



Cousins Maine Lobster

An F.C. Dadson Case Study

Summary

"FC Dadson has helped us in so many ways. They helped us design and standardize our look, that there's a program in place, and they helped our franchisees avoid bad leases and save a ton of money."

Cousins Maine Lobster was a small, fast-growing company that needed help managing several aspects of its buildout process, from design to construction. F.C. Dadson's unique suite of services helped Cousins to expand quickly and ensure a consistent look and feel in all their stores.

Growing Pains

Cousins Maine Lobster was founded in 2012 by cousins Sabin and Jim, with the goal of bringing Maine-style fresh lobster rolls to the masses. Sabin and Jim went on Shark Tank and, with financial and advisory assistance from "shark" Barbara Corcoran, soon had more than twenty food trucks.

As they started to build brick and mortar locations, they realized that they needed help making sure their restaurants had a consistent

look and feel. In addition, they wanted assistance with lease evaluation, construction management, fixture manufacturing, and fulfillment.

Enter F.C. Dadson

F.C. Dadson was able to work with Cousin's to address their growing pains. Dadson's design team created a look and layout that fit the brand and could be made consistent from store to store. They designed and built custom fixtures to fit the stores, and sourced items such as lobster traps to create a nautical feel. Their construction division provided input on leases for franchise owners, and impartial advice on different aspects of the buildout process.

A Perfect Partnership

F.C. Dadson's assistance has eased Cousins Maine Lobster's growing pains as they expand from a food truck enterprise to a full-fledged restaurant business.

First and foremost, Dadson's design services have ensured consistency from store to store. Depending on the needs of the franchise owner, Dadson has also provided store fixtures, helped to negotiate leases and permits, expedited delivery of key items, and ensured that the general contractors abide by their punchlists.

As a result, Cousin's has been able to offer their delicious lobster rolls in eight brick and mortar locations across the country, with many more on the way.



"The reason why we have such a great partnership with F.C. Dadson is trust. I trust the advice they give me, and that they are ethical and honest and helpful. They are very responsive and provide me with a lot of knowledge to communicate with franchisees."

Erika Yaghoubzadeh, Director of Branding and Compliance, Cousins Maine Lobster