

Bar-B-Cutie® Restaurant : A Third Spain Location as the World Cup Parties Go On!

The European Bar-B-Cutie Venture

July 21,2010

Bar-B-Cutie adds a third location in Spain as the World Cup parties go on!!! At the Nashville, Tennessee based Bar-B-Cutie Restaurants in Valencia, Spain, flashing fireworks, waving flags, "The Royal March" echoing rounds off the walls...cider foaming...wine toasts by the more refined, and tapas (Spanish word for appetizer) served liberally into the night has become a familiar scene since Spain took home their World Cup Victory earlier this month.

Fran Baena, of Valencia, Spain and also the master franchisee spearheading the European Bar-B-Cutie venture, said yesterday that World Cup Victory celebrations are just now starting to taper off. "People are still celebrating, though. Winning the World Cup is something that will be a cause for "cheers" for a very long time!" finishes Baena.

As the parties begin to dissipate, Baena's celebration will most undoubtedly linger for some time. On June 4, 2010, Baena signed a lease for his third Bar-B-Cutie location which is set to open sometime in September of this year. This location will be the Flagship store in Valencia with seating for 125 people. The dining area of the third location will feature relics from southern Tennessee. There will be a Titans & Predators wall, a "real" charcoal grill protruding out of another wall, an old-fashioned ice cooler as a wall, and many other southern charms!

Fran Beana has well constructed plans for his European Bar-B-Cutie dominance. Baena's outline includes building a foundation of multiple Bar-B-Cutie locations throughout Spain and then moving into the development of France. "An Anticipated challenge," Fran shares, "Is drawing in the older Spanish generation. The younger people have embraced the southern Tennessee culture that is shared in the food I serve and throughout my stores. I play American country music in the stores and often see customers singing along."

Brett McFarland, COO Bar-B-Cutie Franchise Systems LLC, made a visit to see the stores in early June and was very impressed by the stores' locations as well as the unbelievable food presentation and the outstanding customer service. "Each aspect of the meals I ate at the Bar-B-Cutie locations in Valencia was a totally, surreal experience. From the stunning second story view of the sun setting behind the thousand year old stone buildings in the

heart of Valencia to the fresh Valencian oranges churning out a glass of fresh orange juice for me, everything in each store was four star!" compliments McFarland.

"I look for great things to happen through Bar-B-Cutie in Europe. Fran and his partners are definitely building a solid restaurant foundation. They are pursuing only the best locations, the best staff and showing the best southern hospitality Spain will ever see!" comments Ronnie McFarland, CEO Bar-B-Cutie Franchise Systems LLC.

"You should definitely take a trip to Valencia, Spain to eat at Bar-B-Cutie! (You may also want to check out the Mediterranean Sea or the World Soccer Champions while you're there too)," advises Brett.

Current Bar-B-Cutie locations in Valencia, Spain are:

Centro Comercial Boulevard Austria local 13
46002 Valencia, Spain
+34 963 940 388

Centro de Ocio Heron City
Pista de Ademuz, salida 7
46980 Peterna, Valencia, Spain
+34 963 644 420

About Bar-B-Cutie®

Bar-B-Cutie® is a 60 year old fast casual barbecue restaurant and catering company that is currently growing thru U.S. and International franchising. Bar-B-Cutie® is famous for its hickory pit barbecue and baby back ribs, as well as a host of Southern lunches and dinners and homemade desserts. The model has four revenue streams with Dine – In, Take Out, Drive Thru and Catering. The company is currently the fastest growing quick casual barbecue chain in North America. For more information visit: www.Bar-B-Cutie.com.