

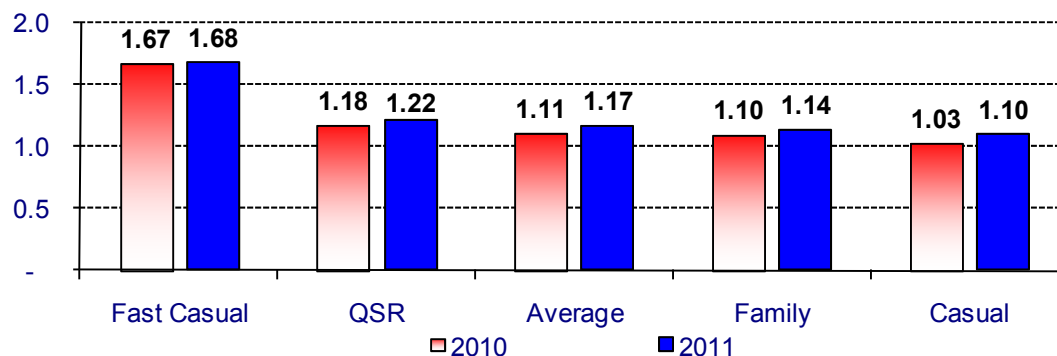
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Restaurant Research Think Piece – August 2011

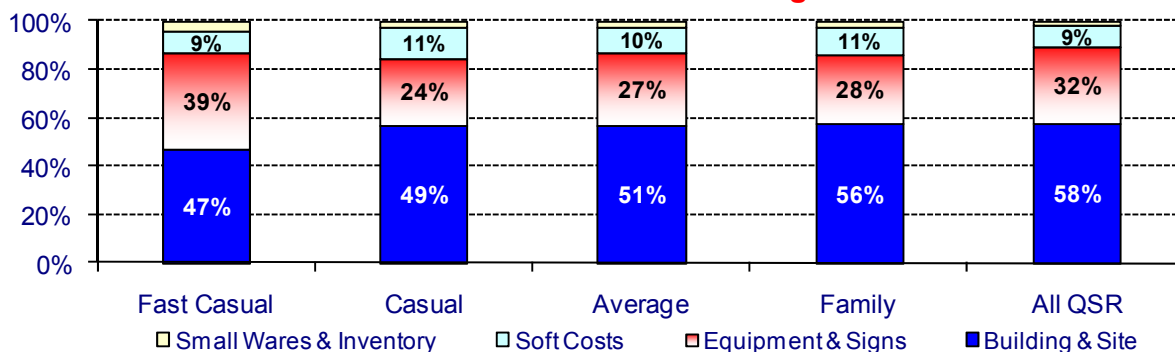
RR's 10th Annual New Build Cost Analysis

The average sales to investment ratio improved from 1.11 in 2010 to 1.17 in 2011 which primarily reflects lower development costs (average new build costs excluding land fell 3.8% in 2011) due to smaller/more efficient buildings as well as cheaper construction labor as contractors compete for work in a difficult economy.

Sales to Investment without Land



Allocation of 2011 Building Costs



Source: RR

For more information on how to order Restaurant Research's 10th annual New Build Costs analysis, please contact us at (203) 405-1901 or info@ChainRestaurantData.com. Report provides average building cost estimates (excluding land) broken down by building & site work, equipment & signs, small wares & inventory, soft costs and initial franchise fees for 36 national chains. Data sources include a combination of franchisee survey responses, franchise disclosure documents and public company reports.

RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check 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.

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