

## \$1B+ Restaurant Chain Same Store Sales Data (y/y % Change)

Concept	2017 U.S. System Sales \$'000 <sup>(6)</sup>	Store Base <sup>(1)</sup>	2013	2014	2015	2016	2017	2018 Outlook <sup>(5)</sup>	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
Applebee's													
Buffalo Wild Wings													
Cheesecake Factory													
Chili's Grill & Bar <sup>(2)</sup>													
LongHorn <sup>(2)</sup>													
Olive Garden <sup>(2)</sup>													
Outback													
Red Robin													
Ruby Tuesday <sup>(2)</sup>													
T.G.I. Friday's													
Texas Roadhouse													
<b>Casual</b>													
Bob Evans <sup>(2)</sup>													
Cracker Barrel <sup>(2)</sup>													
Denny's													
Golden Corral													
IHOP													
Perkins <sup>(3)</sup>													
<b>Family</b>													
Chipotle													
Corner Bakery Cafe <sup>(3)</sup>													
Moe's Southwest Grill <sup>(3)</sup>													
Panera Bread													
Qdoba													
<b>Fast Casual</b>													
Dunkin Donuts													
Krispy Kreme													
Starbucks <sup>(2)</sup>													
Tim Horton's													
<b>Coffee/Snack</b>													
Bojangles'													
Church's													
KFC													
Popeyes													
Wingstop													
<b>Chicken</b>													
Domino's													
Little Caesars													
Papa John's <sup>(4)</sup>													
Pizza Hut													
<b>Pizza</b>													
Firehouse Subs <sup>(3)</sup>													
Jersey Mike's													
Jimmy John's													
Subway													
<b>Sub-Sandwich</b>													
Arby's <sup>(4)</sup>													
Burger King <sup>(2)(4)</sup>													
Carl's Jr.													
Checkers/Rally's													
Chick-fil-A													
Culver's													
Dairy Queen													
Five Guys													
Hardee's													
Jack in the Box <sup>(2)</sup>													
McDonald's													
Sonic Drive-In <sup>(2)</sup>													
Taco Bell													
Wendy's <sup>(4)</sup>													
Whataburger													
Zaxby's													
<b>Sandwich</b>													
<b>RR Same Store Sales Data for \$1B+ Chains vs. Government Industry Data</b>													
\$1B+ Chain Total													
Total Restaurant Industry Sales													
<b>\$1B+ FSR Chains</b>													
Total FSR Sales													
FSR CPI													
<b>\$1B+ QSR Chains</b>													
Total QSR Sales													
QSR CPI													
<b>Food at Home Sales Performance</b>													
Grocery (ex. C-Stores) Sales													
Food at Home CPI													
C-Store (ex. Gas) Sales													
<b>Key Industry Economic Benchmarks</b>													
Per Capita Disposable Income (Current)													
Total Retail Sales													
GDP (Current)													
Unemployment Rate (Actual)													
Regular Gas Prices													
<b>Outlook Change from Last Quarter</b>									<b>Increase</b>			<b>Decrease</b>	

(1) Same store sales represent either system-wide "S" or company only "C". \$1B+ segment averages weighted by total chain system-wide sales.  
(2) Reflects an estimate for annual same store sales based on an average of the four calendar quarters during the period.  
(3) Represents the change in average annual sales volumes per unit as concept does not report same store sales.  
(4) Same store sales data reflects North American operations.  
(5) Gas price outlook based on EIA forecast. GDP & unemployment outlook based on Federal Reserve Monetary Policy Report (12/17).  
(6) 2017 systemwide sales represent preliminary RR estimates.  
(7) Yellow highlighted results are RR estimates.

