

# Frank Theatres Enjoy Continued Success and Expansion with CineBowl & Grille Concept



Bruce Frank's family has been in the entertainment business for more than 100 years, operating everything from arcades along the Jersey Shore to his grandfather's 100-lane bowling center in Philadelphia, where lane mechanics traveled by golf cart to service the vast facility. The company has owned cinemas, restaurants, nightclubs, bowling centers, family entertainment centers and other enterprises.

In other words, the Frank family knows bowling, and cinema, and food and beverage (plus a whole lot more). It was only a matter of time before they brought them together.

"It was a natural integration of the disciplines we practice," said Bruce Frank, president and CEO of Frank Companies. "It's a matter of basic metrics, understanding how people recreate, the amount of leisure time they have available, geography, etc."

The company first brought bowling and cinema together on the same property in 2006 at Superplay USA in Port St Lucie, Fla., an entertainment center that also offers laser tag, mini golf, batting cages and more. For that project, and ever since, [Frank Companies](#) has made [Brunswick](#) its bowling partner, completing four [Revolutions](#) locations and three [CineBowl & Grille](#) locations, with two more opening in the next year or two, and more in the works.

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"We chose Brunswick because of the team," said Frank. "Eric Lindfors, Brent Perrier, the whole team is great. Brunswick is attentive to our needs and responsive, in a business where time is critical. It's similar to the movie business in that you can't afford to be down."

"Brunswick leads with high-quality products," he said. "They're the leaders and innovators in their industry. We're very happy with the [Sync](#) scoring and management system. The Brunswick team is consistent and loyal, and have a global understanding of the industry."

When asked if he would recommend to other cinema operators that they add bowling to their operations, Frank deadpanned, "Absolutely not. They should leave this concept to us!"

"But seriously, it can be a challenge to get into a completely new business without experience," Frank said. "However, there's no question that a strategic alliance with Brunswick can make all the difference. They're the leader in the bowling business, and they've had the benefit of learning from our multiple projects together how to successfully integrate bowling with cinema."

"Brunswick has more than 168 years of experience helping investors who are new to the business, with new construction as well as major center remodels that allow bowling centers to reinvent themselves as family entertainment centers," said Brunswick President/CEO Brent Perrier. "We've also helped bring the highly profitable bowling business to casino resorts, hotels, nightclubs and restaurants, as well as cinemas. Our experienced team will guide you through every step of development, providing help with everything from market research to design, planning, construction and even marketing and operations assistance. We're committed to helping our proprietors succeed."

**Brunswick**® Experience is Everything.