

Camper Secures Prime Location for Einstein Bagels



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After 25 years of working in the franchise food business, Tarek Ellaicy was ready to invest in a franchise venture of his own. Ellaicy had made Peoria his home after the Perkins chain brought him here in 2004. Preferring to remain in the area, he studied franchise options for the market and chose Einstein Brothers Bagels. Ellaicy then began his search for a site by contacting Tom Camper.

The site needed to fit the Einstein Bagels demographic and visibility requirements as well as be favorable financially. Restaurants are expensive to build and the current economic conditions had resulting tighter credit. Ellaicy considered the locations in his targeted area that were listed for sale or lease but did not find them feasible.

Tom Camper was aware of a space which was leased to a restaurant group who might be ready to terminate their lease. The location was excellent and already had a drive-thru. Negotiations commenced with the owner and within months, Ellaicy began renovations to create the Einstein Bagel brand in the former Schlotzky's Deli site.

Tarek Ellaicy will open the first Einstein Brothers Bagel store in Peoria, at 9126 Lindbergh Dr., located just off N. Knoxville Ave. near the Kroger store. He plans to hire 30 full and part-time employees and expects to be open in November. Ellaicy's goal is to open a total of five Einstein Brothers stores in the next five years in Peoria, East Peoria and Bloomington-Normal.

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