

CASEY'S NEW LOOK



Casey's Bar and Grill, a part of Prime Restaurants of Canada, Inc., has opened a prototype restaurant in Milton, Ont. Called 'Casey's Grill-Bar,' the new concept is part of an effort to reorient the chain toward more adult-oriented, casual dining. These redesigns (both inside and out) are intended to complement the restaurant's new menu, which first appeared in early 2006 and realized a five per cent same-store sales growth.

The prototype's design elements will be incorporated into all Casey's restaurants in Ontario and Quebec over the next few years.