## \$1B+ Restaurant Chain Same Store Sales Index (\*)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	YTD Mar. '18	Low	High
Applebee's													
Buffalo Wild Wings													
Cheesecake Factory													
Chili's Grill & Bar													
LongHorn													
Olive Garden													
Outback													
Red Lobster													
Red Robin													
Ruby Tuesday													
T.G.I. Friday's													
Texas Roadhouse													
<b>Casual</b>													
Bob Evans													
Cracker Barrel													
Denny's													
Golden Corral													
IHOP													
Perkins													
<b>Family</b>													
Chipotle													
Corner Bakery Café													
Moe's Southwest Grill													
Panera Bread													
Qdoba													
<b>Fast Casual</b>													
Dunkin Donuts													
Krispy Kreme													
Starbucks													
Tim Horton's													
<b>Coffee/Bakery</b>													
Bojangles'													
Church's													
KFC													
Popeyes													
Wingstop													
<b>Chicken</b>													
Domino's													
Little Caesars													
Papa John's													
Pizza Hut													
<b>Pizza</b>													
Firehouse Subs													
Jersey Mike's													
Jimmy John's													
Subway													
<b>Sub-Sandwich</b>													
Arby's													
Burger King													
Carl's Jr.													
Checkers/ Rally's													
Chick-fil-A													
Culver's													
Dairy Queen													
Five Guys													
Hardee's													
Jack in the Box													
McDonald's													
Sonic Drive-In													
Taco Bell													
Wendy's													
Zaxby's													
<b>Sandwich</b>													
<b>RR Same Store Sales Data for \$1B+ Chains vs. Government Industry Data</b>													
<b>\$1B+ Chain Total</b>													
Total Restaurant Industry Sales													
<b>\$1B+ FSR Chains</b>													
Total FSR Sales													
FSR CPI													
<b>\$1B+ QSR Chains</b>													
Total QSR Sales													
QSR CPI													
<b>Food at Home Sales Performance</b>													
Grocery (ex. C-Stores) Sales													
Food at Home CPI													
C-Store (ex. Gas) Sales													
<b>Key Industry Economic Benchmarks</b>													
Per Capita Disposable Income (Current)													
Total Retail Sales													
GDP (Current)													
Regular Gas Prices													

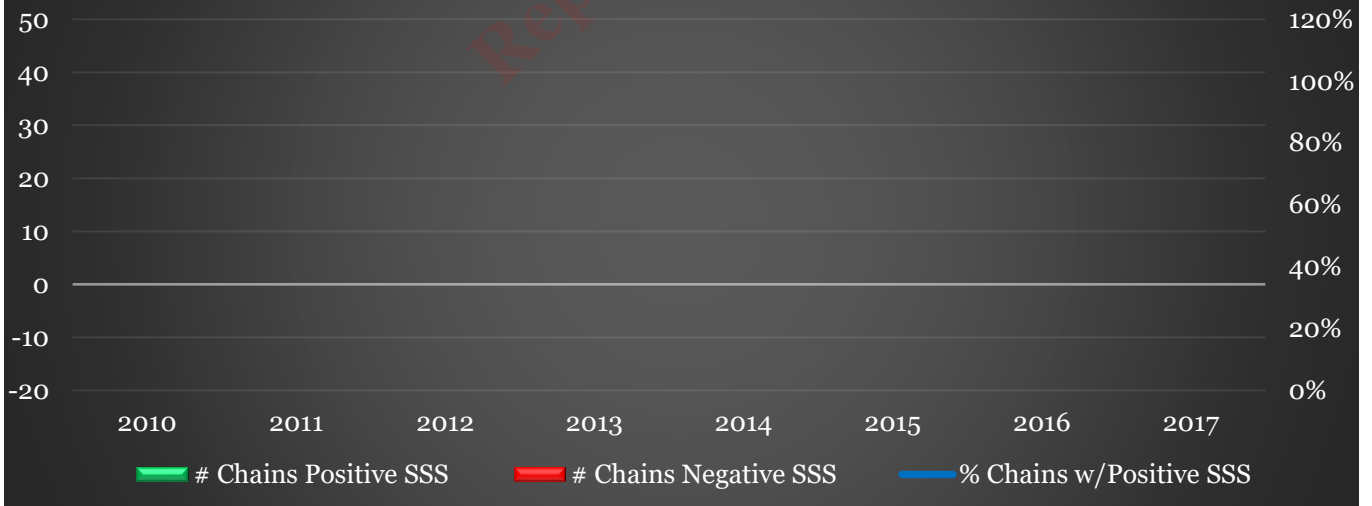
(\*) Base index at FYE 2008 = 100.

### Quarterly Same Store Sales Pos-Neg Ratio



	2Q:16	3Q:16	4Q:16	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18

### Annual Same Store Sales Pos-Neg Ratio



	2010	2011	2012	2013	2014	2015	2016	2017
# Chains Positive SSS								
# Chains Negative SSS								
<b>Total Chains</b>								
<b>% Chains w/Positive SSS</b>								

