

THE
BEST
TO

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BY MATT WOLFF

AS 2011 GETS UNDERWAY, IT'S CLEAR that the slowly recovering economy continues to impact the restaurant industry as shown by sluggish sales and limited expansion. These economic conditions are reflected in the market measures that make up the Restaurant Growth Index.

This annual report, compiled by The Nielsen Company exclusively for *Restaurant Business*, is designed to rank markets by identifying restaurant sales and gaps in sales per capita compared to the national average. This information can be helpful to new restaurant concepts or chains considering expansion as it illustrates which markets may have growth opportunity.

Nielsen data shows a decline of 4,628 U.S. restaurant units since last year. Total restaurant sales figures for the U.S. are also down significantly for the second year in a row, off nearly \$10 billion from a year ago. And, nationally, sales have fallen on a per unit basis, by almost \$10,000 from \$686,723 to \$676,807 per food-service establishment.

These factors have combined to affect the strength of the overall indices

PLACES OPEN A RESTAURANT

as the average of the index scores among the Top 10 RGI markets is down 17 points from the 2010 report.

It should be noted, though, that the decline in RGI scores among the Top 10 markets is not as steep as last year's 40 point drop. Indeed, an improvement in market conditions appears to be ahead of us. The National Restaurant Association is predicting 2011 to show the first real sales growth in four years.

So, let's look at this year's RGI rankings.

At the top of the list for the second year in a row is the Crestview, Florida, market, which includes the cities of Fort Walton Beach and Destin. Myrtle Beach, South Carolina, and Ocean City, New Jersey, are locked in a virtual tie at the #2 and #3 positions, also for the second year in a row. Jackson, Tennessee, and Barnstable Town, Massachusetts improve upon last year's Top 10 performances by securing the #4 and #5 spots, respectively.

In fact, while there was a repositioning among the markets, the only new member of the Top 10 this year is Panama City, Florida, in at #7, as Springfield, Illinois, dropped to #15.

Among the country's Top 50 most populous markets, New Orleans shows that it continues its comeback from the Hurricane Katrina catastrophe, climbing 13 spots in the overall

rankings. Healthy population growth and increased tourism have led to an increase of \$124 million in restaurant sales for the market.

New Orleans has also added 98 eating and drinking establishments and sales per capita have increased by \$34 in the area. It ranks a strong #3 among the big markets behind Las Vegas and Orlando, which both saw decreases in restaurant sales. In fact, of the Top 50 markets by population, only 10 showed increases in total restaurant sales.

The RGI is calculated using restaurant sales figures based on the U.S. Census of Retail Trade and per capita income figures, both compiled by the U.S. Census Bureau and updated

annually by Nielsen. Consideration should be given to market size as well as market rank when deciding which areas provide the most opportunity for specific restaurant concepts

In addition, the sales figures do not distinguish between residents of the market and visitors, thus sales generated by visitors increase the sales per capita and sales as a percentage of per capita income of the markets' residents. For this reason, vacation destinations and markets with a high transient population tend to have high index scores.

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MATT WOLFF
AVP, RETAIL SOLUTIONS
THE NIELSEN COMPANY

THE FORMULA

The Restaurant Growth Index ranks U.S. metropolitan areas based on a formula to identify restaurant spending and gaps in spending per capita compared to a national average. The RGI score is calculated on an area's total restaurant sales and sales as a percent of income, at a per capita level, compared to the nation as a whole. The exact formula is:

$$\left[\frac{\text{Restaurant sales per capita in market}}{\text{Restaurant sales per capita in the U.S.}} \right] \times \left[\frac{\text{Restaurant sales per capita as \% of per capita income in market}}{\text{Restaurant sales per capita as \% of per capita income in U.S.}} \right] \times 100$$

The national average is 100. Higher scores indicate better opportunities; scores below 100 indicate poorer opportunities than average. Markets are scored as a whole. Markets that score below 100 may still have strong pockets of opportunity within the market.



Jacksonville, FL, #68



Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
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ALABAMA

Huntsville	104	149	407,220	\$27,794	\$626,174,208	\$1,538	5.53%	828	\$756,249
Alabama	73	45	4,710,702	\$23,148	\$5,533,156,678	\$1,175	5.07%	8,958	\$617,678

ARKANSAS

Hot Springs	117	107	99,226	\$21,059	\$140,585,135	\$1,417	6.73%	256	\$549,161
Arkansas	67	48	2,891,999	\$20,907	\$3,082,568,025	\$1,066	5.10%	5,677	\$542,992

