



Raising the Bar on *Traditional Fast Food Fare*

Being able to make something out of nothing and be successful is what that great American Dream is all about, and it always warms the heart to hear stories about the people who are truly living the dream—people like entrepreneur Todd Graves. According to the company's website, Graves submitted a business plan for a chicken finger restaurant as an assignment in one of his college classes. He received the worst grade in the class. Graves' professor and the numerous banks he contacted for funding said his plan would never work, but instead of giving up, Graves spent years working first as a boilermaker in a LA-based oil refinery and then as a salmon fisherman in Alaska to save up enough money to open his very own restaurant.

The first Raising Cane's opened in 1996, in a building that Graves bought and renovated himself at the entrance of the Louisiana State University campus in Baton Rouge. The restaurant enjoyed instant success. Graves' vision of a creating an environment that is casual, fun and known for serving up delicious high-quality, chicken finger meals was so clear that customers could immediately see that this concept restaurant was different. As a result, Raising Cane's thrived, and soon began opening new locations across the country.



In September, the Micatrotto Restaurant Group, based out of Las Vegas, decided it was time to bring Raising Cane's to Arizona, and was welcomed to the first Phoenix location with open arms and a long line of hungry people clamoring to get in the door.

"The response has been wonderful!" Chief Marketing Officer Justin Micatrotto exclaims. "It was amazing to see how many people were already familiar with the brand from locations in Las Vegas and Louisiana. We put the guests and the quality of the products first. No doubt about it. We have a simple philosophy—The Perfect Box. All day, every day, every single time."

The Raising Cane's menu is small on purpose, serving only the highest-quality, best-tasting chicken fingers you've ever eaten. Each meal is made from fresh, never-frozen premium chicken tenderloins that have been marinated, breaded and fried to golden perfection, and served with a side of Cane's secret Sauce on the side for dipping. Add a helping of crinkle-cut fries made from Grade-A extra-long Idaho potatoes, a



thick slice of Texas Toast that has been lightly brushed with real butter and garlic and Cane's signature coleslaw that is made fresh, crisp and creamy every day, and you've got yourself the perfect chicken finger meal.

"What makes Raising Cane's different from other restaurants is the quality of the food we serve, the over the top guest service and our attention to detail," Micatrotto explains. "We don't really care if people want to call us fast food, quick service, fast casual, whatever. Whether you're ordering food and eating on a white tablecloth or in your car pulling out of a drive-thru, the guests will always determine how long you will be in business. Simplicity, consistency and quality are universal attributes that people look for, and that is what we strive to provide to every guest we serve."

With more than 112 restaurants currently open in 15 states, Graves is not only living the American Dream, he is also dedicated to helping others get a taste of it. Overwhelmed by the initial response to his restaurant, Graves made it his mission to give back to the communities and people who supported his dream. Throughout the country, Raising Cane's supports numerous educational institutions, food banks, homeless shelters, pet welfare groups, recreation areas, walking trails, small businesses and much, much more.

"Without the support of our communities, we are just another concept trying to make it in Arizona," Micatrotto says. "We pride ourselves on supporting our supporters and giving back to our communities, our local schools and other community organizations, so feel free to introduce yourself to a manager and take the time to talk to them when they approach your table. We want to know what we can do for you."

Raising Cane's
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raisingcanes.com.

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