

# Rapid Expansion of Latitude 360 (LATX) Makes Company A New Leader In Restaurant Market Surge

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SALT LAKE CITY, UT, USA, December 13, 2014 /EINPresswire.com/ -- By all accounts the restaurant industry is on the verge of a huge surge. A growing job market and falling gas prices are expected to add to consumer revenue this holiday season, bolstering a market in which the S&P consumer discretionary sector index showed restaurant and bar stocks performing far better than nearly all other categories. But consumer trends are also evolving, and traditional restaurants are now taking a backseat to companies that include other facets of consumerism, such as retail sales or entertainment, into the dining experience, while the upscale dining sector laid claim to a 5% increase in customer visits during the two year period from 2011 to 2013. This is why [Latitude 360 \(LATX\)](#) presents itself as one of the most intriguing stocks on the rise at the end of 2014.



[LATX trades at a 1.34](#) per share that hints at a potential upswing. The Company is fresh enough to be affordable to investors, but established enough to move quickly toward a larger share of the market. Latitude 360 has already exhibited an incredible growth rate, with its number of locations rising 400% from 2013 to 2017. In addition, the Company profiles well for long-term sustainability, as individual locations reported year-over-year sales growth in July and August of 2014.

Over the next several months alone, Latitude 360 will initiate a series of grand openings for new

locations that will cement its status as a major player in the upscale dining industry. New York, Massachusetts, and Minneapolis are all slated as homes to new Latitude 360 locations, all at a minimal expense to the Company's bottom line since build-out costs are to be handled by the commercial developers behind the construction sites. With each site ranging from 50,000 to 70,000 square feet and featuring entertainment rooms that house such luxuries as a comedy club, bowling alley, cigar lounge, and game room, it's little wonder that each of Latitude 360's grand opening events attracts a wealth of consumer and media attention, as this kind of all-in-one dining experience is a unique and increasingly popular experience.

While the entertainment aspects of LATX represent a degree of innovation seldom seen in the restaurant industry, its unified sense of style can be favorably compared to some successful predecessors. The stylish interiors of Kona Grill, Inc (NASDAQ: KONA) and Ruby Tuesday (NYSE: RT) certainly bore some influence on Latitude 360's upscale settings, and it's little wonder that both companies are once more on the rise, with Ruby Tuesday hitting a 52-week high at the end of November, and Kona Grill jumping nearly 7% at the middle of that same month.

Another major player experiencing huge gains happens to be Good Times Restaurants Inc (NASDAQ: GTIM), which has surged to a 17% increase since late November and now trades at 6.68 per share thanks to a robust overall volume of 238.5K. It's clearly an opportune time to be in the restaurant industry, as Zacks has rated RT as a strong buy, with GTIM quickly climbing in the rankings, and Carrols Restaurant Group, Inc (NASDAQ: TAST) also in the mix with projections showing a steady increase for them as well.

Given all of this activity in the restaurant and bar industry, coupled with the quick progress Latitude 360 has made in expanding its business, the company also made a recent addition to its leadership team by appointing Kenneth H. Adams as its new Chief Financial Officer. The move is a clear sign that the company's growing portfolio is a point of focus, not to mention Adams's international experience with prior endeavors makes him an asset for expansion into new markets.

At a time when the upscale dining and entertainment sector is at the forefront of a fast-growing restaurant industry, Latitude 360 profiles as a soon-to-be leader of the pack. Few other companies have brought their level of innovation to the dining experience, and no other restaurants of their ilk are expanding so efficiently. Being in the right place at the right time also never hurt, and LATX is primed to take advantage of the current restaurant boom.

<http://latitude360.com/the-360-experience/>

<http://latitude360.com/file/2014/04/SEETHRU-LATX-PRESENTS.pdf>

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SOURCE: Seraphim Strategies

Lou Levenstein  
Seraphim Strategies  
801-988-6474  
email us here

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