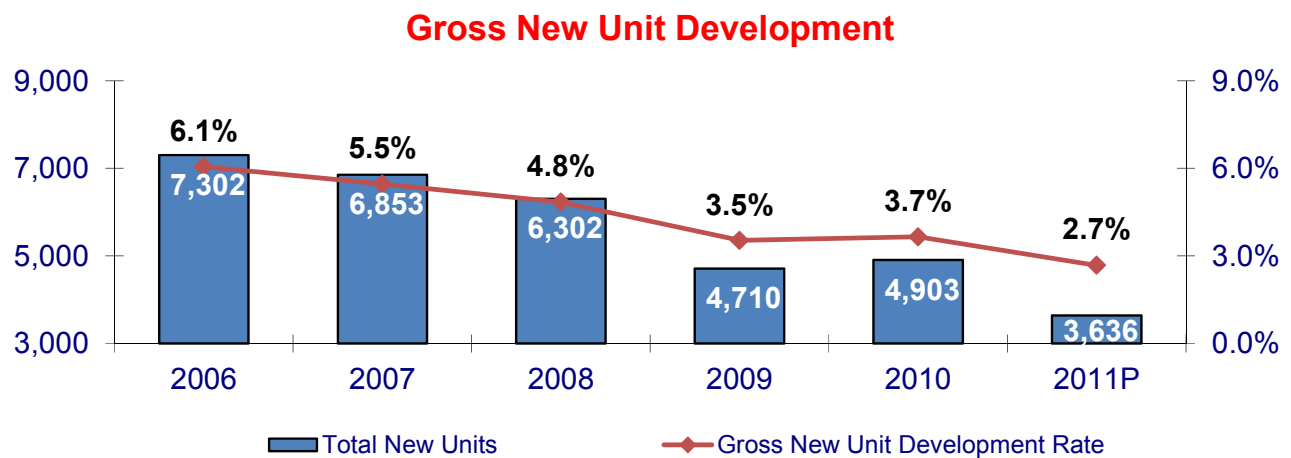


## Invest in R&D - Subscribe to Restaurant Research

### Restaurant Research Think Piece – July 2011

#### RR's 2011 Chain Unit Development and Closure Data

- Includes historical data (openings, closing and transfers) from 43 national restaurant brands which operated more than 135,000 units as of FYE 2010.
- 2010 gross new unit development posted a slight increase versus the prior year but still remains well below historic levels (particularly in the fast casual, coffee and casual segments) despite modest economic and top line improvements over the last year. We also note that new unit development expectations for 2011 are at their lowest level in at least 8 years.
- However, this combination of slower unit development and improving sales helped stem aggregate 2010 closures which declined from their peak in 2009.
- Franchise transfers also dropped to their lowest level in at least 5 years.
- Company unit development and ownership continued to decline as franchisors seek to trade in volatile store level operating margins for more stable and profitable royalty income.



Source: RR

Make Restaurant Research your outsourced research department. Leverage our extensive network and expertise at a fraction of what it would cost for you to do your own due diligence/business intelligence/benchmarking the right way.

For more information about how to purchase this report, please contact us at (203) 405-1901 or [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com).

[www.ChainRestaurantData.com](http://www.ChainRestaurantData.com)

### **RR Clients**

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.ChainRestaurantData.com](http://www.ChainRestaurantData.com) 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.

Copyright 2011 Restaurant Research® LLC. All rights reserved.

**Disclaimer of Liability:** Although the information in this report has been obtained from sources Restaurant Research® LLC believes to be reliable, RR does not guarantee its accuracy. The views expressed herein are subject to change without notice and in no case can be considered as an offer or solicitation with regard to the purchase or sales of any securities. Restaurant Research's analyses and opinions are not a guarantee of the future performance of any company or individual franchisee. RR disclaims all liability for any misstatements or omissions that occur in the publication of this report. In making this report available, no client, advisory, fiduciary or professional relationship is implied or established. This report is intended to provide an overview of the restaurant industry, but cannot be used as a substitute for independent investigations and sound business judgment.