



The Triple D Effect

Being on *Diners, Drive-ins and Dives* is like winning the lottery. See how an appearance paid off for these joints.



Blue Water Seafood Market & Grill San Diego

At first, brothers Matt and Judd Braun hesitated to put their seafood restaurant on the show. "We needed to do all these things to prepare: paint, buy extra fish, pay extra staff," Matt says. "It took every dime we had to start the place, so we didn't have a ton of money." But Guy promised the investment would pay off—and he has come back a few times to make sure business is still booming. "We don't really have slow days anymore," Matt says.

3367 India St.; bluewater.sandiegan.com



Alcenia's Memphis

"Since the recession hit, people in Memphis don't eat out like they used to," says Alcenia's owner, BJ Chester-Tamayo, who famously gives out hugs to her customers. "*Diners, Drive-ins and Dives* is why I'm still open." When she asks, most diners say they came because of Guy. "Some days, it seems like everyone in my restaurant is from out of town."

317 North Main St.; alcenias.com



Panini Pete's Cafe & Bakeshoppe Fairhope, AL

"Panini" Pete Blohme says being on *Diners, Drive-ins and Dives* is sort of like taking steroids. "It should be a banned substance because you go from being great to being just unbelievable." He showed Guy how to make beignets on his 2008 episode and, thanks to a round of beers after shooting, he has become friends with the host.

42½ South Section St., #2; paninipetes.com



Brewburgers Omaha

"Two hours after the show aired, we had a line out the door," says Stephen Warren II, co-owner of this Nebraska spot. "It was absolutely insane." Now customers constantly ask about what Guy ate—and they're willing to try the alligator he tasted on the 2008 episode. Thanks to the influx of business, a second location opened in February.

4629 South 108th St.; brewburgersomaha.com



The Elk Public House Spokane

Brad Fosseen, co-owner of this drugstore-turned-pub, wore one of the restaurant's "Got Elk?" T-shirts on an episode last year, and the shirt became an overnight hit. "We've literally gotten thousands of e-mails about them," says manager Marshall Powell. "I never thought I'd be sending our shirts to Alabama."

1931 West Pacific Ave.; wedonthaveone.com



Jersey's Cafe Carmel, IN

New Jersey native Blair Laing opened this sandwich shop to bring classic hoagies and other East Coast favorites to the Midwest, and now that he has appeared on the show, he's serving four times as many customers as he did before. Producers warned him before his episode aired this year that business would be good, but he had no idea just how good. "You used to be able to get in and out in 45 minutes; now it's taking an hour and a half just to get through the line," he says. "It'll usually be 50 or 60 deep, easy."

13710 North Meridian St.; jerseyscafe.com

FIER: MARK PETERSON/REDUX; RESTAURANTS: CLOCKWISE, FROM TOP LEFT: DHANRAJ EMANUEL; DENISE OVIEDO; PETE BLOHME; BLAIR LAING; YOUNG KWAK; KAREN GOGERTY