

Ling & Louie's Asian Bar & Grill Opens Franchise Locations In Boise, Anchorage Markets

Popular Concept's Expansion Ramps Up With Goal of Going Nationwide In Next Few Years

SCOTTSDALE, Arizona (date) — The popular Ling & Louie's Asian Bar & Grill restaurant concept is gaining steam by expanding with franchise locations in two new markets.

Ling & Louie's franchises in the Boise, Idaho and Anchorage, Alaska markets will join the four locations currently open in Phoenix/Scottsdale and Denver when the new locations open this summer.

The Ling & Louie's concept, created and owned by Scottsdale-based Desert Island Restaurants, has been a hit because of its combination of fun atmosphere, critically acclaimed cuisine and innovative drink menu. As a result, Desert Island Restaurants is beginning a nationwide franchising push, with the Boise and Anchorage locations set to open spring 2011.

The restaurant's slogan is "Not For Boring People," and the cuisine is "where Modern Asian meets American Comfort," with a menu that is "thrilling, filling, with minimal billing™." The concept centers around Ling, a firecracker from Shanghai, China, and Louie, an all-American boy from Toledo, Ohio who meet, fall in love and eventually share their passion for food by opening an Asian restaurant.

"Ling & Louie's has been very well received by customers and has the potential to be an extremely successful investment for our franchisees," said W. Randall Schoch, Founder and CEO of Desert Island Restaurants. "We're very excited about the potential of the concept to become a nationally recognized, significant brand in the restaurant industry, and we're pleased that the Boise and Anchorage franchises are leading the way."

Boise and Anchorage are particularly good for the Ling & Louie's concept, Schoch said, because of their growth potential and the unique niche that Ling & Louie's atmosphere and cuisine would occupy in the marketplace.

John DeHaven, the owner of Hapa Ventures, which is starting the Anchorage franchise, said that the Anchorage location will be in the heart of downtown near a university, making it an ideal place for the Ling & Louie's brand.

"Hapa Ventures is very excited to bring the Asian fusion cuisine of Ling & Louie's to Alaska," he said. "After visiting the brand in Scottsdale and meeting Randy Schoch, we are pleased and honored to now be part of the Desert Island Restaurants family. We know our guests will truly enjoy the culinary excellence of Ling & Louie's."

DeHaven said he is also considering opening another Anchorage location as well as one in Wasilla, Alaska.

Rex Chandler, owner of the Boise-area franchise in Meridian, Idaho, said he was attracted to the Ling & Louie's concept because it was a good fit for the demand in the growing city's restaurant industry.

"I've watched the development and evolution of Ling & Louie's over the past few years, and I have a lot of faith in concept and really like the cuisine," Chandler said. "And I think the Boise-area works because of the timing, and because the concept fits the demographics and market very well."

Chandler, who has an almost 20-year track record of owning and operating successful restaurants, said the Meridian, Idaho location is particularly strong because of its presence in a larger development and on a major thoroughfare.

Desert Island Restaurants' goal is to continue to launch new franchise locations of Ling & Louie's throughout the country over the next few years and establish its brand in the restaurant industry.

"We believe we can take the Ling & Louie's concept nationwide successfully and create some great opportunities for franchisees throughout the country," Schoch said. "It's a fun concept and one that we think will resonate with customers no matter where they live."

Ling & Louie's Asian Bar and Grill was created and founded in 2006 by veteran and award-winning restaurateur Randy Schoch, owner and CEO of Desert Island Restaurants. Ling & Louie's currently has locations open in Denver, Scottsdale and Chandler, with more locations opening in 2011 and plans to franchise and expand nationwide. For more information, please visit www.lingandlouies.com.

Desert Island Restaurants is a management entity that oversees operations of five franchised Ruth's Chris Steakhouses® and 2 Romano's Macaroni Grill® locations throughout the Hawaiian Islands, the Thaipoon-Taste of Asia® in Salt Lake City, Utah, and, most recently, Ling & Louie's Asian Bar and Grill. For more information on Desert Island Restaurants, visit www.desertislandrestaurants.com.