

# Restaurant Research's Benchmark Analysis Report

## Jack in the Box

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### Executive Summary

Jack in the Box (founded 1951) is a “super-regional” chain with a large presence on the West Coast featuring a broad menu (relative to QSR standards) that caters to adult fast food consumers with a variety of made to order hamburgers, salads, specialty sandwiches, tacos, ice cream shakes, drinks and side items. While the brand’s sales performance has been slightly below average during 2008, we are impressed that results have not been weaker given JIB’s high geographic concentration in the economically challenged west coast and because of difficult sales comparisons. This likely reflects the chain’s relatively strong value positioning which is notable considering that JIB is mostly recognized for both its menu diversity and premium positioning. In any case, it seems like there were no major changes to this chain over the last year as JIB continues leveraging its popular “Jack” icon ads while maintaining a generous new product pipeline – the major parts of JIB’s success formula. From a facilities stand-point, continued progress with reimagining could help bolster the system although we note that more work remains to be done to lower terribly high new build construction costs. In conclusion, we believe JIB is positioned to stay the course in a challenging environment.

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### RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.restaurantresearch.info](http://www.restaurantresearch.info) for a partial client list and customer testimonials.

### More About Us

Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at [info@restaurantresearch.info](mailto:info@restaurantresearch.info) or 860-274-4962.