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“Where’s the Beef” is just around the corner. Beef ‘O’ Brady’s is expanding in the Southeast and Tampa area.

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By Jack Pagano
jack@thetampapost.com

Brandon, FL- Some full-service casual dining restaurant chains are closing across the USA, but that’s not happening for Beef ‘O’ Brady’s, especially in Tampa. “Indulge in Value” is their new marketing slogan. They hope that will catch on, similar to the 80’s slogan, “Where’s the Beef” from the Wendy’s fast food restaurant chain. They don’t have actor Clara Peller from the Wendy’s commercial but they do have a CEO who believes there’s room for more beef. FSC (owner of Beef ‘O’ Brady’s) CEO Chris Elliott is on a mission to showcase the upstart restaurant. He says, “Beef ‘O’ Brady’s is a family-oriented eatery that has good vibes, it’s sports-oriented and the food is good. A menu that gets high marks in value.”



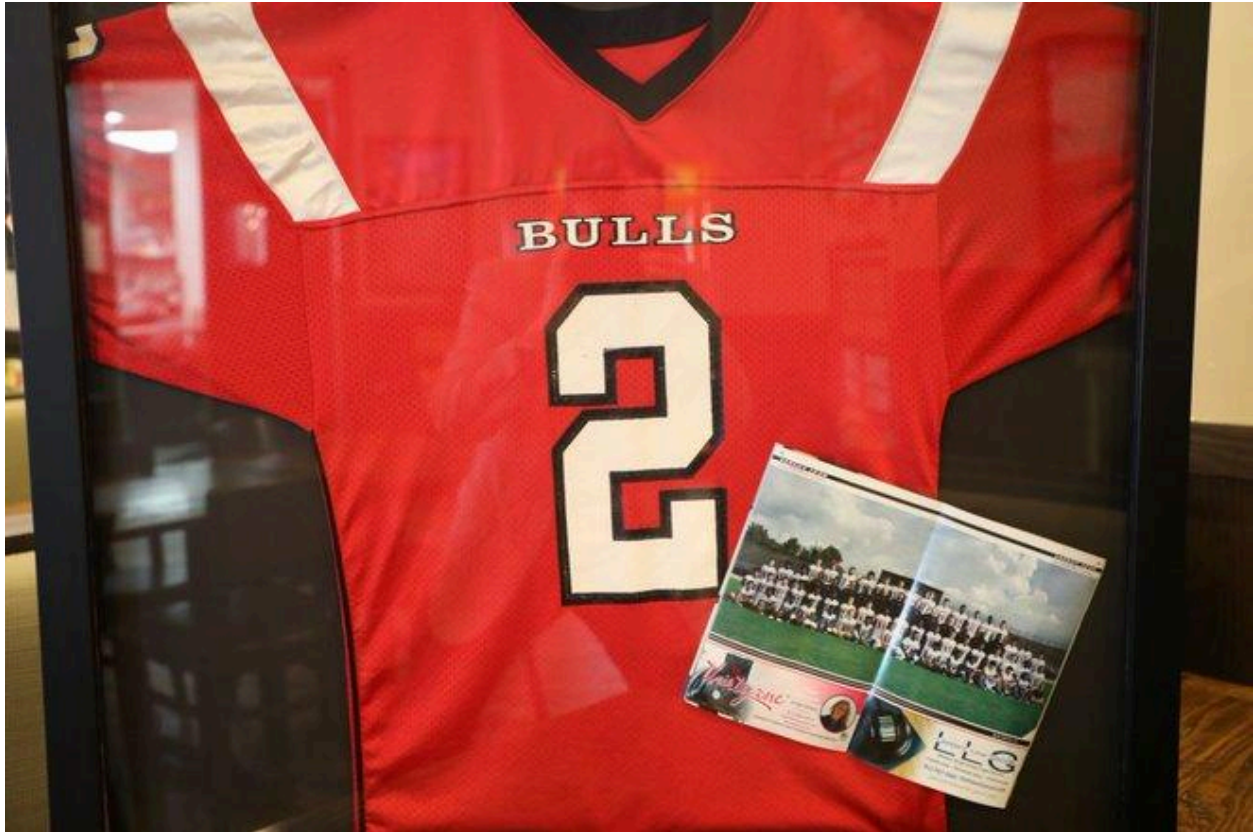
Beef 'O' Brady's, is a family-orientated restaurant in Brandon, Florida. They hope" Indulge in Value" will catch on with Tampa area beef lovers. 3 June 24 (photo by Jack Pagano)

Beef 'O' Brady's has been around in Florida since 1985. The restaurant chain's headquarters is in Tampa and has grown to 140 restaurants across 21 states. Each location features 20-30 viewing screens allowing patrons to see specific sporting events at the same time. A mecca for the sports enthusiast. Some of the restaurants host events like trivia or karaoke nights.



Beef 'O' Brady's in Brandon, Florida. A group of Tampa area residents dine out for lunch. 3 June 24 (photo by Jack Pagano

FSC Vice President of Operations Mike Patron says Beef 'O' Brady's success is all about community involvement. "We constantly meet up with local middle and senior high schools. We seek out ways to improve that local connection. We showcase local jerseys in our restaurants. This creates a wonderful local tie-in and the patrons love it." Staying competitive is the name of the game and they have a strategy.



Beef 'O' Brady's Brandon, Florida. The family-orientated restaurant is all about featuring local high school football jerseys. Walls are adorned with local sports jerseys and icons. 3 June 24 (photo by Jack Pagano)



Beef 'O' Brady's in Brandon, Florida. A place to catch the latest sporting event on the big screen at the bar or in a restaurant table, booth. 3 June 24 (photo by Jack Pagano)

The "Indulge in Value" strategy is Beef 'O' Brady's future. Elliott is excited about taking his daily specials to the next level. "I want specials to be a plus up, meaning that a daily special will be every day, and not just that one day." He also mentions loyalty points will double on the weekends. "We must be competitive every day and very careful about pricing."



Beef 'O' Brady's in Brandon, Florida. It's time to order a lunch time meal. (photo by Jack Pagano)

Beef 'O' Brady's is certainly a sports bar destination but Elliott says they'll be experimenting with bringing family arcades to the restaurants. "We have one family arcade in our Punta Gorda restaurant and it's working great. The arcades bring value to the family-orientated restaurant."

If you're visiting Alabama and Mississippi soon, you'll see the "Indulge with Value" restaurants popping up. 5 more Beef 'O' Brady's in the Southeast are in the development stage. It appears your local Beef 'O' Grady's is here to stay.



Beef 'O' Brady's in Brandon, Florida. Expansion in nearby states-Alabama and Mississippi are in the development stage. 3 June 24 (photo by Jack Pagano)