

A dash of sports pub, a cup of family fun; Mix together and get Beef O'Brady's

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After 25 years as a NASA consultant, running a restaurant should be no problem for new DeSoto Countian Brad Reinhart, who opened Beef O'Brady's Family Sports Pub in Southaven.

As a matter of fact, it might not be challenging enough since Reinhart and his wife Charlotte are already planning additional locations in the Memphis area. Brad said, to expect new Beef O'Brady's in Olive Branch and Collierville on the horizon.

"I had been looking for a change for a long time," said Brad, "and I found it after Charlotte and I ate at a Beef O'Brady's in southern Florida. I knew then that I wanted to open a family friendly restaurant."

The couple first planned to open a franchise in the Hattiesburg, Miss., area. "We had originally intended to open our first store in Hattiesburg, but relocated here after an investment change."

The couple left their newly renovated beach house to fulfill their business dreams in DeSoto County. "We still plan to open a Beef's in Hattiesburg, but we chose to come here first. Charlotte liked the school system and we felt that this area has all the charm of southern hospitality with a lot of city conveniences.

"This is a safe place for children to hang out. Parents can expect to hear appropriate language from staff and not vulgarity. And, we're big supporters of the school system."

Charlotte is scheduled to teach music at Horn Lake Intermediate in the fall. "I look forward to seeing my students in here," Charlotte said smiling. The Reinhart's two youngest daughters, Emily, and Anna attend DeSoto County Schools; Katlyn their oldest is now enrolled at Northwest.

In addition to food service, the Reinharts are interested in serving the community.

"Beef O'Brady's is about family values, customer service, and giving back to the community," said Brad.

Last year Beef O'Brady's donated 44 \$1,000 scholarships to their workers who participated in a writing contest. "We hope to get an essay contest like that going here one day," said Brad. "I would love to be able to hand out scholarships to local kids."

The Reinharts are currently working with area schools to provide teacher recognition. “I told several schools to select a teacher of the month and I would provide the reward.” Reinhart intends to give each selected teacher a certificate for a dining experience.

As a sports pub, the restaurant serves beer and wine, but maintains a casual family atmosphere. The Beef O’Brady’s concept was strategically designed to create a comfortable environment that attracts sports fans of all ages to get together and watch a game. The Reinharts plan to connect the company’s emphasis on sports and their interest in community involvement to seek out youth sports teams to sponsor.

“We are also going to sponsor baseball and soccer teams in the near future,” said Brad.

Despite its name, Beef O’Brady’s says it most well know for its chicken wings. In 2005, 38 new franchises opened which brought the national total of Beef O’Brady’s to 185. The franchise intends to expand into another 51 locations by the end of this year.

Beef O’Brady’s, 3964 Goodman Road in Southaven, is open 11 a.m. to 11 p.m. Monday – Saturday; noon to 10 p.m. Sunday. The phone is 895.6080.

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