

# The Charleston Restaurant Report

December 30, 2009

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The Charleston Restaurant Report is an email newsletter focused on the restaurant business in the Charleston area. The newsletter is intended to inform and enlighten local restaurateurs and stakeholders in the local restaurant economy.

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### **Green Scene – Your Water Heater – Energy Guzzler or Green Miser?**

Have you checked your water heater's thermostat lately? Low-temp, chemical rinse dishmachines need 140 degree water and DHEC requires 140 degree water at the triple sink. Depending on the age and efficiency rating of your water heater, you may be burning a lot more gas or electricity than necessary to maintain that magic number. Commercial water heaters in high-volume restaurant environments do not last very long (6-8 years). High-efficiency (98%) gas water heaters can be expensive to purchase and install, but your investment will pay for itself in reduced gas and water bills. If you are planning to replace an aging water heater, spend the extra bucks for the high-efficiency model. Planning ahead to replace your aging water heater will also save you from an ultra-expensive emergency service call, or you can wait until the heater tank springs a disastrous leak during Friday night dinner service.

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### **Local Restaurant News -- Oyster Shell Recycling Program Picks Up Steam**

Lowcountry oyster beds will get a helping hand, thanks to a new oyster shell recycling program supported by several Charleston restaurants. The program involves multiple participants and partner organizations: SCDNR, US Fish & Wildlife Service, Nature Conservancy, local businesses and college students. Oyster shells are picked up from participating restaurants by Fisher Recycling several days each week for a nominal fee. The shells are then sorted, washed and quarantined by SCDNR for several months before they are replanted in the salt marshes. The recycled shells provide the perfect substrate for juvenile oysters to attach themselves and grow to adulthood. Our state's waters are in dire need of oyster shells that can be replanted to replace the adult

oysters harvested each year (and served in local restaurants and backyards). Pitch in and conserve the oyster resource! Learn more about oyster shell recycling:

<http://www.saltwaterfishing.sc.gov/oyster.html>

<http://score.dnr.sc.gov/deep.php?subject=6&topic=1>

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## **Restaurant Openings/Closings/Coming Soon in the Charleston area --**

The following lists reflect activity in the market since October 1, 2009.

### **Openings –**

17 North (Mount Pleasant – former Oink)

Amen Street Fish & Raw Bar (Downtown Charleston – former E Bay Crab Shack)

Beef O'Brady's (Mount Pleasant – reopened at Belle Hall Shopping Center)

Bistro 536 (Mount Pleasant – former Seel's Fish Camp)

Chopstick House (Downtown Charleston – moved to Society St.)

Closed For Business (Downtown Charleston – former Raval)

Five Guys Burgers & Fries (North Charleston)

Gringo's (Mount Pleasant)

High Tides (Downtown Charleston – former Quick Bite)

Joey Bag a Donuts (Mount Pleasant)

La Tabella (James Island – former Lombardi's)

La Tela Pizzeria (Johns Island)

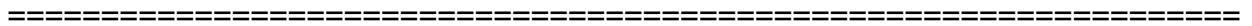
Market Street Saloon (North Charleston – former Sticky Fingers)  
Midtown Bar & Grill (Downtown Charleston)  
Paisano’s Pizza Grill (James Island – former Gilroy’s)  
Papa Murphy’s (Goose Creek)  
Pizza Rustica – (Downtown Charleston -- former Hoagie Haven)  
Quyen (West Ashley)  
Rio Grande (Mount Pleasant)  
Sesame (West Ashley – former Baja Bistro)  
Smoky Oak Taproom (James Island)  
Tasty Thai (Downtown – former Little Thai Too)  
Tenichi Grill (West Ashley – former Tasty Wok)  
Twisted Fish (Mount Pleasant)  
Two Rivers Tavern (Daniel Island – former McCaffrey’s Pub)  
Vespa Pizzeria (Daniel Island – former Soda Water Grill)  
Woody’s BBQ (Mount Pleasant – former Loop Grill)  
World Oriental Kitchen (Downtown Charleston – former Chopsticks)  
Yokoso (Summerville)  
Your Pie (West Ashley)

**Closings --**

Burger King (Mount Pleasant)  
Chez Fish (Johns Island)  
Coco’s Café (Mount Pleasant)  
Coldstone Creamery (Mount Pleasant – Belle Hall)  
Gilroy’s (James Island)  
Hoagie Haven (Downtown Charleston)  
JR’s Sports Grill (Mount Pleasant)  
Majestic Grill (Downtown Charleston)  
Shoney’s (West Ashley)  
Tasty Wok (West Ashley)  
Turtle Tracks (Mount Pleasant)

**Coming Soon --**

Bojangles (Moncks Corner)  
Britt’s Deli (West Ashley)  
Chick-fil-A (West Ashley – demolished former Shoney’s)  
Great Harvest Bread Co. (Mount Pleasant – former Coldstone Creamery)  
O’ku (Downtown Charleston)  
Papa Murphy’s (West Ashley)  
Sake House (North Charleston)  
Spring Roll (Downtown Charleston)  
Zen Asian Fusion Sushi Bar & Lounge (West Ashley)



## **Available! Real Estate – 804 MEETING STREET, CHARLESTON, SC 29403**

**Up to 21,000 square feet of combined showroom, office and warehouse space in downtown Charleston -- available for immediate occupancy!**

### **Property Features**

**1<sup>st</sup> Floor** – 2,400sf office space; 4,600sf open floor / showroom space; 7,000sf warehouse.

**2<sup>nd</sup> Floor** – 7,000sf warehouse space, serviced by industrial conveyor to move inventory between floors.

The building features 3ph/208v power, sprinklers, gas heat, dock-high loading platform & roll-up door, and on-site parking. General Business zoning can accommodate a number of different uses. Lease all or part of the building. Bring ideas and offers!

Blended Sub-Lease Rate: \$7.30/sf per year + tax/insurance.

The property is being marketed for sub-lease by Thomas Kennedy at Lat Purser & Associates, Inc. Call today for information and showings: 843.884.1104.

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## **Ideas from the National Restaurant Scene – Service Trumps Price**

Restaurants everywhere are attempting to bolster traffic counts through price-oriented marketing strategies, such as dinner combo deals, smaller menu portions, and value menus. However, a recent study indicates that good service is the most important factor for dining customers to recommend a restaurant to others. This month in Nation's Restaurant News, it is reported that a new Recommendation Index, developed by two national marketing firms, shows that "attentive, friendly service has the most power to generate goodwill, and subsequent recommendations among consumers." While price may be used to drive traffic in the door, don't overlook the fact that your level of service (or lack thereof) will get customers talking to their friends about your restaurant. Word-of-mouth advertising goes a long way on a tight marketing budget.

Read more: <http://www.nrn.com/article.aspx?id=376848#ixzz0bCFu6HQR>

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**The Charleston Restaurant Report** is a quarterly email newsletter produced by Thomas Kennedy and distributed to stakeholders in the Charleston-area restaurant economy. Please email comments and suggestions to [thomas.kennedy@latpurser.com](mailto:thomas.kennedy@latpurser.com)

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