

Canada's Teriyaki Experience in South Florida growth mode

If you haven't eaten at a Teriyaki Experience, there's a good chance you soon will. Florida is quickly becoming home to the Canada-based, quick-serve Asian food chain.

Troy Sheller, area developer for Mangiasumo Foods LLC, which owns the rights to Teriyaki Experience in Florida, said his company committed to opening 150 stores in the Sunshine State by the end of 2015.

Think Benihana, with everything cooked to order in three minutes or less.

Teriyaki Experience was founded in 1986 and has 200 restaurants, with 600 in development worldwide.

Mangiasumo has four Florida locations: two in Orlando, one in Tampa and one at The Gardens Mall in Palm Beach Gardens.

The formula is to open one store per 100,000 people. That translates to 14 stores in Palm Beach County, 23 in Broward and 26 in Miami-Dade.

Sheller said he's negotiating leases first, then finding franchisees.

"I try to find locations before I find a franchisee," he said. "That way you have something to sell." And, he's finding deep discounts.

"In 2007, some of these rents were \$60 a square foot; the same spaces I am getting now are for \$25 a square foot," Sheller said.

Teriyaki Experience has three sizes: 300-square-foot kiosks that can be operated in universities, hospitals and the like; mall food court settings between 750 and 1,100 square feet; and strip mall locations with small dining areas between 1,400 and 1,600 square feet.

Franchise fees are \$25,000 and buildout can be done for \$225,000 to \$250,000.



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Susan R. Miller

store.

Garrido is also working with a potential franchisee in Cooper City, and is looking for one in Key West.

Competitors include Walgreens, Office-Max, Costco, Rapid Refill and Island Ink Jet.

The aftermarket industry for ink jet supplies, including refills, is "healthy in the big picture," according to Leika Kawasaki, a research analyst with Newton, Mass.-based Lyra Research.

Lyra estimates that refill desktop ink cartridge shipments, including retail refill and do-it-yourself refill, account for about 5 percent of the total ink jet cartridge shipments in the U.S., while refill ink cartridge revenue accounts for 3 percent of the total ink jet cartridge market revenue.



MARK FREERKS

Cartridge World has 17 Florida stores, including locations in Miami, Boynton Beach and Royal Palm Beach.

CARTRIDGE WORLD IS FILLING RETAIL SPACE

Cartridge World has been inking franchise deals across the state, with a focus in South Florida.

The San Francisco-based company has 650 stores, 17 of which are in Florida, with plans to double that in the next three years, according to Francisco Garrido, the company's master franchisee for Florida.

South Florida stores are on Coral Way in Miami, North Congress Avenue in Boynton Beach, and Southern Boulevard in Royal Palm Beach.

Last month, Garrido signed a contract for a Fort Lauderdale store, which will be open by the end of July. He is negotiating another contract for a downtown Miami

Cartridge World uses cartridges purchased from Lexmark, Canon or Hewlett-Packard. It "cleans and refills them with the same inks or toners as the originals, but at a cheaper price," Garrido said.

The franchise fee is \$20,000, royalties are 6 percent and marketing costs are 2 percent.

MIAMI SUBS TO LAUNCH NEW CONCEPT

Miami Subs has added "New" to its name and hired Dallas-based Franchise Associates to come up with a new concept to complement the existing Fort Lauderdale-based chain of quick-serve restaurants.

Paul Stewart, who leads Franchise Associates, said the new concept will be fast-casual like Applebee's, Chili's and T.G.I. Friday's, "but hopefully the distinction will be in the menu, presentation and atmosphere."

He said the menu will be "eclectic American" and affordable.

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