

## Restaurant Research's Concept Benchmark Analysis Report

### Applebee's

June 2011

#### Executive Summary

Applebee's is reclaiming its rightful position as the leader of the sit-down casual segment which reflects the impact of a sensible strategy more-so than scale alone. In essence, Applebee's is starting once again to build its core brand equity by simply providing strong every day value (a point which implies far more than simply low price points). To this end, the chain has done an excellent job of re-invigorating its menu with a nice balance of fun, bold tastes, healthful alternatives and compelling value that captures the essence of what consumers used to love so much about casual restaurants before this segment of national players began to be run as big box stores as opposed to neighborhood eateries. More work is needed and the chain's positive sales momentum is nascent, however brand management is working hard at improving operations and facilities to reinforce its menu development quality improvements. In conclusion, we suspect it won't be long before the chain's forward progress gains real traction in the casual space.

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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](mailto:info@ChainRestaurantData.com) or 203-405-1901.