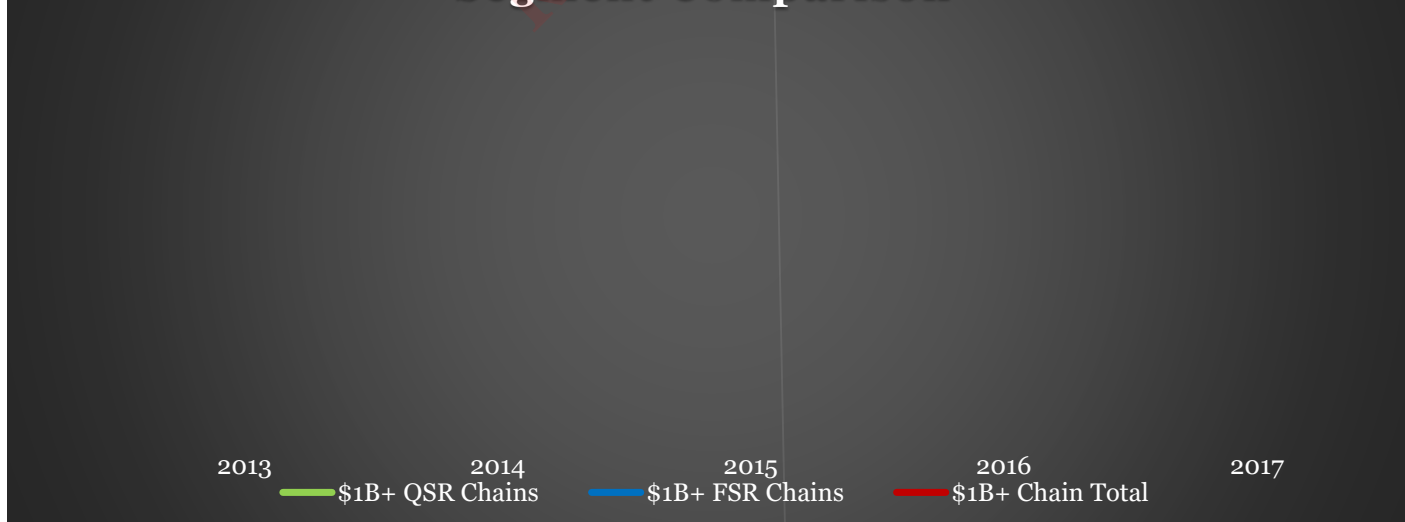
## Quarterly \$1B+ Chains Same Store Sales Segment Comparison



Segment	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
\$1B+ QSR Chains					
\$1B+ FSR Chains					
<b>\$1B+ Chain Total</b>					

(1) Includes all QSR types

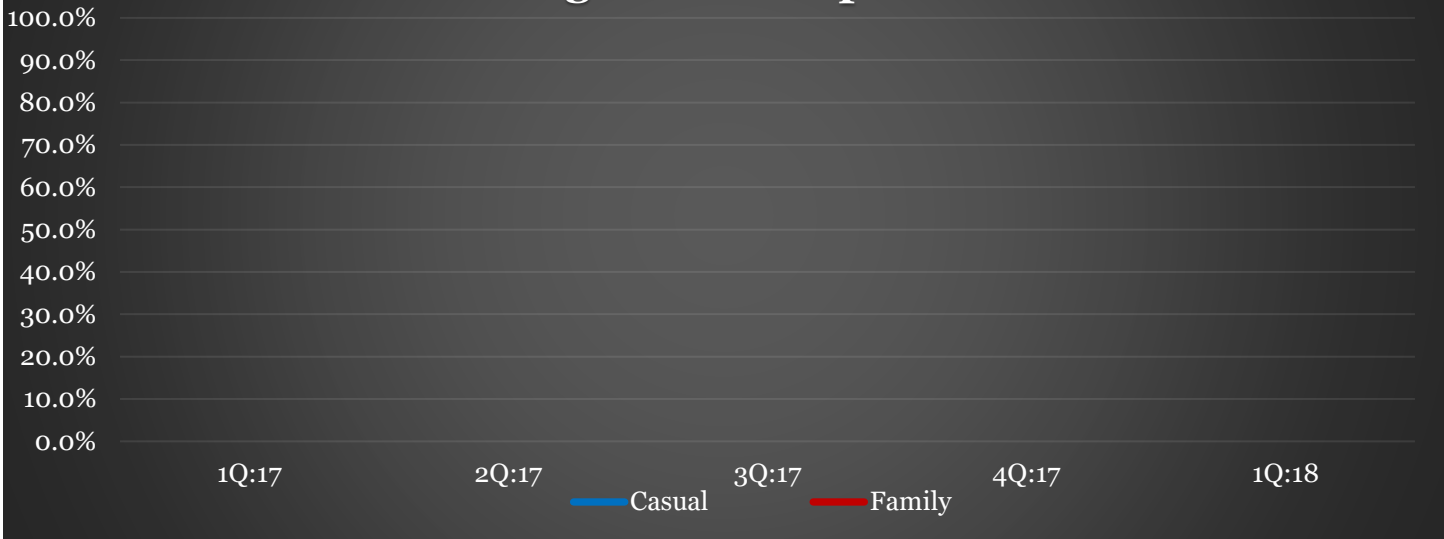
## Annual \$1B+ Chains Same Store Sales Segment Comparison



