

Innovation And A Solid Business Model Could Make Latitude 360 Inc. (LATX) The Next PLAY or CBRL

Latitude 360 trades at a price of 1.10 per share . Investors should take notice of the strides LATX has made in just the last few months.

SALT LAKE CITY, UT, USA, November 12, 2014 /EINPresswire.com/ -- While the combination of luxury dining and entertainment may not be a brand new concept, one of the fastest-growing names in the industry, [Latitude 360 \(LATX\)](#), continues to employ new ideas, finding ways to expand its business through innovation and smart planning. By refusing to conform to a single type of customer experience, Latitude 360 defies the odds and offers a wide array of diversions such as bowling, a comedy club, cigar lounge, sports theater, interactive games, and even a “cinegrille” where restaurant-goers can take in a film. This unique mash-up of 21st century entertainment with upscale dining should allow LATX to capitalize on a primarily untapped market in which the customer base craves new experiences beyond the run-of-the-mill restaurants or clubs.

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the strides LATX has made in just the last few months. The Company has three grand openings scheduled over the next several months in the hot markets of New York, Massachusetts, and Minneapolis, with build-out costs funded by the commercial developers behind each respective construction site. The new Massachusetts location will be housed in the Kingston Collection, which is a 900,000 square foot mall with plenty of foot traffic, marking the Company’s third mall-based 360 experience.

LATX is not the only proof that the upscale dining and entertainment experience is on the rise. The recent IPO success of Dave & Buster’s Entertainment, Inc. (NASDAQ:PLAY), which now trades at a solid 22.06 with a market cap of 862M, demonstrated that this up-and-coming market is here to stay.



Dave & Buster's refined a model developed by Chuck E Cheese, flipping it on its head by raising the target age for its customer base and shifting toward a more upscale dining and gaming experience that includes parties, events, sports, and gaming that appeals to all ages.

In terms of [investment option](#) viability, LATX also compares favorably to Cheesecake Factory (NASDAQ:CAKE), trading at 48.82. While CAKE may appear to be the safe choice since it took the upscale dining industry by storm several years ago, invading numerous shopping malls with its diverse menu and unique setting, the company has recently exhibited downward trends. This is largely because a slew of imitators flattened out its share of the market, while its customer base continues to gravitate toward the more rounded dining and entertainment experiences of establishments offered by companies such as LATX and PLAY.

While CAKE has faltered recently, another company that combines a signature style of dining with other novelties has found some recent success. Cracker Barrel Old Country Store, Inc. (NASDAQ:CBRL) felt a boost to its trading price in recent weeks and now sits at 119.58. With an in-house store in every restaurant location that sells everything from rocking chairs to country music, CBRL has mastered a particular brand of style and substance that continues to set it apart from every other competitor out there, and could serve as a business model in those areas for LATX. By participating in wholesome American endeavors like sponsoring a military retreat in Nashville and holding special events to honor veterans, CBRL succeeds by finding ways to remain appealing to its tried and true customer base.

The financial success of a handful of other companies in the dining industry could serve as a model for LATX. Chuy's Holdings Inc. (NASDAQ:CHUY) qualifies as one of these companies. Shooting up quickly by 6% last session, the Tex-Mex restaurant chain demonstrates a sense of individuality, as each of its locations strives to be different from the next. Also, Kona Grill Inc. (NASDAQ:KONA) has seen a steep upward trend recently by staying true to its foundations, framing itself almost as an upscale steak grill, but serving primarily fish and sushi instead. Ruby Tuesday Inc. (NYSE:RT) is another company ranked highly over the last couple of months. It rose over 15% in the course of less than two weeks in October and continues to perform well - further proof that the industry outlook for LATX right now is more than promising.

A number of stylish restaurant chains are performing well and the industry trend is moving toward the type of multi-faceted experience offered by similar companies like PLAY and CBRL. Therefore Latitude 360's position as a growing competitor in this field bodes well for investors looking to make a commitment in this market. With an upside possibly as promising as some of these upscale dining veterans, LATX exhibits class, innovation, and a solid business model that cannot be ignored.

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