

Restaurant Research's Concept Benchmark Analysis Report

Carl's Jr.

October 2011

Executive Summary

Carl's Jr. is a premium burger chain with a strong regional presence on the West Coast – common ownership with sister brand Hardee's extends the overall system size and provides scale in marketing, purchasing and menu development. Economic difficulties (particularly in California) and high unemployment among its primary target market (young males) has been tough on Carl's sales (especially because this chain has strenuously avoided the discounting game). Competitive incursions into the premium burger space by players large and small have also added to Carl's problems. Fortunately, the chain is broadening its scope with toned-down marketing and menu expansion while trying to remain true to its roots. Hopefully, this can boost sales at the margin while Carl's waits patiently for an economic rebound to fuel a business model which is fine-tuned to flourish during good times.

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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 or 203-405-1901.