Segment	2013	2014	2015	2016	2017
\$1B+ QSR Chains					
\$1B+ FSR Chains					
<b>\$1B+ Chain Total</b>					

(1) Includes all QSR types

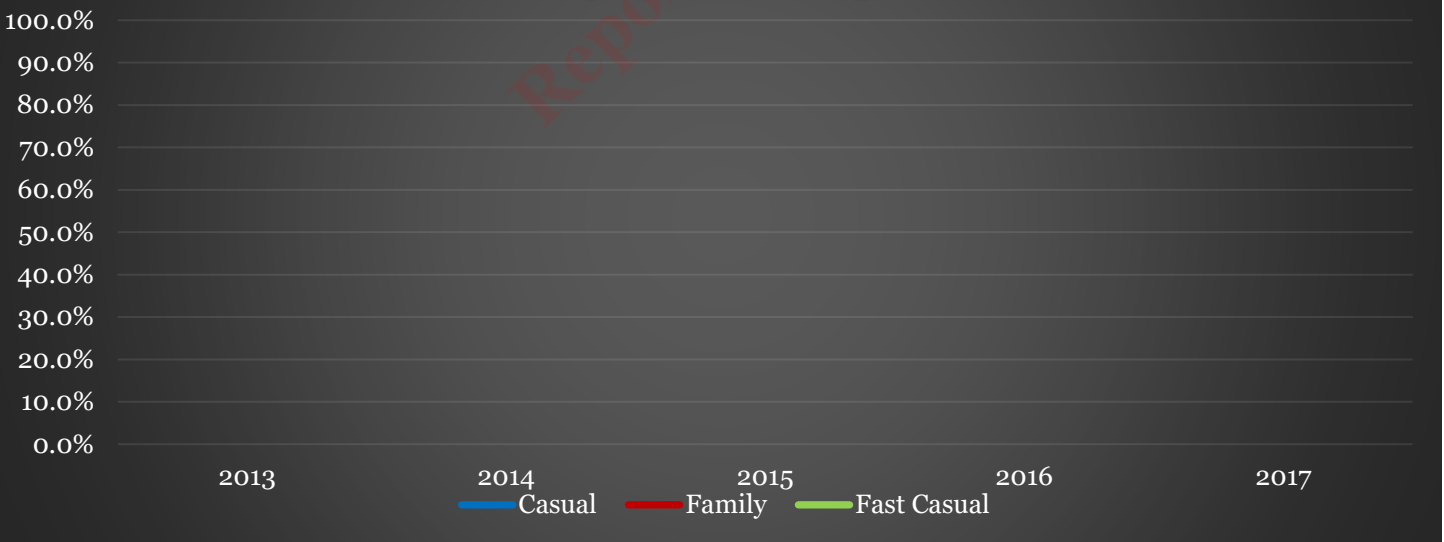
## Quarterly \$1B+ Chains Same Store Sales FSR Segment Comparison



