

Restaurant Research's Concept Benchmark Analysis Report

Burger King

August 2009

Executive Summary

Burger King continues to do a good job of building its brand with its menu and marketing while leadership makes the most of facilities suffering from years of neglect. We like how the brand has been able to create its own, unique image with out-of-the-box creativity which may not always help build refined culture but seems to resonate with the populace (when it is appropriately toned down). In any case, all this would not be possible without a menu which features premium and indulgent food that appeals to “real” QSR eaters. If BK’s marketing comes-up short, it is in regards to this – brand leadership was late to promote value while the economy continued to deteriorate during 2009. We expect BK to make-up for this oversight going forward although this may be difficult because of the brand’s need to simultaneously promote new premium products that the system’s new broiler will spit-out next year (as part of its barbell menu strategy). Also, we hope that BK could use some of its creativity to innovate around value with new, exciting and profitable menu items. All-the-same, we suspect that BK could use a marketing budget the size of McDonald’s so that it can do it all. In the mean time, we expect BK will continue to work on operations which is badly needed as we believe the chain must now focus on improving ops and facilities to the level of its menu and marketing as brand leadership (stable for the first time in memory) finishes the second phase of its so far impressive turnaround.

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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. For more information please contact us at info@ChainRestaurantData.com or 203-405-1901.