

# GRAND OPENINGS

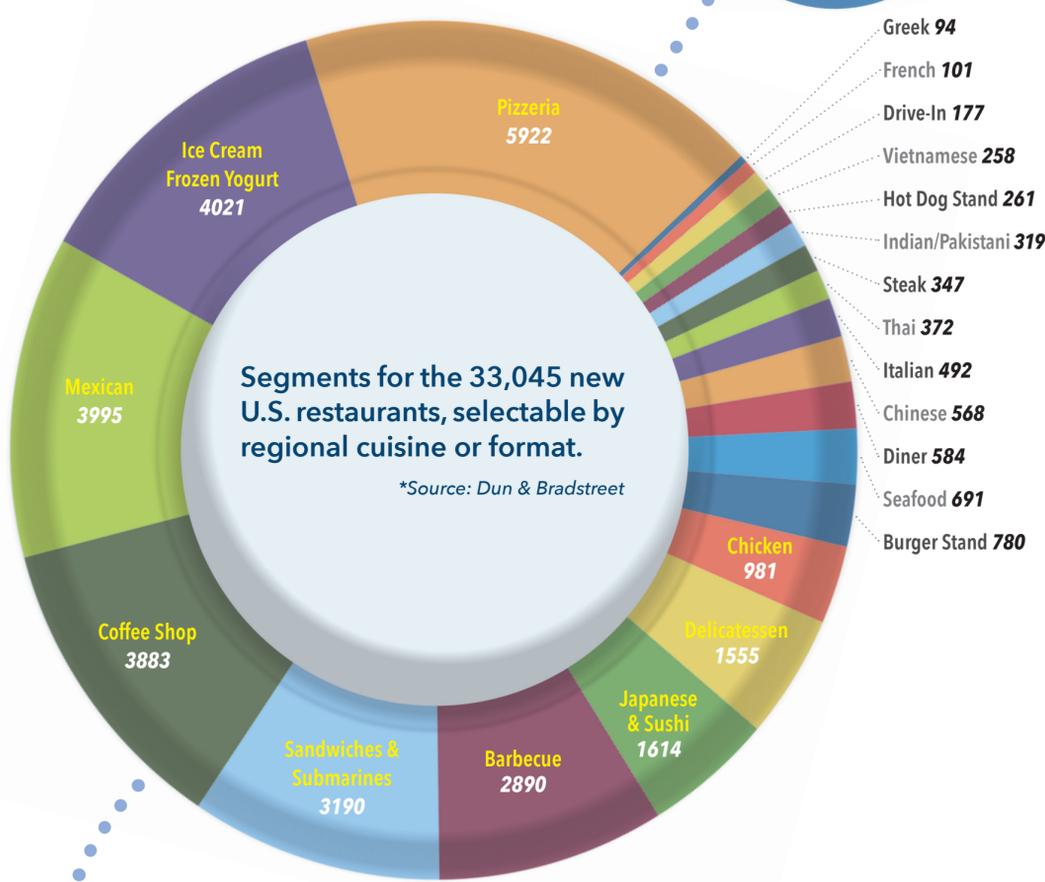
## NEW RESTAURANTS • 2020 INSIGHT

Presented By Mailinglists.com

### A TOTAL OF 58,346\* RESTAURANTS OPENED IN THE U.S. IN 2019.

Each is an opportunity for marketers to provide everything new restaurants need during the crucial startup and early operation period. Detailed, accurate data is available to achieve timely outreach. Here's a tasty, selectable example:

**56.6%**  
(33,045) Can Be Identified By Ethnic Style Or Service Type



## WHY NEW RESTAURANTS ARE IMPORTANT

Startups add energy and creativity to this huge industry. The National Restaurant Association<sup>1</sup> has projected sales totals for 2019 will be \$863 billion, up 3.6% over last year. However this growth rate is below the historical growth rate going back to 1970 of 6.4%, so competition will be fierce. Even so, according to the latest industry figures, **over 65,000 restaurants opened their doors.**

The report describes how the restaurant industry contributes to U.S. workforce development and the economy now, and will continue to do so in the future. Some topline statistics:

- **1 million+:** Restaurant locations in the United States
- **15.3 million:** Restaurant industry employees
- **1.6 million:** New restaurant jobs created by 2029
- **10%:** Restaurant workforce as part of the overall U.S. workforce
- **9 in 10:** Restaurant managers started at entry level
- **8 in 10:** Restaurant owners started in entry-level positions
- **9 in 10:** Restaurants with fewer than 50 employees
- **7 in 10:** Restaurants that are single-unit operations

## RESTAURANTS ARE ONLY NEW ONCE

Opening a restaurant means many costs. Some are one-time or require long term commitments. Relationships must be formed to ensure cash flow and sourcing. Owners need help making choices they must live with. These opportunities have one thing in common: timing is everything.

According to business finance and accounting firm Sage.com<sup>2</sup>, the following are estimates of typical restaurant startup costs:



Lease Security Deposit/Loan Down Payment: **\$2,000-\$12,000**  
Licenses & Permits: **\$100-\$300 Each**  
Legal Fees: **\$500-\$2,000**



Building Improvements (Owners): **\$250,000-\$350,000**  
Kitchen/Cooking Equipment (New): **\$50,000-\$150,000**  
Dining Room (Furniture, tableware, etc. on avg.): **\$80,000**  
POS System: **\$20,000**



Head Chef: **\$65,000-\$95,000** / Line Cook: **\$31,000-\$34,000**  
Manager: **\$28,000-\$55,000**  
Waitstaff: **Minimum wage plus tips**



Signage & Promotion (Opening): **\$20,000-\$30,000**  
Social Media: **Free to Post - Advertising Add'l**

Marketers who have fresh, accurate new restaurant data and use it in a timely, relevant manner, gain a decisive advantage over their competition.

**Will that be You?**



## FRESHNESS COUNTS • SERVICE IS #1

These are two priorities Mailinglists.com has always lived by, and why we understand the restaurant industry so well.

We have been providing fresh, accurate B2B and B2C audience data to our clients for 25 years. Our relationship with Dun & Bradstreet allows us to offer the complete D&B database at favorable prices with impeccable attention to detail. If you offer any of the "must haves" that restaurants need to succeed, we can help you accurately identify and reach your audience.

**Learn more about the data services we offer that enable discerning marketers to contact new and established restaurants nationwide, quickly and effectively.**

<sup>1</sup> <https://restaurant.org/research/restaurant-statistics/restaurant-industry-facts-at-a-glance>

<sup>2</sup> <https://www.sage.com/en-us/accounting-software/startup-costs/restaurant/>

Call (914) 948-8300 • Visit [www.mailinglists.com/new-restaurant-data](http://www.mailinglists.com/new-restaurant-data)

MAILINGLISTS.COM

INFINITE MEDIA

MAILINGLISTS XPRESS

dun & bradstreet