

Restaurant company pushing national expansion

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Despite its name, Native New Yorker is a home-grown Arizona business with aggressive plans to expand nationwide.

The Gilbert-based restaurant business plans to have agreements for 35 new franchised stores in at least 15 markets by the end of this year, with agreements to operate in almost 60 cities likely by the end of 2008, executives say.

The first of those new restaurants should open by the end of the year in Albuquerque, N.M., said Mario Altiery, president of Phoenix-based Upside Group, a franchise consulting group working with the privately held Native New Yorker on its expansion plans.

“This is a five-store package. There will be four locations in Albuquerque with a fifth store in Rio Rancho. We’ve found some locations and are moving through leases, licensing and permitting,” Altiery said.

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Mario Altiery
Upside Group

“After Albuquerque, it seems the next major place looks to be Texas,” he said.

The company charges a \$45,000 franchise fee per location.

As Native New Yorker expands, a new Scottsdale location is expected to open next week at the northeast corner of 90th Street and Via Linda, he said.

The family-oriented sports restaurant serves chicken wings, sandwiches, salads and entrees. With listening stations on every table and flat-screen TVs throughout, the restaurant is divided into a bar and restaurant, offering sports coverage for families and serious fans.

It was begun in the Valley by the Anderson family in 1975 as LaMonica’s restaurant. The company changed its

name in 1980 in honor of a Barbra Streisand song that played when the five-member Anderson family was painting a restaurant’s interior. Over time, they made chicken wings — a Tuesday night special — into a menu staple and opened more than a dozen stores across the Valley.



“We grew up in the restaurant business and it’s really important for us to include families,” said

Sherri Anderson Lind, vice president of franchise services.

Lind is one of the four Anderson daughters to run the business started by their parents, Floyd and Judy Anderson, who both are active in the company.

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Native New Yorker:
www.nativenewyorker.com.