

New sub shop concept coming soon to Orlando

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The Goddards are looking for second-generation restaurant spaces for the rollout of Port of Subs in the Orlando market. ()



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When a new sub shop concept opens in the Orlando area, save room for dessert.

“The brownies are really good,” said Georgia Goddard, who along with her husband Chris have a regional development deal to bring Port of Subs restaurants to Florida. “I’m not a big chocolate person ... but this brownie.”

The couple has one deal signed for ten restaurants and another in the works for ten more.

“I wanted one section and Chris wanted a different section,” Georgia Goddard explained. “We originally signed up for the northeast, which is downtown Orlando, all the way up to Sanford, all the way over to Oviedo, that whole quadrant.”

The rights to the southwest territory are almost a done deal. The area includes Colonial Drive/State Road 50 from downtown Orlando to Georgia's hometown and current residence of Clermont, to the Four Corners, and to the Disney and Kissimmee areas.

Port of Subs shops first opened near Reno, Nevada, in 1972 and are currently mostly in western states. Chris Goddard says they are known for a consistent product with freshly baked bread and freshly sliced meat and cheeses.

The couple did their research before deciding to become investors in the concept.

"Any time we're interested in something, we pretty much dive into the details. We flew out to Las Vegas just to have a sandwich," Georgia Goddard said, adding they wanted to taste the product at different shops to see the consistency of the Port of Subs Product.

They liked what they tasted.

"The bread makes the sandwich," Chris Goddard said. "The fresh-baked bread is not too hard and it's not too doughy."

Georgia Goddard had another fave.

"I think I had three brownies by the end of the day because we visited about five different store locations to see the different ways they were set up. I'm still craving those brownies."

They said the first restaurant in Florida will probably be near Maitland with plans to open in the first quarter of 2025.

"That would be considered the flagship store where we would do all the training for the new franchisees that want to come along and join us in our particular territory. It will be the training location," Georgia Goddard said, adding they are looking for about 19 franchisees to open the other restaurants in the Orlando area.

"We are the franchisor with the support of the Port of Subs corporate and we are the franchisor to these franchisees that are opening locations that we are going to be onboarding," Chris Goddard explained. "Once they join our team, we will help them in finding locations and guide them through the whole process."

Most Port of Subs locations are between 1,400 to 1,600 square feet. The location of the first shop isn't definite yet, but the couple has an idea of where they want to be.

"A number of demographic factors come into play with population density being one," Chris Goddard told GrowthSpotter. "We like the Maitland area for our store because of the potential foot traffic and vehicle traffic. We want a high visibility location."

Building from the ground up is one option for the restaurants, but not the one the Goddards favor.

“We prefer second gen locations that don’t require a lot of remodels, possibly something that was a sub shop before because then you get a lower barrier of entry financially to get into that location,” Chris Goddard said.

The Goddards said Jersey Mike’s is probably the closest as far as having a comparable product to Port of Subs.

“They have been setting the standard for a while with large and established franchise locations,” Chris Goddard said. “We think we can go head-to-head. I’d put a Port of Subs shop right across from a Jersey Mike’s without hesitation.”

Chris Goddard told GrowthSpotter the value for the customer is good, saying “it’s a better price point for the product you’re getting.”

The Port of Subs restaurants in the Orlando area will be a family affair.

Chris and Georgia’s Jacob will run the first location. Their other son Justin is also involved in the family’s businesses, which include the Southern Steer Butcher location on West Colonial Drive in Ocoee.

Chris’s identical twin Charles Goddard has Port of Subs restaurants in the Austin, Texas, area and was the one to tell his brother about the potential business opportunity.

“We just gravitate towards the same things and think alike. He kept talking about it and it piqued my interest, so I looked into it,” Chris Goddard explained, adding the company’s financial stability and organization made it an attractive investment.

It’s also an homage to the past.

“My parents owned two Subway shops [in Lakeland] when I was a kid, so for me, it’s kind of nostalgic,” Chris Goddard said. “Walking in and smelling that fresh-baked bread just brings me back to when I was 8 years old.”

Have a tip about Central Florida development? Contact me at Newsroom@GrowthSpotter.com or (407) 420-6261. Follow GrowthSpotter on Facebook and LinkedIn.

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