

Joe Theismann's Restaurants Cover Listing

by Mike Samuels

It is not unusual for a sports star to own a restaurant or other commercial establishment (or lend his/her name one). Often, such a business is a lone venture; occasionally, it expands to a second location, only rarely to more. Frequently, the star is only a minimal part of the venture, and just as frequently the matchcovers available from the lifetime of each endeavor are only one or two each, only rarely more.

Joe Theismann was a two-time Pro Bowl quarterback who played 15 years of professional football. As he became a successful quarterback and personality, Theismann joined a consortium of investors to open a restaurant that would bear his name. Success led to expansion. Over the years, there have been several different sites, at one time as many as four in existence. Theismann, himself, is President and CEO of the company that manages the restaurants—currently at three different locations, two in Northern Virginia and one in Maryland. The ownership has printed new matches often, reflecting changes in the sites and number of restaurants.

In our collection, we have eleven different ones (listed below). This might be all that have been produced, but I don't know. I would appreciate learning about and trading for any additional ones, so we might produce a complete listing of such covers.

<u>Color of Cover</u>	<u>Color of Print on Cover</u>	<u>Front</u>	<u>Saddle</u>	<u>Back</u>	<u>Manumark</u>	<u>Front Flap</u>	<u>Inside</u>
1. Blue	White	Name	(703) 379-7777	Name	Universal		Name/1 site
2. Blue	White	Name		Name	Universal		Name/2 sites
3. Red	Gold	Name		Name Leesburg Pike Site	Universal		Pasadena Parlor +
4. Green	Gold	Name Leesburg Pike Site		Name Camp Springs Site	Universal		
5. Brown	Gold	Name Leesburg Pike Site		Name Camp Spring Sit	Universal		
6. Cream	Blue	Name		Name	Diamond	3 red sites	
7. Cream	Blue	Name		Name	Atlas/Diamond	3 red sites	
8. Blue	Silver	Name		Name	Atlas		3 sites
9. Blue	Silver	Name		Name	Atlas/Diamond		4 sites
10. Gold	Black	Name		Name	Horizons Unltd		4 sites
11. Grey	Burgundy	Name		Name	Diamond		