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Jersey Mike's to open inside Jungle Jim's

By Eric Robinette

Staff Writer

FAIRFIELD — Next month, Jungle Jim's will open a store within its store — a Jersey Mike's, to take the place of a former sub shop.

The restaurant is expected to open Jan. 7, said Craig Bristle, the chief operating officer of Cincy Subs LLC, the franchisee that will operate the location inside the Jungle Jim's store. The Jungle Jim's location will be the sixth one in the greater Cincinnati area operated by this franchise, he said.

According to Stephanie Adams, a marketing associate for Jungle Jim's, the Jersey Mike's will be in the location of the store's former sub shop. It will have an entrance near the cheese department, and an entrance on the outside of the store.

"We're very excited about being in Jungle Jim's. We use a real estate agent to find locations for us, and he came across this one," said Bristle.

This will be a first for the franchisee in that it will be located inside another store, rather than being a standalone shop. The foot traffic that Jungle Jim's gets is a plus, he said.

"We'll have our standard entrance from the outside, but from Jungle Jim's side we'll have an order window. This will be a hybrid location for us ... Jungle Jim's is simply an awesome facility. They have tens of thousands of people a week in that place. For us, that's an opportunity to have tens of thousands of people at our door every week," said Bristle.

The store will have 20 to 25 employees and be open from 10 a.m. to 9 p.m. seven days a week, he said. The franchise is already engaged in fund-raising that will benefit Fairfield High School and other organizations.

"We're about giving back to the community," he said.

Founded in 1956, Jersey Mikes has more than 1,300 restaurants open or under construction nationwide, and the company has doubled in size in the past three years, according to the Fairfield city officials.

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