

Restaurant Research's Benchmark Analysis Report

Chili's

October 2011

Executive Summary

Chili's is started on a turn-around of its well-known casual brand which is second largest just behind Applebee's (in terms of system-wide sales). Fortunately, the brand is focused on refining its all-important menu by improving food quality as it continues to introduce new bold flavors (which nicely bolster its Southwestern theme as well reflected by its signature red pepper icon). Efforts to re-invigorate its menu are facilitated by changes and upgrades in the kitchen which are designed to enhance quality, improve flexibility (and variety) while increasing efficiency. Also, the brand continues to focus on delivering strong value (which is right for the time) with a series of LTO promotions that also allows the chain to maintain a steady flow of menu innovations – keeping customers captivated with new news. While we believe Chili's is moving in the right direction, we have to wait for the chain to demonstrate a positive sales track record following 11 quarterly comp decreases behind the most recent quarterly gain.

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RR Clients

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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.