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NEW YORK -- The parent of the Wall Street Deli and Arthur Treacher's Fish & Chips quick-service brands has added the approximately 40-unit Ritter's Frozen Custard concept to its portfolio of restaurant holdings. Terms were not stated.

TRUFOODS LLC, based here, which also owns the Pudgie's Famous Chicken brand, said that with the purchase of Indiana-based Ritter's the parent firm now is operator or franchisor of 100 locations nationwide.

Ritter's is the company's first acquisition since TRUFOODS was acquired last November by food business veteran Andy Unanue.

"My immediate goal is to bring Wall Street Deli back to the Northeast, then focus on growing the Ritter's, Pudgie's and Arthur Treacher's brands in markets where they already have existing locations," said Unanue, who briefly this year was a candidate for a New Jersey U.S. Senate seat.

Unanue is a former vice president and chief operating officer of Goya Foods, which was founded by his grandfather and is known as the nation's largest Hispanic-owned food company.