



Miami Subs to expand outside of Florida

Dec 9, 2009

Miami Subs Pizza & Grill announced plans to open another new restaurant franchise before the end of 2009, and has another one slated to open in January 2010, according to the [company](#).

The Fort Lauderdale, Fla.-based chain is also celebrating the grand opening of its new location in Yonkers, N.Y., which opened earlier this month.

The new Miami Subs Pizza & Grill restaurants will be located in Surfside, near Miami Beach, and in Brooklyn, N.Y. The company's franchisees have expanded their restaurant portfolios to include an additional store due to the fact that their sales have remained strong.

Miami Subs' plans are to continue taking an assertive approach toward franchise expansion, franchise remodels and additions, and towards continued customer satisfaction.

Miami Subs, an iconic Southeast brand, plans to focus its efforts and expanding aggressively in South Florida as well as in New York and the Carolinas over the next year.

The fast casual franchise-based restaurant chain features an extensive menu which includes Philly cheesesteaks, wings, gyros, subs, pitas, salads and pizza. Miami Subs Pizza & Grill also carries Nathan's Hot Dogs and Arthur Treacher's Fish in most of their South Florida locations.

Marketing Managers Ervin Hernandez and Jackie Maceda spoke further with DailyVista about [Miami Subs Pizza & Grill](#)'s expansion plans.

Hernandez said that the company hopes to grow domestically and internationally. After its opening in Brooklyn, the next step is to open another location in South Carolina, a restaurant in Wellington, Fla. and another in the Cayman Islands, where Miami Subs already has a presence.

Maceda added that Washington D.C. is also in the pipeline, and that the development deal for New York consists of more than 100 store locations. When moving into these new locations, Miami Subs simply relies on its brand recognition to reel in customers.

"Our brand is well known in the Northeast," she said. "We've had other stores up there and what we find is that people know and love our brand. When I was at the Queens (N.Y.) opening, it was incredible... we have a loyal consumer base out there and I think what we go with is the strength of the name."

Hernandez said that when Miami Subs enters new markets, each store becomes immersed in its community events, groups and leagues. This is a strategy that will continue moving forward. He said that the company's ultimate goal is to be the very first option for families who want to go out to eat instead of staying at home.

"Miami Subs sells everything," Maceda said. "We're always complimented on our colors – they (customers) get a good Miami feel and a great vibe. Our menu is very extensive, but it's always a learning process with our menu everywhere we go."

Hernandez echoed Maceda, saying that Miami Subs' broad product mix caters to various consumers across the board – ranging from families to singles to children and beyond.

"Our menu is so broad," Maceda said. "We recently launched pizza within the last 12 months and delivery, so that's a different market there, and in that market we're going after the families and the parties and things like that."

She said that Miami Subs' audience has traditionally skewed more towards young males seeing as the Philly cheesesteaks and the chicken wings are the most popular items on the restaurateur's menu, but all in all it's difficult for Miami Subs to pinpoint a target market because there is so much variety in its offerings.

"Our brand has gone through some changes this past year, and we've been renovating some of our restaurants, so we've been doing a lot of that," Maceda said. "But next year we'll be getting into social media and texting and coupons on your phone. We've been working on that for a few months."

Hernandez said that Miami Subs' marketing team is primarily grassroots-oriented, with an eye for a big picture.

"As being part of the community, we're big on public relations; local store marketing and we really concentrate in those areas in order to drive new customers and to stay alive in these communities we enter," he said.

Maceda added that this community-based effort will be one of Miami Subs' main priorities and focus for 2010. She said that each location is charged with expanding its community ties, though Miami Subs has done a lot in the community this year, and has especially beefed up its initiatives in the last six months.

"Because we're franchise-operated, our owners are involved in promoting the restaurants, which becomes a localized effort," she said. "They partner with the churches in their neighborhoods, the YMCA's, the Boys & Girls Clubs, but then on the national level, what we've done is taken that one step further by aligning ourselves with companies that have multiple locations."

An example of this is a partnership with LA Fitness and Extra Storage Space, to name a few. Hernandez said that this works out well because these corporate entities have multiple outlets and thus can partner with various Miami Subs chains no matter where they're located.

“We do a lot of strategic partnerships and we do rely on them as well as them relying on us,” Hernandez said. “We really try to align ourselves with a family atmosphere – anything that’s family-oriented. We’re pretty much open to working with them because we’re a family brand. We do get a ton of proposals that come across our desk and we are open to listening and considering a lot of these proposals.”

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