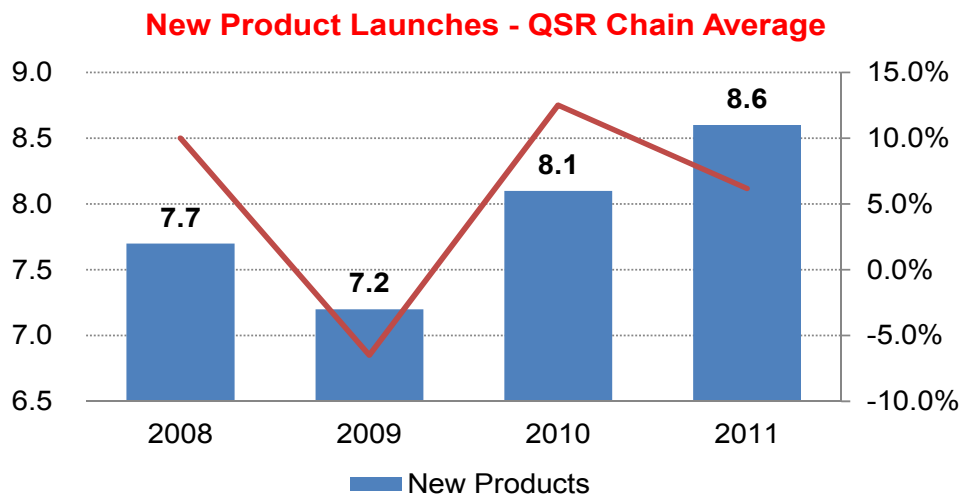
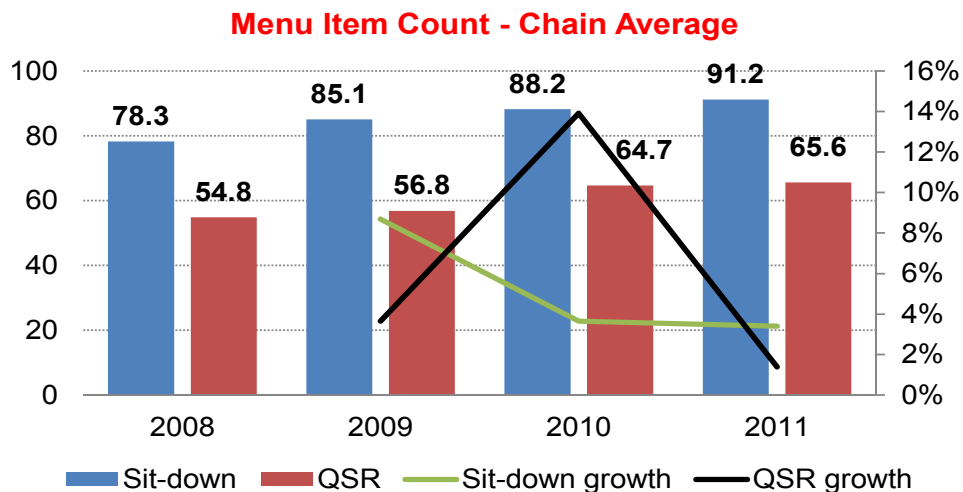


Research Efficiency & Value-Added Insight

Restaurant Research Think Piece – December 2011

2011 Menu & Promotions Analysis

Ongoing economic difficulties are prompting chain restaurant industry players to try to do more with their menus as indicated by charts below. While this greater choice and new news may appeal to consumers, it also adds to operational complexity.



Source: RR estimates

Restaurant Research's Industry Data Report on Chain Menu & Promotions provides the big picture on current pricing and positioning strategies. Clients use this information to make more profitable decisions. For information on how to order the complete report, please contact us at (203) 405-1901 or info@ChainRestaurantData.com.

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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