Segment	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
Casual					
Family					

(1) Includes all QSR types

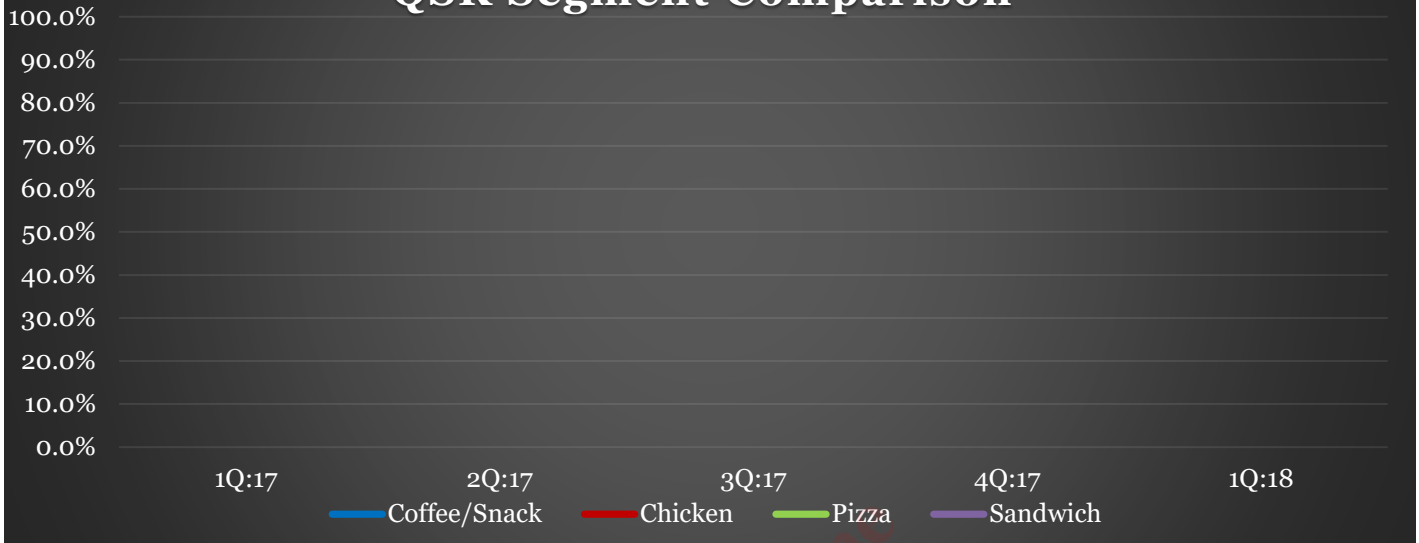
## Annual \$1B+ Chains Same Store Sales FSR Segment Comparison



