

Restaurant Research's Concept Report

Panera

December 2011

Executive Summary

Panera continues to demonstrate the success of its unique business model with a steady diet of unit level sales growth through good times and bad. This brand is about more than high quality, healthful food but also about providing customers with a much needed respite in a hospitable environment – flying in the face of our fast food culture. It seems to us that Panera has done a good job of getting its finger on the pulse of its mid-to-upscale target market which, in turn, provides the concept with license to charge a little more and invest a little more in its core principles. While its strategy of maintaining its identity as the un-QSR is holding less true in its effort to step-up advertising, the return on this marketing investment does seem to be holding-up for now. In conclusion, Panera is doing just fine marching to its own drum.

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RR Clients

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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@ChainRestaurantData.com or 203-405-1901.