

Fort Worth Star-Telegram (TX)

December 9, 2007

## Sandwich chain keeps on growing

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**Which Wich**, a chain of sandwich shops, is continuing to open locations in the Tarrant County area.

The latest, in Southlake Town Square, opened in November, said Chris Reynolds, area director for Texas. Another is slated to open this month at **5801 Long Prairie Road in Flower Mound**. Still another is set for Alliance Town Center in far north Fort Worth in late 2008.

The chain already has locations near Texas Christian University, in Ridgmar mall and in the Arlington Highlands.

The **Which Wich** concept is based on a brown paper bag, where customers check off the sandwich ingredients they want. Customers give the bag to the cashier to place an order. The menu has 51 sandwiches, almost all of them priced at \$4.75.

The 3-year-old company plans to keep expanding in Tarrant County, Reynolds said. The company believes there is room for as many as 25 locations in Tarrant County. All of that growth will come from franchise development. All but one of the company's 45 locations — the original location in downtown Dallas — is owned by franchisees.

S.M.A.R.T. Restaurant Group is one of the company's most active franchisees, opening the Southlake location, as well as Flower Mound, as well as planning developments in Alliance Town Center.