Segment	2013	2014	2015	2016	2017
Casual					
Family					
Fast Casual					

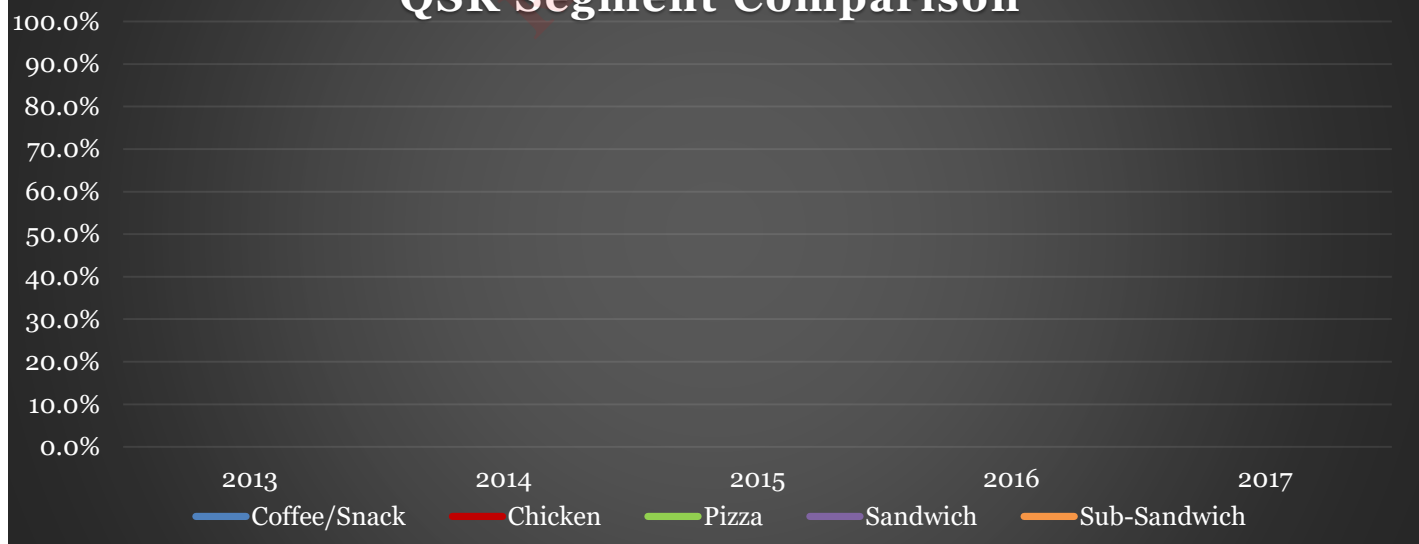
(1) Includes all QSR types

## Quarterly \$1B+ Chains Same Store Sales QSR Segment Comparison



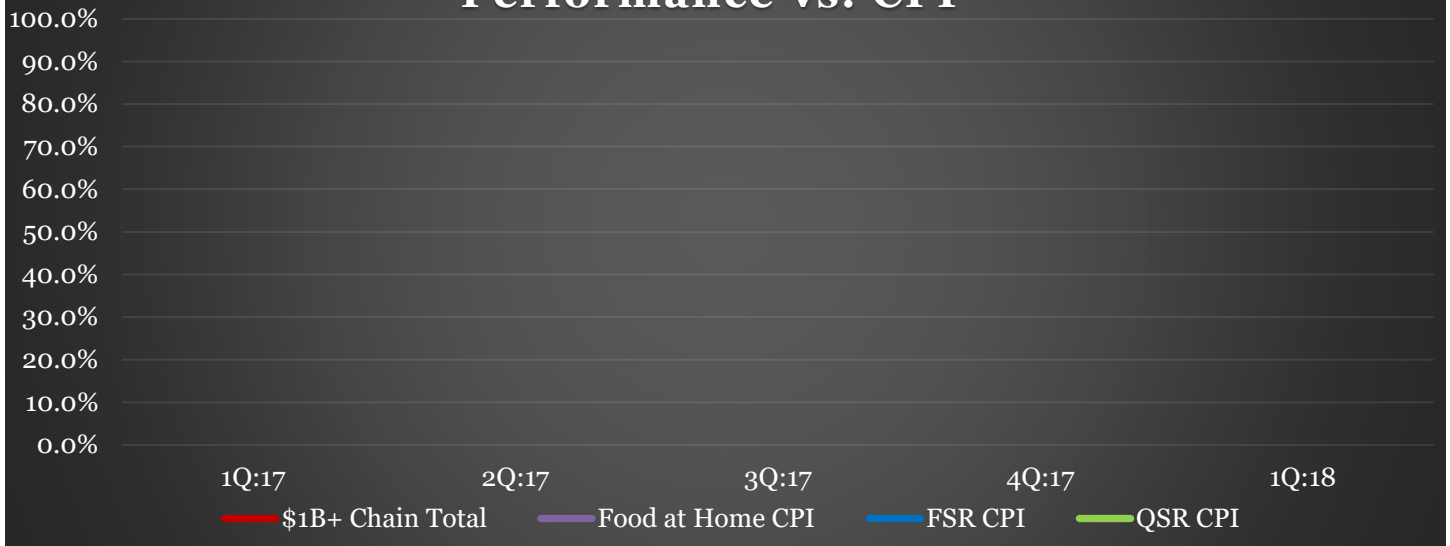
Concept	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
Coffee/Snack					
Chicken					
Pizza					
Sandwich					

## Annual \$1B+ Chains Same Store Sales QSR Segment Comparison



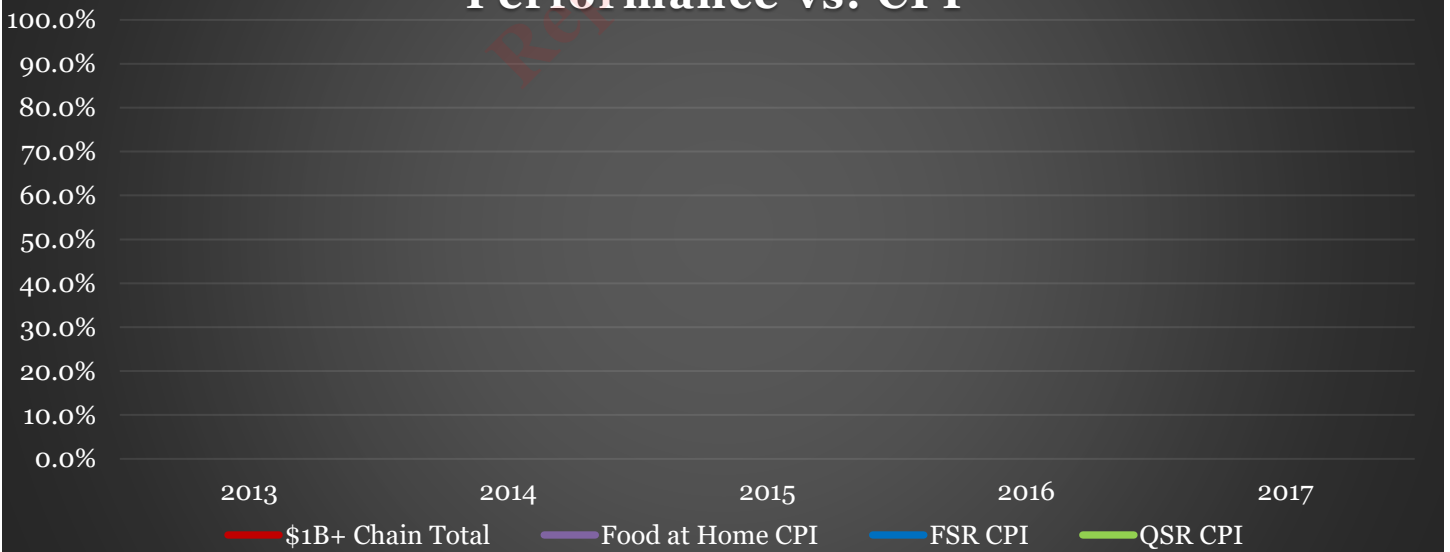
Concept	2013	2014	2015	2016	2017
Coffee/Snack					
Chicken					
Pizza					
Sub-Sandwich					
Sandwich					

