

## Foodservice Establishments Continue To Feel Economic Squeeze

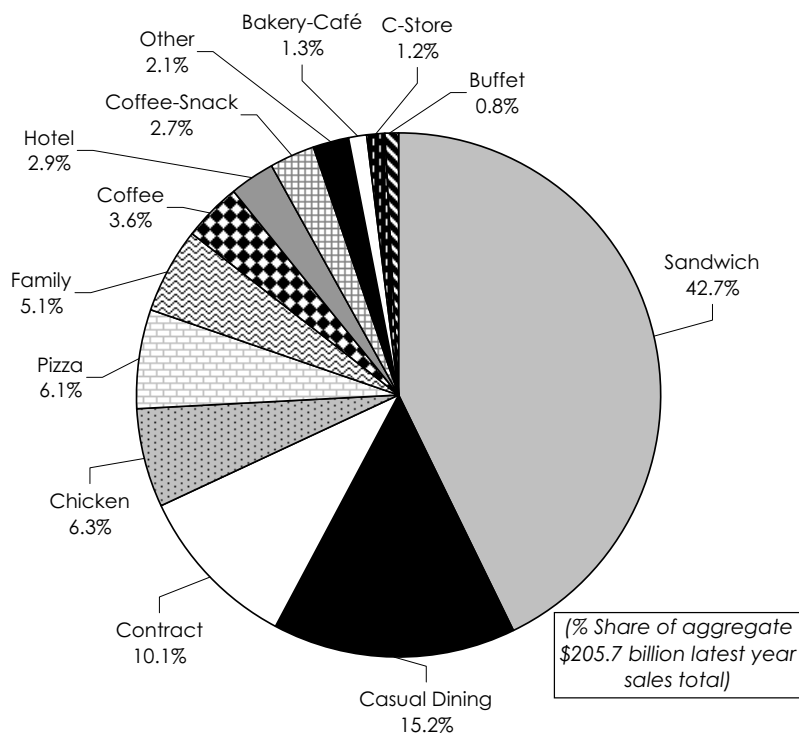
U.S. restaurant sales declined \$4 billion to total \$566 billion in 2009, according to AlixPartners LLC's *2010 Restaurant Industry Review*. The report predicted that sales in 2010 would total \$580 billion, a 3.5% increase over 2009.

Due to the slow economy, restaurants are still feeling a financial squeeze, with everything from rising food costs and consumer frugality to limited operational excellence impacting the industry. In 2010, diners expect to spend less on meals at restaurants: an average of \$11.60 per meal, down from \$12.10 in 2009 and \$14.70 in 2008. And the number of customers who claimed they will be spending \$5 or less on out-of-home meals jumped, from 12% in 2009 to 16% in 2010. Meanwhile, restaurant sales in 2010 were anticipated to reach \$580 billion, a 2.5% increase over 2009, according to National Restaurant Association's *2010 Restaurant Industry Forecast*. The report also predicted that sales in 2010 would show a marked improvement, with the quick service segment expected to do better (\$164.8 billion, a rise of 3%) than the full service segment (\$184.2 billion, a rise of 1.2%).

The eating-and-drinking place segment anticipated to be the strongest is social caterers, whose sales were expected to grow 4.5% in 2010.

### Top 100 Market Shares By Segment

(Source: NRN Top 100)



### Top 20 Chains Ranked By U.S. Systemwide Foodservice Sales

(Source: Nation's Restaurant News' Top 100)

'10 Rank	'09 Rank	Chain	Fiscal Yr. End	U.S. Sales (\$ Millions)		
				Latest	Preceding	Prior
1	1	McDonald's	12/2009	\$31,032.6	\$29,987.5	\$28,576.1
2	2	Subway	12/2009	\$9,999.3	\$9,637.5	\$8,225.0
3	3	Burger King	06/2010	\$8,882.0	\$9,152.0	\$9,043.0
4	4	Wendy's	12/2009	\$7,919.0	\$8,009.0	\$7,924.0
5	5	Starbucks	09/2009	\$7,415.0	\$7,755.0	\$7,250.0
6	6	Taco Bell	12/2009	\$6,800.0	\$6,700.0	\$6,100.0
7	9	Dunkin' Donuts	12/2009	\$5,110.0	\$4,955.0	\$4,775.0
8	7	Pizza Hut	12/2009	\$5,000.0	\$5,500.0	\$5,400.0
9	8	KFC	12/2009	\$4,900.0	\$5,200.0	\$5,300.0
10	10	Applebee's	12/2009	\$4,372.5	\$4,486.5	\$4,505.4
11	11	Chili's	06/2010	\$4,000.0	\$3,961.0	\$3,819.0
12	12	Sonic Drive-In	08/2009	\$3,837.4	\$2,811.1	\$3,607.0
13	13	Olive Garden	05/2010	\$3,365.0	\$3,271.0	\$3,050.0
14	17	Chick-fil-A	12/2009	\$3,217.0	\$2,962.3	\$2,640.9
15	15	Domino's Pizza	12/2009	\$3,097.1	\$3,057.4	\$3,208.0
16	16	Jack in the Box	10/2009	\$3,072.1	\$3,048.3	\$2,978.0
17	14	Arby's	12/2009	\$2,983.0	\$3,254.0	\$3,160.0
18	18	Dairy Queen	12/2009	\$2,640.0	\$2,600.0	\$2,500.0
19	21	Panera Bread	12/2009	\$2,579.0	\$2,447.0	\$2,105.0
20	22	IHOP	12/2009	\$2,511.0	\$2,419.0	\$2,317.0