



Blue Moon Mexican Café Announces Northeast Expansion *Franchise Opportunities Now Available*

Wyckoff, N.J. ([PRWEB](#)) May 2, 2007 -- The [Blue Moon Mexican Cafe](#), a popular metro New York area Mexican eatery, announced today that it intends to expand throughout the Northeast U.S. and has formed Blue Moon Franchises LLC.

The new company is actively seeking qualified owner/operators and has set a goal to award seven to ten new franchise locations within the next year. The Blue Moon Mexican Café has been a fixture on the metro NY restaurant scene for over twenty years with locations in Manhattan, Bergen County, N.J. and Westchester County, N.Y.

“The key to our success, and my lifelong passion, has been to create a restaurant concept where people get out of the house, or away from their job, relax and have a great meal and a good time,” said Howie Felixbrod, founder and CEO. “The ‘neighborhood’ place is vanishing from our lifestyle. Blue Moon has a heart and soul and wherever we have opened we have become part of the fabric of our community.”

The Blue Moon Mexican Café prepares all items on their menu fresh daily and is designed to provide something for everyone. “Our clientele varies,” said Felixbrod. “Dinner out with the kids; a night out for couples; or a group of friends who want to eat out and then have a drink at the bar.” The franchise is designed to generate revenue from additional sources that appeal to the bottom line, including takeout, delivery, catering, full bar service (subject to local ordinances), birthday, holiday and special event parties.

The unit economics for the company stores are outstanding.

- Sales in fiscal year 2006 for the five company owned locations ranged from \$1.1 million to \$2.54 million
- The average store size is 2350 sq. ft.
- For fiscal year 2006, the five company-owned restaurants had a median total sales per square foot of \$668.00, which is more than double the industry average for a full-service restaurant based on the 2006/2007 Restaurant Industry Operations Report published by the National Restaurant Association.
- Food and liquor costs as a percentage of sales averaged 25%, well below industry standards

Franchisees will receive strong professional support from the seasoned management team at Blue Moon Franchises LLC, with a training program that covers daily operations, inventory control and business management. Franchisees will receive help with site selection, design and construction guidance, lease negotiation assistance, and equipment selection. An extensive operating manual has been prepared that will guide

the franchisee through day-to day responsibilities, staff management and preparation of menu items and recipes.

For information on [franchise](#) opportunities please call Howie Felixbrod at 201-848-4088.

Interviews with the Blue Moon Management team and pictures of the restaurants are available upon request. Please contact Derek Beere at (203) 393-1101 x 146 or via e-mail at dbeere@mason23.com for more information.