## Quarterly \$1B+ Chains Same Store Sales Performance vs. CPI



	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
QSR CPI					
FSR CPI					
Food at Home CPI					
<b>\$1B+ Chain Total</b>					

## Annual \$1B+ Chains Same Store Sales Performance vs. CPI



	2013	2014	2015	2016	2017
QSR CPI					
FSR CPI					
Food at Home CPI					
<b>\$1B+ Chain Total</b>					

## Quarterly Industry Market Share as a % of Total Retail Food Sales



### Market Share as a % of Total Food Sales (Restaurants, Grocery & C-Stores)

	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
Total FSR Sales					
Total QSR Sales					
Grocery (ex. C-Stores) Sales					

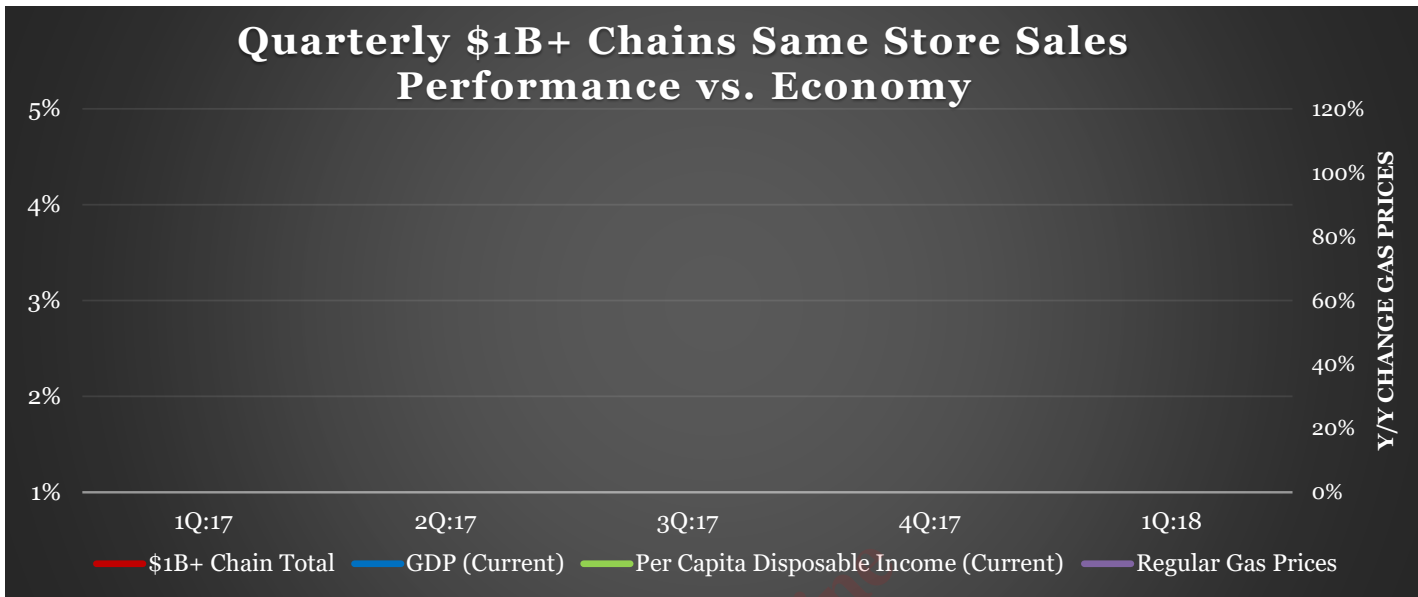
## Annual Industry Market Share as a % of Total Retail Food Sales