FLORIDA

Crestview	430	1	190,020	\$29,393	\$609,769,641	\$3,209	10.92%	544	\$1,120,900
Panama City-Lynn Haven	305	7	168,684	\$26,238	\$430,881,380	\$2,554	9.74%	558	\$772,189
Orlando-Kissimmee-Sanford	264	12	2,138,839	\$25,937	\$5,047,414,562	\$2,360	9.10%	4,764	\$1,059,491
Naples-Marco Island	172	24	332,811	\$36,718	\$755,280,701	\$2,269	6.18%	873	\$865,155
Deltona-Daytona Beach	170	27	511,085	\$24,690	\$945,599,571	\$1,850	7.49%	1,092	\$865,934
Miami-Fort Lauderdale	139	53	5,519,882	\$27,136	\$9,672,914,684	\$1,752	6.46%	11,853	\$816,073
Cape Coral-Fort Myers	135	61	632,170	\$31,177	\$1,170,162,545	\$1,851	5.94%	1,424	\$821,743
Jacksonville	132	68	1,372,183	\$27,961	\$2,376,708,003	\$1,732	6.19%	2,995	\$793,559
Palm Bay-Melbourne	118	105	554,668	\$27,560	\$901,921,345	\$1,626	5.90%	1,137	\$793,247
Tampa-St. Petersburg	116	109	2,782,113	\$27,068	\$4,457,159,225	\$1,602	5.92%	5,851	\$761,777
North Port-Bradenton	111	127	713,062	\$31,352	\$1,199,951,977	\$1,683	5.37%	1,547	\$775,664
Tallahassee	110	128	370,510	\$25,278	\$558,743,275	\$1,508	5.97%	754	\$741,039
Gainesville	110	131	268,606	\$23,875	\$393,126,575	\$1,464	6.13%	595	\$660,717
Pensacola-Ferry Pass-Brent	107	140	459,930	\$23,903	\$664,931,216	\$1,446	6.05%	832	\$799,196
Florida	137	6	18,901,197	\$26,787	\$32,675,065,597	\$1,729	6.45%	40,119	\$814,454

GEORGIA

Brunswick	265	11	104,938	\$26,075	\$249,133,683	\$2,374	9.10%	315	\$790,901
Valdosta	258	13	136,895	\$20,346	\$283,319,986	\$2,070	10.17%	298	\$950,738
Rome	194	19	96,861	\$21,074	\$176,759,108	\$1,825	8.66%	200	\$883,796
Columbus (includes AL)	171	26	288,665	\$22,099	\$506,266,342	\$1,754	7.94%	664	\$762,449
Savannah	162	33	342,793	\$25,795	\$631,786,240	\$1,843	7.15%	961	\$657,426
Athens-Clarke County	122	90	193,746	\$22,696	\$290,611,517	\$1,500	6.61%	426	\$682,187
Atlanta-Sandy Springs	118	101	5,569,195	\$28,777	\$9,273,458,376	\$1,665	5.79%	10,870	\$853,124
Georgia	107	14	9,951,992	\$25,423	\$14,810,029,755	\$1,488	5.85%	19,734	\$750,483

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
KENTUCKY									
Owensboro	244	14	113,604	\$22,470	\$240,050,375	\$2,113	9.40%	213	\$1,126,997
Bowling Green	155	37	120,841	\$22,797	\$204,895,621	\$1,696	7.44%	252	\$813,078
Lexington-Fayette ▶	139	52	462,703	\$27,685	\$819,300,220	\$1,771	6.40%	998	\$820,942
Elizabethtown	121	93	113,261	\$23,127	\$171,144,957	\$1,511	6.53%	207	\$826,787
Kentucky	81	35	4,314,623	\$22,943	\$5,318,866,156	\$1,233	5.37%	7,955	\$668,619



LOUISIANA

Lafayette	205	17	262,634	\$24,481	\$531,312,317	\$2,023	8.26%	685	\$775,638
New Orleans-Metairie-Kenner	175	23	1,194,196	\$25,527	\$2,277,217,435	\$1,907	7.47%	3,325	\$684,877
Louisiana	96	23	4,490,874	\$22,493	\$5,964,557,961	\$1,328	5.90%	9,898	\$602,602

MISSISSIPPI

Hattiesburg	190	20	143,996	\$20,382	\$255,767,867	\$1,776	8.71%	309	\$827,728
Jackson	151	42	542,333	\$23,298	\$918,831,452	\$1,694	7.27%	1,051	\$874,245
Mississippi	74	44	2,959,938	\$19,709	\$3,217,893,717	\$1,087	5.52%	5,151	\$624,712

MISSOURI

Columbia	139	51	167,776	\$25,045	\$282,681,262	\$1,685	6.73%	389	\$726,687
St. Louis (includes IL) ▶	122	92	2,835,186	\$27,646	\$4,690,198,179	\$1,654	5.98%	5,873	\$798,603
Springfield	112	125	436,923	\$23,247	\$634,997,823	\$1,453	6.25%	903	\$703,209
Missouri	104	16	5,965,573	\$24,641	\$8,612,175,723	\$1,444	5.86%	12,450	\$691,741



NORTH CAROLINA

Burlington	167	29	152,035	\$21,808	\$261,897,715	\$1,723	7.90%	322	\$813,347
Asheville	126	81	416,256	\$24,550	\$660,420,628	\$1,587	6.46%	976	\$676,660
Wilmington	122	89	360,704	\$27,102	\$591,449,062	\$1,640	6.05%	962	\$614,812
Durham-Chapel Hill	122	91	504,182	\$27,967	\$839,412,247	\$1,665	5.95%	1,019	\$823,761
Charlotte-Gastonia (includes SC)	120	98	1,780,697	\$28,418	\$2,962,885,622	\$1,664	5.86%	3,737	\$792,851
Jacksonville	112	121	169,194	\$19,923	\$228,594,066	\$1,351	6.78%	294	\$777,531
Greensboro-High Point	109	135	719,617	\$24,365	\$1,058,263,556	\$1,471	6.04%	1,544	\$685,404
North Carolina	93	26	9,471,519	\$24,517	\$12,920,431,409	\$1,364	5.56%	19,228	\$671,959

