

Portrait of a North Carolina Restaurant Owner



Hello, my name is **Randy Swanson**

- Owns and Operates 2 Restaurants in SWANSBORO, N.C.:
The Icehouse Waterfront Restaurant
The Boro Cafe
- Started in the Restaurant Industry 37 Years Ago
at Age 13 Earning Minimum Wage

Employs **50 People**

Randy Swanson owns and operates restaurants in SWANSBORO, N.C.

North Carolina Restaurant Industry At A Glance

426,200 North Carolinians

In 2014, restaurants account for **426,200 jobs in north Carolina** – 10% of employment in the state.

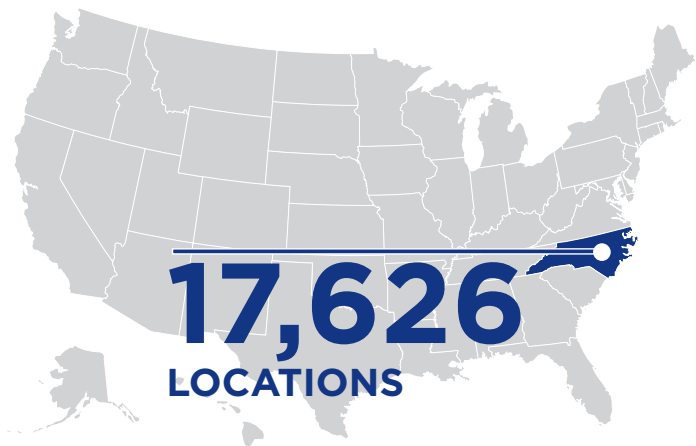
Every \$1 Million Spent

in North Carolina's restaurants generates an additional **27.4 jobs in the state.**

\$15.9 Billion In Sales

In 2014, north Carolina's restaurants are projected to register **\$15.9 billion in sales.**

In 2012, there were **17,626 eating and drinking places in North Carolina.**



Industry Facts



AVERAGE PROFIT MARGIN ON \$6 MEAL



90% of Restaurants are Independent or Franchises



1 in 3 Americans Begin Their Working Careers in the Restaurant Industry



1 in 2 Adults Have Worked in the Restaurant Industry