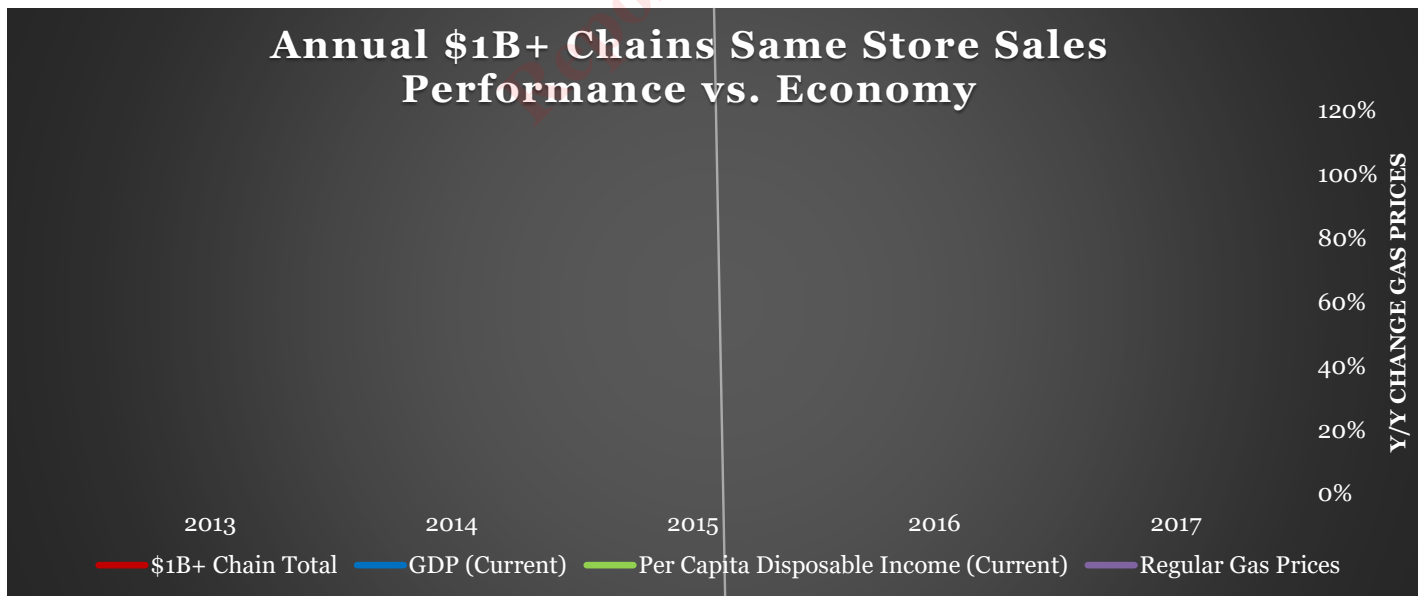
### Market Share as a % of Total Food Sales (Restaurants, Grocery & C-Stores)

	2013	2014	2015	2016	2017
Total FSR Sales					
Total QSR Sales					
Grocery (ex. C-Stores) Sales					
\$1B+ Chain Total					





	1Q:17	2Q:17	3Q:17	4Q:17	1Q:18
GDP (Current)					
Per Capita Disposable Income (Current)					
Regular Gas Prices					
<b>\$1B+ Chain Total</b>					



	2013	2014	2015	2016	2017
GDP (Current)					
Per Capita Disposable Income (Current)					
Regular Gas Prices					
<b>\$1B+ Chain Total</b>					

## All Inclusive Subscription Package

*Value-Added Data & Insight for \$1B+ Chains*

### Concept Benchmarking Reports

Applebee's	Arby's	Burger King	Carl's Jr.
Chili's Grill & Bar	Church's	Denny's	Domino's
Hardee's	IHOP	Jack in the Box	KFC
McDonald's	Panera Bread	Papa John's	Pizza Hut
Popeyes	Sonic Drive-In	Subway	Taco Bell
TGI Friday's	Wendy's	Quarterly Concept Updates*	

### Industry Benchmarking (49 Chains)

Store Level	Systemwide	Finance
New Unit Investment Report	Quarterly Same Store Sales Database*	Unit Level Valuations
Remodeling Report	Annual RR Databook*	Report
Unit Economics Report	Unit & Sales Growth Analysis Report	Franchise Finance
Operations Matrix Report	Menu & Promotions Report	Report
Marketing Spend Report	Annual State Unit Databook*	
	Commodities Database*	

\* Only available as part of subscription.

### FDD/UFOC library for 37 Chains

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