OKLAHOMA

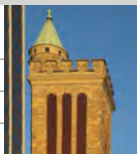
Lawton	152	40	110,974	\$20,397	\$176,162,990	\$1,587	7.78%	235	\$749,630
Oklahoma	77	39	3,687,452	\$22,725	\$4,405,111,644	\$1,195	5.26%	7,911	\$556,834

SOUTH CAROLINA

Myrtle Beach	423	2	269,754	\$24,805	\$788,863,340	\$2,924	11.79%	1,252	\$630,083
Charleston	171	25	663,996	\$26,406	\$1,275,173,892	\$1,920	7.27%	1,620	\$787,144
Spartanburg	152	38	287,442	\$21,960	\$474,676,916	\$1,651	7.52%	613	\$774,351
Greenville-Mauldin-Easley	93	197	640,211	\$24,361	\$868,041,596	\$1,356	5.57%	1,414	\$613,891
South Carolina	101	19	4,581,525	\$23,585	\$6,371,055,656	\$1,391	5.90%	10,405	\$612,307

TENNESSEE

Jackson	313	4	113,429	\$22,341	\$270,800,700	\$2,387	10.69%	272	\$995,591
Knoxville	143	46	705,932	\$26,117	\$1,230,962,816	\$1,744	6.68%	1,532	\$803,501
Chattanooga (includes GA) ▶	131	71	525,589	\$24,326	\$845,457,018	\$1,609	6.61%	1,196	\$706,904
Tennessee	101	18	6,316,245	\$23,716	\$8,823,582,588	\$1,397	5.89%	12,785	\$690,151



TEXAS

Texarkana (includes AR)	165	30	137,878	\$21,084	\$232,282,418	\$1,685	7.99%	280	\$829,580
San Antonio-New Braunfels	138	54	2,090,028	\$22,895	\$3,359,193,413	\$1,607	7.02%	4,726	\$710,790

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Corpus Christi	129	72	420,177	\$21,345	\$630,507,107	\$1,501	7.03%	1,029	\$612,738
College Station-Bryan	128	74	211,322	\$21,528	\$316,754,345	\$1,499	6.96%	486	\$651,758
Abilene	128	75	162,399	\$20,753	\$238,979,873	\$1,472	7.09%	323	\$739,876
Amarillo	121	94	250,815	\$22,173	\$370,814,738	\$1,478	6.67%	617	\$600,996
Dallas-Fort Worth-Arlington	121	96	6,493,230	\$27,980	\$10,764,966,505	\$1,658	5.93%	13,304	\$809,153
El Paso	119	99	764,048	\$16,178	\$957,798,097	\$1,254	7.75%	1,424	\$672,611
Laredo	119	100	248,243	\$13,785	\$286,512,033	\$1,154	8.37%	440	\$651,164
Austin-Round Rock-San Marcos	118	104	1,703,994	\$28,552	\$2,821,181,572	\$1,656	5.80%	3,666	\$769,553
Waco	116	110	232,469	\$20,672	\$324,404,277	\$1,395	6.75%	494	\$656,689
Tyler	114	116	206,033	\$23,425	\$303,719,856	\$1,474	6.29%	423	\$718,014
Odessa	109	134	133,402	\$22,080	\$186,775,820	\$1,400	6.34%	297	\$628,875
Wichita Falls	107	141	148,839	\$21,704	\$204,836,588	\$1,376	6.34%	284	\$721,256
Texas	97	21	25,006,778	\$24,297	\$34,731,282,659	\$1,389	5.72%	51,558	\$673,635



VIRGINIA

Charlottesville	157	36	196,891	\$32,655	\$402,729,470	\$2,045	6.26%	504	\$799,066
Roanoke	120	97	301,082	\$27,368	\$492,738,815	\$1,637	5.98%	654	\$753,423
Virginia Beach (includes NC)	115	113	1,670,719	\$27,779	\$2,690,588,773	\$1,610	5.80%	3,702	\$726,793
Winchester (includes WV)	114	118	125,365	\$26,770	\$197,276,753	\$1,574	5.88%	275	\$717,370
Blacksburg	113	119	159,069	\$22,663	\$229,753,834	\$1,444	6.37%	322	\$713,521
Harrisonburg	108	136	121,263	\$21,968	\$168,864,602	\$1,393	6.34%	229	\$737,400
Virginia	95	24	7,884,742	\$32,614	\$12,534,469,102	\$1,590	4.87%	16,076	\$779,701

