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Togo's sandwich chain looks to Lafayette for expansion

By Pippa Fisher



Togo's in nearby Pleasant Hill Photo Pippa Fisher

The franchise chain specializing in fresh, made-to-order sandwiches that started back in 1971 as a small sandwich shack in the south end of San Jose State campus now has close to 300 locations open or under development. However, the company is careful not to over-saturate any area. Peterson said that although there are Togo's nearby in Pleasant Hill and Concord, Lafayette is a distinctly different trade area.

Peterson points out that many franchisees start as fans and often have little or no background in the restaurant business but are brought through a process and given the tools, training and support to become successful.

He attributes the company's success in part to careful placement and strong brand recognition.

And, he says, "really good sandwiches!"

Togo's sandwiches may soon be available in Lafayette if plans to expand the company within the city take off.

Top Togo management is zeroing in on Lafayette for future growth and hopes to find interest and a suitable location, having identified the city's strong consumer demographics.

Chief Development Officer Todd Peterson says that Lafayette provides a "great consumer market" citing a strong residential base plus offices, shops and a community that could be supplied. He said they had looked at several locations over the past few years.

While Togo's can't be specific on a timeline at this point, the company is focusing its development on a few key California markets, specifically Lafayette.

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