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HOOTERS EXPANDING, SEEKS NEW LOCATIONS IN TURKEY, INDIA, JAPAN



Hooters, the restaurant chain known more for its buxom waitresses than its chicken wings, fries and beer is looking to bring its “delightfully tacky yet unrefined”—that’s their slogan—dining experience to Turkey, India and Japan.

Those countries are some of the new markets the casual dining franchise will target in an expansion plan announced Thursday that would increase new restaurant locations by at least 15% to 20% annually for the next several years.

Hooters is expanding as the number of U.S. restaurants overall is shrinking amid high unemployment and a sluggish economy. According to a recent report by market research company The NPD Group, roughly 5,000 restaurants, or 1%, closed this spring compared to the same period last year, mostly independently owned operations.

Hooters, which has over 455 chains worldwide in 29 foreign countries, hired Colliers International to identify new locations and negotiate lease agreements.

“The goal is to double the footprint over the next five years,” says Patrick Duffy, chairman of Colliers Retail Services Group. He said the Hooters concept has been “transportable” overseas and that Shanghai is one of their most successful restaurants.

Hooters said their ideal locations range between 3,000 and 5,000 square feet and “typically boast retail, office, hotel, tourism, festival, urban and industrial traffic drivers.”