

# Latitude 360 (LATX) Spurs Membership Growth and Capitalization on Industry Trends

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Despite long-term wavering sales trends in some industries, restaurant sales tend to maintain steady upward progress, but they have grown stronger than ever in recent weeks, with the prognosis for the rest of 2015 looking promising as well. Industry sales for restaurants are expected to reach an unprecedented peak of 709.2 billion this year, while the industry boasts a workforce of 14 million.

While a significant upswing in the industry is great news for individual restaurant companies, handful of specific trends appear to be shaping the retail environment for restaurants, several of which can be exemplified by one of the industry's most talked-about relatively undiscovered companies, [Latitude 360, Inc \(LATX\)](#).



Trading at .89 per share, Latitude 360 features upscale dining and entertainment within large venues that offer games, a cigar lounge, movies, comedy club, and more. The experience offered by Latitude 360 has often been described by mainstream media as “the evolution of dining and entertainment like no other”

This kind of multi-faceted experience in dining has been gaining traction for some time now, with multiple companies much like Latitude 360 opening new locations and expanding the upscale dining and entertainment market in recent months. Based on a precedent set long ago by the children's entertainment industry and companies like Chuck E. Cheese, the latest industry moves have helped to cement the combination of adult dining and entertainment as a mainstay in the American consciousness.

In fact, over the next several months, Latitude 360 plans to open several new venues in huge markets that include New York, Massachusetts, and Minneapolis. As more companies continue to incorporate entertainment elements into the dining experience, this trend could evolve into the new standard for the restaurant industry.

Another important trend for all retail businesses in recent years has been the incorporation of membership programs that build customer loyalty while increasing brand exposure. Latitude 360 has sold over 5,000 of its [premium memberships](#), which are tiered into "blue" or "black" status based on cost and perks. Not only have the company's memberships catapulted revenue to a new level, but 10% of membership sales go toward the Latitude Cares foundation, the company's charity component that helps benefit such causes as veterans and children advocacy. Founder and CEO Brent Brown was quoted as saying: "This program has been a major hit in each of our locations and we look forward to providing the added convenience and flexibility for members to enjoy."

Membership sales have grown in popularity as revenue boosters for large scale companies in the past several years. Video-on-demand companies have largely contributed to this, such as Netflix (NASDAQ: NFLX) and HBO. Movie rental juggernaut Netflix trades at \$620.39 with a market cap of over 34 billion - a virtual empire built almost exclusively on membership sales with different tiers, not unlike Latitude 360's system.

In addition to the company's keen ability to capitalize on industry trends, Latitude 360 appears to be trending in the right direction financially as well. The company's Q1 2015 numbers were some of their best yet, posting a 19.3% increase in gross sales, in addition to same store year over year sales that continue to rise with each financial report. Given that LATX finds itself experiencing positive growth in one of the most stable American industries, all while exhibiting an understanding of market trends that puts it on the cutting edge of upscale dining, the company continues to shine as a viable growth stock with possibility of upside for the foreseeable future.

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