

Fuddruckers, pizzeria test co-branding effort

Continued from B-1

orders at another. The new operations should add to the bottom line by bringing customers in for just coffee or dessert during normal restaurant downtime.

And because the businesses being added are mostly self service, Fuddruckers won't have to increase staff.

Fuddruckers also is maximizing the use of its kitchens. The bakery still bakes products for Fuddruckers from early morning until just before lunch, then Gumby's takes over the space.

The Gumby's operation was a natural combination for O'Brien. His son, Jeff, is co-founder of the Gumby's Pizza chain. The operation was formed in 1992 and now has 25 Gumby's Pizza nationwide with sales of more than \$12 million in 1995.

Another combination

Daily Bread is putting another twist into the co-branding concept.

Kathy Hale first opened the "whole food" restaurant in the

basement of a Catholic school in 1993, but closed it just a year later because of code problems. She then moved the operation to the Brookside area for six months before closing again.

"I don't like the day-to-day management problems, constantly seeking capital, the numerous details that businesses have," Hale said. "It was cutting into what I did best, create, be that recipes or be that design."

Under her new concept, Hale will do the creating and training, and someone else will run the operation. The first Kathy's Daily Bread outlet will open in Mildred's Coffeehouse, 7921 Santa Fe Drive, Overland Park, in early March.

The owners plan to expand the operation slowly, first offering breakfast items. Although Mildred's is known for its quality teas and coffees, the menu is standard sandwiches and salads.

"I want to make this more of a destination place," said Kathleen Kraushaar, co-owner of Mildred's. "But my background is not baking. So we're combining our strengths."