

Business

A prehistoric announcement:

Build-A-Dino stores are in the works

First store is scheduled to open in Kansas City inside T-Rex restaurant.

By Gail Appleson
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Make no bones about it. Build-A-Bear Workshop is on to another new concept: Build-A-Dino.

This time the Overland-based customized stuffed animal company is opening its first store within a restaurant. But not just any restaurant, it's also a unique format called "T-Rex: A Prehistoric Family Restaurant." The first T-Rex and Build-A-Dino are scheduled to open in June in The Legends, a mall in the Village West district of Kansas City, Kan. T-Rex will be operated by Landry's Restaurants Inc.

Build-A-Dino will offer more than nine exclusive prehistoric animals ranging in price from \$15 to \$20. These creatures wouldn't be caught dead in any extinct outfits and instead will sport such get-ups as Cave Girls Rock tees, I Dig Dinosaurs PJs and Best Friendosaurs tanks. Accessories include dino nests and dino do wigs.

The new concept could help build interest among boys, who make up 25 percent of Build-A-Bear's customers. It is being launched as Build-A-Bear expands its retail operations in and near baseball stadiums with exclusive mascot creatures in such new locations as Busch Stadium and AT&T Park in San Francisco.

Maxine Clark, chief executive, said that while the first Build-A-Dino store will open in a T-Rex, the concept will not be limited to restaurants.

"We are always looking for

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Build-A-Dino will grow with T-Rex restaurant chain

places for new stores; our strategy is to bring the Build-A-Dino experience to places families go to have fun," she said. "We look forward to expanding the brand through the Landry's T-Rex restaurants, the Web and future locations as well."

The second T-Rex location is scheduled to open in Walt Disney World in 2008. The chain is planning on nine U.S. restaurants and 10 locations outside the country. Steven Schussler, chief executive of Schussler Creative Inc., which developed the T-Rex concept, said he ex-

pects Build-A-Dino stores in all of the locations.

The T-Rex concept features dining and retail in an interactive prehistoric setting, designed to educate and entertain children. Among the restaurant's features will be life-sized dinosaurs that move and make noise, waterfalls, geysers and a fossil dig.

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