WEST VIRGINIA

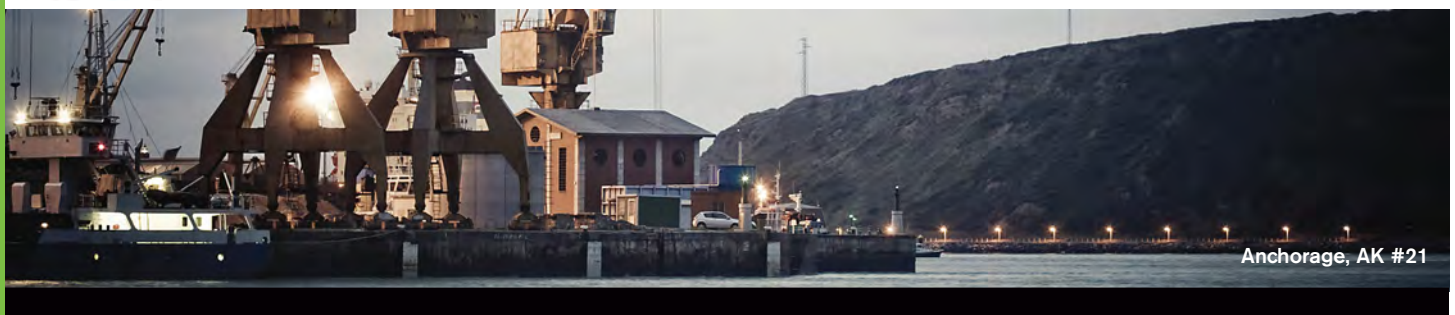
Parkersburg-Marietta-Vienna	152	39	160,198	\$22,497	\$267,520,585	\$1,670	7.42%	368	\$726,958
Wheeling (includes OH)	127	78	143,437	\$21,252	\$212,703,334	\$1,483	6.98%	377	\$564,200
West Virginia	75	42	1,817,907	\$21,941	\$2,110,904,476	\$1,161	5.29%	4,165	\$506,820



WEST



RESTAURANT GROWTH INDEX



Anchorage, AK #21

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
ALASKA									
Anchorage	182	21	374,724	\$32,355	\$820,787,644	\$2,190	6.77%	1,022	\$803,119
Alaska	125	8	695,092	\$30,371	\$1,224,117,713	\$1,761	5.80%	1,928	\$634,916
ARIZONA									
Flagstaff	306	6	133,654	\$23,449	\$323,084,197	\$2,417	10.31%	338	\$955,870
Arizona	90	31	6,747,261	\$25,382	\$9,181,052,884	\$1,361	5.36%	11,381	\$806,700

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
CALIFORNIA									
Napa	238	16	136,424	\$33,678	\$348,262,434	\$2,553	7.58%	302	\$1,153,187
San Diego-Carlsbad	160	34	3,109,270	\$30,858	\$6,243,779,430	\$2,008	6.51%	7,039	\$887,026
Santa Barbara	157	35	418,959	\$29,754	\$818,155,954	\$1,953	6.56%	1,019	\$802,901
San Francisco-Oakland	133	66	4,377,542	\$39,503	\$9,069,694,539	\$2,072	5.24%	11,858	\$764,859
Los Angeles-Long Beach	126	80	13,255,498	\$27,686	\$22,384,554,891	\$1,689	6.10%	30,100	\$743,673
San Luis Obispo-Paso Robles	115	111	270,048	\$31,121	\$460,862,176	\$1,707	5.48%	838	\$549,955
Salinas	113	120	419,756	\$24,698	\$632,639,459	\$1,507	6.10%	968	\$653,553
Redding	110	130	183,083	\$22,889	\$262,501,216	\$1,434	6.26%	449	\$584,635
Modesto	106	148	526,364	\$21,164	\$710,013,774	\$1,349	6.37%	965	\$735,766
California	110	12	37,853,430	\$28,699	\$60,592,972,155	\$1,601	5.58%	82,583	\$733,722



COLORADO

Boulder	136	60	299,149	\$35,293	\$591,209,867	\$1,976	5.60%	740	\$798,932
Denver-Aurora-Broomfield	127	79	2,582,000	\$31,029	\$4,622,334,424	\$1,790	5.77%	5,223	\$884,996
Fort Collins-Loveland	123	86	300,353	\$28,416	\$505,870,754	\$1,684	5.93%	672	\$752,784
Colorado	118	10	5,087,819	\$29,195	\$8,530,948,397	\$1,677	5.74%	11,222	\$760,199

HAWAII

Honolulu	269	10	909,071	\$30,049	\$2,333,348,411	\$2,567	8.54%	2,449	\$952,776
Hawaii	277	2	1,300,985	\$29,693	\$3,369,092,815	\$2,590	8.72%	3,653	\$922,281



MONTANA

Missoula	163	31	109,576	\$22,909	\$191,078,621	\$1,744	7.61%	279	\$684,870
Billings	137	57	154,898	\$26,319	\$265,070,915	\$1,711	6.50%	381	\$695,724
Great Falls	135	62	82,273	\$23,381	\$131,745,971	\$1,601	6.85%	215	\$612,772
Montana	104	15	981,970	\$23,648	\$1,392,780,919	\$1,418	6.00%	2,744	\$507,573

