

NATION'S Restaurant News[®]

THE NEWSWEEKLY OF THE FOODSERVICE INDUSTRY

NRN names 2014 Hot Concepts winners

Nation's Restaurant News will fete hot, emerging brands during MUFSO celebration

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PDQ



Tampa, Fla.-based PDQ (People Dedicated to Quality) is a fast-casual restaurant specializing in fresh, hand-battered chicken tenders, made-to-order sandwiches, fresh-cut fries, hand-spun milkshakes and fresh salads. Developed by Bob Basham, former Outback Steakhouse co-founder, and Nick Reader, chief executive of MVP Holdings, the concept debuted in 2011.

“It’s all about fast and fresh,” says Basham of the chain, which has over 22 locations from Florida to North Carolina, with more on the way.

PDQ, with its emphasis on freshness, looks to stand out in the crowded quick-serve and fast-casual chicken segment.

“Everything is made fresh on site,” said Jeffrey Kamis, head of the company’s marketing and public relations, including each of PDQ’s seven signature sauces and salad dressings.