



## FRANCHISE

**TIM SPIEGELGLASS KEEPS HIS  
WORK ON THE MENU 8**

## Menu staple: Builder Spiegelglass at 350 Paneras and growing

**W**asabi Sushi Bar CEO John Kim was unsure whether St. Charles would be a good spot for his restaurant chain's next location. Its Town & Country location has a lounge area where guests can order drinks while waiting for their tables, but the St. Charles location he was scouting last year, at 1650 Beale St., had as its neighbor a Bar Louie, which touts its "bar experience."

Tim Spiegelglass, co-owner of Spiegelglass Construction Co., which specializes in restaurant and retail builds, told him to focus on the restaurant concept and not compete with Bar Louie as a bar setting, Kim said.

"He provided some great input to make our St. Charles location better," Kim said. "You keep what works. And what doesn't work, you change." Finding a niche in construction and providing insight on a build before a client signs a lease, Spiegelglass said, is how his company survived the recession. The commercial contractor in 2009 moved to a cloud-based system, enabling it to downsize its office, and also subcontracted more work. Spiegelglass Construction, which has 10-15 employees, earned \$10 million in revenue last year and is on track to earn that again this year, he said.

Wasabi – which now has seven St. Louis-area locations, including the St. Charles site, and one in Lakewood, Colorado – is one of several long-term clients of the Maryland Heights-based construction company. It's also built



### YOU'VE LIKELY DINED AT A SPIEGELGLASS- BUILT RESTAURANT:

- ▶ The Slider House, Rock Hill
- ▶ Bonefish Grill, Brentwood
- ▶ Wasabi Sushi Bar, multiple locations
- ▶ Vin de Set
- ▶ Brio Tuscan Grill
- ▶ Fleming's
- ▶ First Watch, multiple locations
- ▶ Panera Bread Co., multiple locations

DILIP VISHWANAT | SLBJ

*Tim Spiegelglass said the company will hire two project manager next year as it adds franchise and other retail business.*

restaurants for the First Watch chain here, as well as KISS bandmates' Gene Simmons and Paul Stanley's Rock & Brews restaurant in Chesterfield that's set to open Nov. 7.

Other Spiegelglass projects include the \$3 million renovation of The Sound Room in Chesterfield, the \$750,000 Slider House restaurant in Rock Hill and the \$1.6 million Bonefish Grill in Brentwood. Spiegelglass' biggest client is Panera Bread Co., for which it has built over 350 locations in the Midwest since 1991. The fourth-gener-

ation, family-owned company, founded over 100 years ago, credits Panera for developing its restaurant niche.

"You don't continue to work with a client like that and not deliver on time and on budget," Spiegelglass said.

The construction firm is pushing for bigger growth (it also builds facades on strip centers), and he is looking to hire two project managers and focus on franchise restaurants and retail builds. According to Spiegelglass, franchisees are "always expanding and always have jobs." – Steph Kukuljan