NEVADA

Las Vegas-Paradise	302	8	1,904,738	\$27,642	\$4,966,923,828	\$2,608	9.43%	4,899	\$1,013,865
Carson City	138	55	55,070	\$26,200	\$94,522,123	\$1,716	6.55%	146	\$647,412
Reno-Sparks	122	87	425,316	\$29,247	\$725,236,090	\$1,705	5.83%	996	\$728,149
Nevada	230	3	2,656,817	\$27,636	\$6,047,411,063	\$2,276	8.24%	6,597	\$916,691

NEW MEXICO

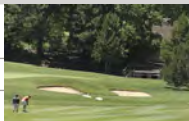
Santa Fe	136	58	146,271	\$30,441	\$269,017,248	\$1,839	6.04%	400	\$672,543
Albuquerque	129	73	867,318	\$25,042	\$1,408,825,720	\$1,624	6.49%	1,648	\$854,870
New Mexico	101	17	2,016,306	\$22,546	\$2,750,940,433	\$1,364	6.05%	4,002	\$687,391

OREGON

Medford	142	48	207,126	\$24,168	\$345,983,631	\$1,670	6.91%	533	\$649,125
Eugene-Springfield	122	88	351,400	\$24,095	\$543,432,156	\$1,546	6.42%	863	\$629,701
Bend	121	95	170,310	\$29,228	\$288,684,497	\$1,695	5.80%	440	\$656,101
Portland-Vancouver(includes WA)	117	108	2,250,194	\$28,885	\$3,726,252,010	\$1,656	5.73%	5,395	\$690,686
Oregon	120	9	3,864,064	\$26,001	\$6,165,718,633	\$1,596	6.14%	9,727	\$633,877

WYOMING

Cheyenne	145	45	88,710	\$27,799	\$160,504,021	\$1,809	6.51%	171	\$938,620
Casper	142	49	74,822	\$25,838	\$129,139,810	\$1,726	6.68%	172	\$750,813
Wyoming	92	27	544,052	\$27,884	\$788,125,552	\$1,449	5.20%	1,424	\$553,459





Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
CONNECTICUT									
Norwich-New London	111	126	264,202	\$32,420	\$453,200,400	\$1,715	5.29%	705	\$642,837
Connecticut	82	34	3,512,033	\$35,826	\$5,420,578,368	\$1,543	4.31%	8,635	\$627,745
DISTRICT OF COLUMBIA									
Washington (includes VA-MD-WV)	123	84	5,438,913	\$41,699	\$11,138,530,567	\$2,048	4.91%	11,560	\$963,541
District of Columbia	567	1	595,933	\$39,871	\$2,558,118,689	\$4,293	10.77%	2,193	\$1,166,493
MAINE									
Portland 	137	56	516,394	\$29,438	\$937,604,173	\$1,816	6.17%	1,533	\$611,614
Maine	90	30	1,319,356	\$25,612	\$1,812,201,784	\$1,374	5.36%	3,337	\$543,063
MARYLAND									
Baltimore-Towson	125	83	2,677,198	\$33,212	\$4,915,048,600	\$1,836	5.53%	5,792	\$848,593
Maryland	97	22	5,665,977	\$34,654	\$9,395,109,701	\$1,658	4.78%	11,571	\$811,953
MASSACHUSETTS									
Barnstable Town	307	5	219,526	\$33,641	\$636,747,278	\$2,901	8.62%	888	\$717,058
Boston-Cambridge-Quincy (includes NH)	148	44	4,562,075	\$36,214	\$9,535,797,224	\$2,090	5.77%	10,968	\$869,420
Pittsfield	132	69	128,477	\$27,898	\$222,228,147	\$1,730	6.20%	419	\$530,377
Worcester	106	144	786,749	\$31,080	\$1,289,574,067	\$1,639	5.27%	1,727	\$746,713
Massachusetts	142	4	6,535,679	\$33,651	\$12,916,253,037	\$1,976	5.87%	15,884	\$813,161
NEW JERSEY									
Ocean City	423	3	94,612	\$32,266	\$315,486,164	\$3,335	10.33%	581	\$543,005
Atlantic City-Hammonton	301	9	272,439	\$26,608	\$695,826,354	\$2,554	9.60%	841	\$827,380
Trenton-Ewing	106	143	366,341	\$35,325	\$640,362,973	\$1,748	4.95%	897	\$713,894
New Jersey	88	32	8,711,870	\$34,425	\$13,684,605,930	\$1,571	4.56%	22,172	\$617,202

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
NEW YORK									
Ithaca ▶	151	41	101,830	\$25,292	\$179,779,012	\$1,765	6.98%	247	\$727,850
Buffalo-Niagara Falls	108	138	1,117,169	\$25,468	\$1,670,803,595	\$1,496	5.87%	2,583	\$646,846
New York	92	28	19,562,561	\$29,759	\$29,230,724,247	\$1,494	5.02%	50,325	\$580,839



