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From the Louisville Business First:

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Long John Silver's makes acquisition, grows company-owned stores

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In 1969, Bob Ruckriegel opened the third-ever Long John Silver's restaurant franchise, and over the last 49 years, his company, ServUS, went on to open 75 more.

But on Monday, Long John Silver's brought the restaurants back under the corporate umbrella, buying all of Ruckriegel's franchises, according to a news release from the company. Financial terms were not disclosed.

"This brand holds a special place in my heart, and we're very proud of the work we've put into these restaurants for the last 49 years," Ruckriegel said in a statement. "I know these restaurants and the team running them are in great hands."

ServUS owned LJS restaurants primarily in central and northern Indiana, western Kentucky and southwestern Michigan. The ServUS operations team came along with the acquisition, though it is uncertain how many employees the company brings.

Louisville-based Long John Silver's shifted in 2015 from a 100 percent franchised restaurant model and began acquiring units to convert to corporate-owned restaurants. The ServUS acquisition brings the number of company-owned stores to 200. Overall, there are about 1,000 Long John Silver's restaurants in the U.S.

Recently, LJS also began to revitalize the brand, swapping out the old Cap Cod building design for a new, clean nautical-themed design. Check out the new theme in our slideshow of the recently launched flagship restaurant on Goose Creek Road.

Newly renovated restaurants have reported double digit growth, the release said.

The ServUS restaurants will undergo the remodel, too, and will add the brand's new grilled fish options to the menus.

"This is an excellent opportunity to continue our brand revitalization," said Brian Unger, president and COO of Long John Silver's. "We're thrilled to add an extensive line-up of well-performing restaurants to our company-owned portfolio and to continue the legacy that Bob has left behind."



CHRISTOPHER FRYER

The new Long John Silver's flagship restaurant is pictured at 2901 Goose Creek Road in Louisville.

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Long John Silver's acquires ServUS stores - Louisville - Louisville Business First

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