

Good Egg to open new location

Eatery to launch at north Phoenix site this summer

By Betty Reid
The Republic | azcentral.com

Holding a bright yellow measuring tape, Matthew Trusela points to the entrance of a building where he envisions a cashier and greeter welcoming breakfast crowds to the Good Egg's newest location this summer.

The restaurant, known for its hearty breakfasts and lunches, is scheduled to open in late July at the Stetson Village Shopping Center, at Happy Valley Road and 39th Avenue, in north Phoenix.

Trusela, Good Egg's executive vice president and chief operating officer, spent part of Thursday showing where the tables, booths, kitchen, a walk-in refrigerator, the cook's line and the bus station will be placed when the building's interior is renovated to suit a restaurant.

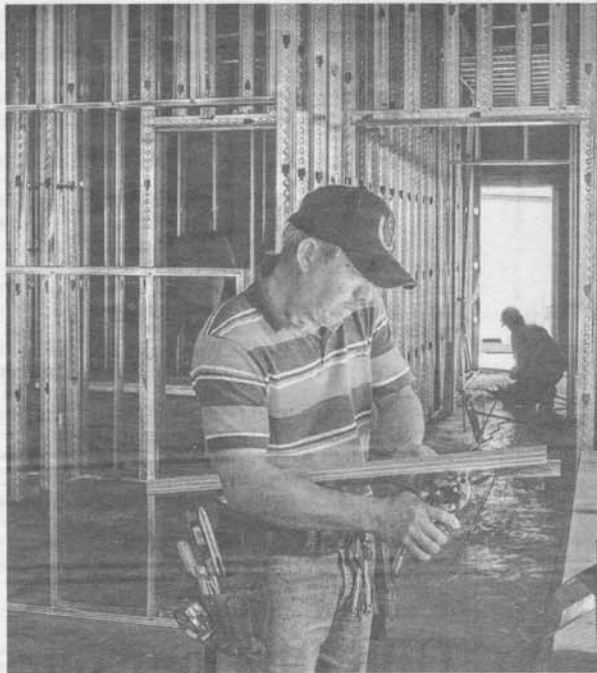
The 3,600-square-foot restaurant will include 2,100 square feet for seating and will have two outdoor patios and a place where patrons are able to dine and connect to the Internet.

Trusela is overseeing a project that includes framing walls, pouring a raised platform for a different level of seating and infrastructure such as water pipes. The new location is expected to hire 30 employees, including waitresses, busboys, cashiers, cooks and managers.

When Good Egg opens at Stetson Village, it will be company's 16th eatery under the same ownership that opened the first Good Egg at Thunderbird and Scottsdale roads in 1987.

Many Valley restaurants went out of business during the recession, but the Good Egg managed to avoid layoffs, Trusela said.

"We've been very fortunate



Jesus Gonzalez cuts a piece of tin while working on construction of the new Good Egg. PHOTOS BY CHARLIE LEIGHT/THE REPUBLIC

to that end... although it hasn't been easy to do that," Trusela said. "Certainly our sales aren't what they were in 2008, there is no doubt about that, and nor is our cash flow, but we've done all we can. We've hunkered down, retooled and watched our costs and yet we have not had an employee reduction nor we have had to really change any employee benefit packages radically."

While this is a difficult time to obtain business loans, it's a good time to build because of the low interest rates, Trusela said.

This is the Good Egg's fourth collaboration with the Pederson Group, developers of Stetson Village. The shopping center, a 144,360-square-foot community plaza anchored by a Safeway grocery store, sits near a residential subdivision. This includes Stetson Hills, a master-

THE GOOD EGG

Opening in: Late July.

Where: Stetson Village Shopping Center, 3780 W. Happy Valley Road, Phoenix.

Hours: 6:30 a.m. to 2:30 p.m. daily.

Details: thegoodeggaz.com.

planned community with about 4,000 homes.

"We serve everybody from zero to 80, but our average age is probably 40 and less," Trusela said.

Several local residents who were shopping at Safeway said they have seen the Good Egg restaurants and were unaware that one was coming to their neighborhood. Some were looking forward to trying it out.



Ian Gunderson sets up fire sprinklers this week at the site of what will be the newest Good Egg restaurant, on Happy Valley Road in Phoenix.