PENNSYLVANIA

State College	149	43	145,997	\$23,207	\$244,688,923	\$1,676	7.22%	283	\$864,625
Scranton-Wilkes-Barre	127	76	548,683	\$23,565	\$857,777,396	\$1,563	6.63%	1,756	\$488,484
Altoona	118	102	124,696	\$21,669	\$180,077,203	\$1,444	6.66%	291	\$618,822
Erie	112	122	278,714	\$21,884	\$394,472,187	\$1,415	6.47%	599	\$658,551
Pittsburgh	112	123	2,339,954	\$26,915	\$3,660,482,481	\$1,564	5.81%	5,716	\$640,392
Pennsylvania	80	37	12,533,694	\$26,860	\$16,607,764,748	\$1,325	4.93%	28,991	\$572,859

RHODE ISLAND

Providence (includes MA)	131	70	1,591,898	\$28,434	\$2,777,735,970	\$1,745	6.14%	4,045	\$686,709
Rhode Island	140	5	1,045,591	\$28,776	\$1,891,725,827	\$1,809	6.29%	2,811	\$672,973

VERMONT

Burlington-South Burlington	106	147	209,895	\$29,163	\$332,547,190	\$1,584	5.43%	519	\$640,746
Vermont	76	41	622,079	\$27,215	\$805,857,016	\$1,295	4.76%	1,574	\$511,980



MIDWEST

RESTAURANT GROWTH INDEX



Chicago, IL #77

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
ILLINOIS									
Springfield	242	15	208,459	\$28,045	\$490,396,159	\$2,352	8.39%	579	\$846,971
Chicago (includes IN & WI)	127	77	9,651,162	\$29,402	\$16,838,001,175	\$1,745	5.93%	21,299	\$790,554
Bloomington-Normal	125	82	167,733	\$27,666	\$281,710,154	\$1,680	6.07%	356	\$791,321
Illinois	114	11	12,989,744	\$27,885	\$20,949,123,435	\$1,613	5.78%	29,292	\$715,182

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
INDIANA									
Indianapolis-Carmel	142	47	1,748,230	\$28,179	\$3,155,176,008	\$1,805	6.40%	3,658	\$862,541
Bloomington	136	59	185,629	\$21,956	\$289,361,308	\$1,559	7.10%	388	\$745,777
Terre Haute	123	85	170,408	\$20,631	\$244,871,037	\$1,437	6.97%	379	\$646,098
South Bend-Mishawaka (includes MI)	114	115	317,283	\$22,869	\$462,175,946	\$1,457	6.37%	629	\$734,779
Muncie	110	132	113,800	\$21,826	\$158,958,857	\$1,397	6.40%	219	\$725,840
Evansville (includes KY)	110	133	351,391	\$24,612	\$521,106,283	\$1,483	6.03%	751	\$693,883
Lafayette	107	142	195,944	\$22,521	\$274,154,987	\$1,399	6.21%	407	\$673,599
Indiana	99	20	6,432,254	\$24,448	\$9,039,797,588	\$1,405	5.75%	13,141	\$687,908
IOWA									
Dubuque	112	124	93,463	\$24,621	\$139,799,428	\$1,496	6.08%	254	\$550,391
Davenport-Moline (includes IL)	108	137	379,321	\$25,020	\$563,284,057	\$1,485	5.94%	999	\$563,848
Sioux City (includes NE & SD)	104	150	143,797	\$22,447	\$198,530,746	\$1,381	6.15%	357	\$556,109
Iowa	64	50	3,023,197	\$25,071	\$3,448,426,522	\$1,141	4.55%	7,342	\$469,685
MICHIGAN									
Bay City	162	32	107,089	\$23,534	\$188,876,962	\$1,764	7.49%	241	\$783,722
Kalamazoo-Portage	134	63	324,923	\$23,913	\$525,931,934	\$1,619	6.77%	694	\$757,827
Saginaw-Saginaw Township N.	118	103	198,286	\$21,433	\$284,713,993	\$1,436	6.70%	398	\$715,362
Lansing-East Lansing	106	146	453,135	\$24,977	\$664,837,112	\$1,467	5.87%	962	\$691,099
Michigan	84	33	9,961,386	\$25,042	\$13,021,270,424	\$1,307	5.22%	20,572	\$632,961
MINNESOTA									
St. Cloud	115	112	188,803	\$24,734	\$286,911,992	\$1,520	6.14%	395	\$726,359

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Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Minneapolis (includes WI) 	110	129	3,279,181	\$32,425	\$5,597,484,576	\$1,707	5.26%	5,838	\$958,802
Minnesota	92	29	5,271,819	\$29,178	\$7,780,241,594	\$1,476	5.06%	10,082	\$771,696

NORTH DAKOTA

Grand Forks (includes MN)	134	65	97,274	\$22,920	\$153,611,832	\$1,579	6.89%	222	\$691,945
North Dakota	70	46	643,941	\$24,409	\$762,054,922	\$1,183	4.85%	1,793	\$425,017

