more cost effective while making its space friendly for multi-tiered revenue sources throughout the day by adding additional menu items. This value engineering offers entrepreneurs a small restaurant footprint with opportunities to reap large



financial gains; some locations as small as 700 square feet can exceed revenues of \$4 million in sales if they are in the right location, like in Atlanta's Hartsfield-Jackson Airport.

"Over the next few months, we will be working to find new, qualified franchises in each of these cities who are looking to either start a new business or further develop their franchise portfolio," Occhiogrosso said.

Wall Street Deli will be working with the India Tribune to host a series of seminars geared toward both first time oper-

ators and experienced franchises with multiple restaurant concepts. This will give prospects and the development team an opportunity to meet one on one to discuss qualifications, financing options and investment levels.

"As a brand, we are excited at the opportunity that both Atlanta and

LLC an umbrella firm that buys up food service franchises that have halted before reaching their full potential, and aims to rebuild and revolutionize these brands with the guidance of an expert managerial team.

**For more information or upcoming seminar dates, please check out our website at <http://www.wallstreetdeli.com/>.**

### About Wall Street Deli

Founded as a Stand N Snack in 1967, the chain grew rapidly and in 1987 was renamed Wall Street Deli. Wall Street Deli is a 22-unit unique fast casual restaurant that prides itself on its ability to offer consumers a larger variety of upscale made to order items that follow today's industry trends. The only true New York style deli with a national presence, units are primarily located in airports, downtown office buildings, hospitals and college campuses. In 2007, TRUFOODS, LLC became the franchisor providing Wall Street Deli with the solid business acumen and strong financial backing to continue national growth. TRUFOODS, LLC, owns and operates some of the most highly regarded food franchise names in America including Wall Street Deli, Ritter's Frozen Custard, Pudgie's Famous Chicken and Arthur Treacher's Fish & Chips, boasting roughly 70 locations nationwide with annual system wide sales of approximately \$40 million.

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