

SPC Case Studies of Famous American Restaurant Chain Startup Stories

	start time and place	founder	description
McDonalds	April 15, 1955, San Bernardino Ca	McDonald brothers	Started by McDonalds' brothers in California, it was franchised by Ray Croc, a mixer sales man from Chicago. When the McDonalds asked Ray why he did not just steal the idea, Ray said "I like the sound of the name".
Kentucky Fried Chicken	September 24, 1952, North Crobin KY	Colonel Sanders	Owned by parent Yum! Brands. World's second largest restaurant chain after McDonalds, with 22621 locations.
Burger Kings	June 1954, Jacksonville, FL	Mclamore, Edgerton, Jarvis, and Rae	James McLamore was in New York and his family struggled. He went to Cornell to study Hotel Management. His worked on several restaurant jobs including a YMCA cafeteria. The Burger King signature is the Whopper.
Wendy's	November 1969, Columbus OH	Dave Thomas	Dave Thomas lost his mother at six weeks and was adopted. He worked in various restaurant jobs while attending high school. Colonel Sanders asked Thomas to run four KFC restaurants.
Subway Sandwich	August 28, 1965, Bridgeport CT	DeLuca and Buck	DeLuca is born in New York and moved with his family to Bridgeport. One day at a family picnic in the backyard of Pete Buck, he asked Pete how he can make some money to go to college. Pete suggested him to open a submarine sandwich store. They opened one for a year and then opened a second. The original name is Pete's Marines and later changed to Pete's Subway. Today there are over 41000 locations worldwide.
California Pizza Kitchen	1985 Beverly Hills CA	Rick Rosenfield and Larry Flax	In 1985 the founders, who were attorneys, pooled half million dollars to start the restaurant. The signature dish Barbecue Chicken pizza comes from Ed LaDou, then the pizza chef at Wolfgang Puck's. LaDou started in 1970's to experiment the California-style Gourmet pizza.
Cheese Cake Factory	1972, Beverly Hills, CA	David Overton	The founder's mother decided to open a restaurant for her husband's employer in 1949 but had to give up the venture.
Starbucks Coffee	March 31, 1971, Pike Place Market, Seattle WA	Bowker, Baldwin, Siegl	The founders were inspired by Peets while they were in San Francisco. The first named the restaurant Starbo when they thought words beginning with "st" were powerful. In 1987 Howard Schultz purchased the Starbucks restaurant from the founders.
Taco Bell	March 21, 1962, Downey CA	Mark King	Owned by Yum! Brands today, Glen Bell first opened a hot dog stand in Ssn Bernardino CA.
Noodles	1995, Cherry Creek, Denver, CO	Aaron Kennedy	Founder worked as Marketing Director for the design firm Brandimage. He earned a MBA degree from UW Madison. In 1995, his wife lives in Bolder CO and he lives in New York, so he tries to use his skill set of marketing to be "gainfully employees".
Panera Bread	1987, Kirkwood MI	Ken Rosenthal, Shaich, Kane	It started in St Louis after the founder notice that sour dough bread is a client favorite. Au Bo Pain purchased it and renamed it by combining two italian words, Pane (noodle) and Era (time) . Au Bo Pain was started in Boston in 1977 and went public in 1991.
Corner Bakery	1991 Chicago IL	Lettuce Einstein You Enterprise	A part of the fast-casual market, the restaurant was started by Lettuce Einstein You Enterprise group and has 192 restaurants. The restaurant group was started by Rich Melman and Jerry Orzolf in 1971
Chick-fil-A	May 23, 1946, Hapeville GA	Truett Cathy	The first to specialize in chicken sandwiches. After the founder returned from the war, they started a restaurant and invented the signature chicken sandwich.
Jack in the box	February 21, 1951, San Diego CA	Robert Peterson	Petersen started operating drive-in restaurants in 1941. In 1951 he converted one Oscar's into the first Jack in the Box, a drive through with an innovative two-way intercom. He purchased the right of two-way intercoms ordering system from George Manos.
In-N-Out Burger	October 22, 1948, Irvine CA	Harry and Esther Snyder	Snyder developed the first idea of a drive-thru restaurant. They chose to not franchise or go public.
Carl's Junior	July 17, 1941, Los Angeles, CA	Karcher	In 1941, Carl Karcher and his wife borrowed money to open hot-dog carts. In a few years, they opened Carl's Drive-in Barbecue, and in 1956 opened to Carl's Jr restaurants.
Domino's Pizza	December 9, 1960, Ypsilanti, MI	Monaghan	After honorable discharge from the Marines, Tom Monaghan attended the University of Michigan. To support himself he and his brother borrowed money to buy a pizza restaurant. The store lost a lot of money and he went into the restaurant business. The name Domino's Pizza was contested with Domino Sugar.
Dunkin's Donuts	1950, Qlncy MA	William Rosenberg	A Jewish-German immigrants, he left school at eighth grade to support his family. After the war, he borrowed 1000 dollars to start Industrial Luncheon Services and quickly grew. After noting that 40% of his sales comes from coffee and donuts, he started a retail shop to specialize in this type of food.