OHIO

Lima	203	18	104,852	\$22,223	\$201,015,849	\$1,917	8.63%	220	\$913,708
Sandusky	180	22	76,693	\$25,578	\$148,379,671	\$1,935	7.56%	236	\$628,727
Columbus	169	28	1,800,112	\$28,200	\$3,542,469,625	\$1,968	6.98%	4,127	\$858,364
Dayton	140	50	833,283	\$25,728	\$1,429,105,933	\$1,715	6.67%	1,722	\$829,911
Toledo	117	106	646,505	\$24,638	\$990,769,915	\$1,533	6.22%	1,608	\$616,150
Cleveland-Elyria-Mentor 	115	114	2,075,531	\$26,838	\$3,284,471,345	\$1,582	5.90%	4,897	\$670,711
Cincinnati-Middletown(includes KY& IN)	114	117	2,177,460	\$28,009	\$3,508,007,549	\$1,611	5.75%	4,376	\$801,647
Canton-Massillon	106	145	407,444	\$23,679	\$582,273,998	\$1,429	6.04%	878	\$663,182
Ohio	109	13	11,496,025	\$25,327	\$17,257,648,417	\$1,501	5.93%	24,855	\$694,333

SOUTH DAKOTA

Sioux Falls	134	64	241,292	\$26,067	\$406,732,046	\$1,686	6.47%	492	\$826,691
Rapid City	132	67	124,766	\$23,983	\$200,388,709	\$1,606	6.70%	291	\$688,621
South Dakota	81	36	815,166	\$23,069	\$1,005,139,082	\$1,233	5.35%	1,889	\$532,101

WISCONSIN

Appleton	108	139	222,309	\$26,855	\$341,255,585	\$1,535	5.72%	597	\$571,617
Wisconsin	74	43	5,669,380	\$26,311	\$7,141,540,965	\$1,260	4.79%	15,509	\$460,477

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METRO RANKINGS

Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank
CRESTVIEW, FLORIDA	430	1	DELTONA-DAYTONA BEACH, FLORIDA	170	27	MIAMI-FORT LAUDERDALE, FLORIDA	139	53
MYRTLE BEACH, SOUTH CAROLINA	423	2	COLUMBUS, OHIO	169	28	SAN ANTONIO-NEW BRAUNFELS, TEXAS	138	54
OCEAN CITY, NEW JERSEY	423	3	BURLINGTON NORTH, CAROLINA	167	29	CARSON CITY, NEVADA	138	55
JACKSON, TENNESSEE	313	4	TEXARKANA, TEXAS	165	30	PORTLAND, MAINE	137	56
BARNSTABLE TOWN, MASSACHUSETTS	307	5	MISSOULA, MONTANA	163	31	BILLINGS, MONTANA	137	57
FLAGSTAFF, ARIZONA	306	6	BAY CITY, MICHIGAN	162	32	SANTA FE, NEW MEXICO	136	58
PANAMA CITY-LYNN HAVEN, FLORIDA	305	7	SAVANNAH, GEORGIA	162	33	BLOOMINGTON, INDIANA	136	59
LAS VEGAS-PARADISE, NEVADA	302	8	SAN DIEGO-CARLSBAD, CALIFORNIA	160	34	BOULDER, COLORADO	136	60
ATLANTIC CITY-HAMMONTON, NEW JERSEY	301	9	SANTA BARBARA, CALIFORNIA	157	35	CAPE CORAL-FORT MYERS, FLORIDA	135	61
HONOLULU, HAWAII	269	10	CHARLOTTESVILLE, VIRGINIA	157	36	GREAT FALLS, MONTANA	135	62
BRUNSWICK, GEORGIA	265	11	BOWLING GREEN, KENTUCKY	155	37	KALAMAZOO-PORTAGE, MICHIGAN	134	63
ORLANDO-KISSIMMEE-SANFORD, FLORIDA	264	12	SPARTANBURG, SOUTH CAROLINA	152	38	SIOUX FALLS, SOUTH DAKOTA	134	64
VALDOSTA, GEORGIA	258	13	PARKERSBURG-MARIETTA-VIENNA, WEST VIRGINIA	152	39	GRAND FORKS, NORTH DAKOTA	134	65
OWENSBORO, KENTUCKY	244	14	LAWTON, OKLAHOMA	152	40	SAN FRANCISCO-OAKLAND, CALIFORNIA	133	66
SPRINGFIELD, ILLINOIS	242	15	ITHACA, NEW YORK	151	41	RAPID CITY, SOUTH DAKOTA	132	67
NAPA, CALIFORNIA	238	16	JACKSON, MISSISSIPPI	151	42	JACKSONVILLE, FLORIDA	132	68
LAFAYETTE, LOUISIANA	205	17	STATE COLLEGE, PENNSYLVANIA	149	43	PITTSFIELD, MASSACHUSETTS	132	69
LIMA, OHIO	203	18	BOSTON-CAMBRIDGE-QUINCY, MASSACHUSETTS	148	44	PROVIDENCE, RHODE ISLAND	131	70
ROME, GEORGIA	194	19	CHEYENNE, WYOMING	145	45	CHATTANOOGA, TENNESSEE	131	71
HATTIESBURG, MISSISSIPPI	190	20	KNOXVILLE, TENNESSEE	143	46	CORPUS CHRISTI, TEXAS	129	72
ANCHORAGE, ALASKA	182	21	INDIANAPOLIS-CARMEL, INDIANA	142	47	ALBUQUERQUE, NEW MEXICO	129	73
SANDUSKY, OHIO	180	22	MEDFORD, OREGON	142	48	COLLEGE STATION-BRYAN, TEXAS	128	74
NEW ORLEANS-METAIRIE-KENNER, LOUISIANA	175	23	CASPER, WYOMING	142	49	ABILENE, TEXAS	128	75
NAPLES-MARCO ISLAND, FLORIDA	172	24	DAYTON, OHIO	140	50	SCRANTON—WILKES-BARRE, PENNSYLVANIA	127	76
CHARLESTON, SOUTH CAROLINA	171	25	COLUMBIA, MISSOURI	139	51	CHICAGO, ILLINOIS	127	77
COLUMBUS, GEORGIA	171	26	LEXINGTON-FAYETTE, KENTUCKY	139	52	WHEELING, WEST VIRGINIA	127	78



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Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank
DENVER-AURORA-BROOMFIELD, COLORADO	127	79	PALM BAY-MELBOURNE, FLORIDA	118	105	GAINESVILLE, FLORIDA	110	131
LOS ANGELES-LONG BEACH, CALIFORNIA	126	80	TOLEDO, OHIO	117	106	MUNCIE, INDIANA	110	132
ASHEVILLE, NORTH CAROLINA	126	81	HOT SPRINGS, ARKANSAS	117	107	EVANSVILLE, INDIANA	110	133
BLOOMINGTON-NORMAL, ILLINOIS	125	82	PORTLAND-VANCOUVER, OREGON	117	108	ODESSA, TEXAS	109	134
BALTIMORE-TOWSON, MARYLAND	125	83	TAMPA-ST. PETERSBURG, FLORIDA	116	109	GREENSBORO-HIGH POINT, NORTH CAROLINA	109	135
WASHINGTON, DISTRICT OF COLUMBIA	123	84	WACO, TEXAS	116	110	HARRISONBURG, VIRGINIA	108	136
TERRE HAUTE, INDIANA	123	85	SAN LUIS OBISPO-PASO ROBLES, CALIFORNIA	115	111	DAVENPORT-MOLINE, IOWA	108	137
FORT COLLINS-LOVELAND, COLORADO	123	86	ST. CLOUD, MINNESOTA	115	112	BUFFALO-NIAGARA FALLS, NEW YORK	108	138
RENO-SPARKS, NEVADA	122	87	VIRGINIA BEACH, VIRGINIA	115	113	APPLETON, WISCONSIN	108	139
EUGENE-SPRINGFIELD, OREGON	122	88	CLEVELAND-ELYRIA-MENTOR, OHIO	115	114	PENSACOLA-FERRY PASS-BRENT, FLORIDA	107	140
WILMINGTON, NORTH CAROLINA	122	89	SOUTH BEND-MISHAWAKA, INDIANA	114	115	WICHITA FALLS, TEXAS	107	141
ATHENS-CLARKE COUNTY, GEORGIA	122	90	TYLER, TEXAS	114	116	LAFAYETTE, INDIANA	107	142
DURHAM-CHAPEL HILL, NORTH CAROLINA	122	91	CINCINNATI-MIDDLETOWN, OHIO	114	117	TRENTON-EWING, NEW JERSEY	106	143
ST. LOUIS, MISSOURI	122	92	WINCHESTER, VIRGINIA	114	118	WORCESTER, MASSACHUSETTS	106	144
ELIZABETHTOWN, KENTUCKY	121	93	BLACKSBURG, VIRGINIA	113	119	CANTON-MASSILLON, OHIO	106	145
AMARILLO, TEXAS	121	94	SALINAS, CALIFORNIA	113	120	LANSING-EAST LANSING, MICHIGAN	106	146
BEND, OREGON	121	95	JACKSONVILLE NORTH, CAROLINA	112	121	BURLINGTON-SOUTH BURLINGTON, VERMONT	106	147
DALLAS-FORT WORTH-ARLINGTON, TEXAS	121	96	ERIE, PENNSYLVANIA	112	122	MODESTO, CALIFORNIA	106	148
ROANOKE, VIRGINIA	120	97	PITTSBURGH, PENNSYLVANIA	112	123	HUNTSVILLE, ALABAMA	104	149
CHARLOTTE-GASTONIA, NORTH CAROLINA	120	98	DUBUQUE, IOWA	112	124	SIOUX CITY, IOWA	104	150
EL PASO, TEXAS	119	99	SPRINGFIELD, MISSOURI	112	125			
LAREDO, TEXAS	119	100	NORWICH-NEW LONDON, CONNECTICUT	111	126			
ATLANTA-SANDY SPRINGS GEORGIA	118	101	NORTH PORT-BRADENTON, FLORIDA	111	127			
ALTOONA, PENNSYLVANIA	118	102	TALLAHASSEE, FLORIDA	110	128			
SAGINAW-SAGINAW TOWNSHIP N., MICHIGAN	118	103	MINNEAPOLIS, MINNESOTA	110	129			
AUSTIN-ROUND ROCK-SAN MARCOS, TEXAS	118	104	REDDING, CALIFORNIA	110	130			

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