

# Restaurant Research's Benchmark Analysis Report

## Church's

August 2011

### Executive Summary

Church's new ownership appears to be steering the brand in the right direction in our opinion. To begin with, it seems like leadership has a firm grasp on the qualities that make-up Church's brand equity (in other words they have a handle on both themselves and their customers). This is reflected by a return to a simple and focused menu featuring fried chicken, tender strips and chicken sandwiches - it doesn't get easier than that. In turn, the marketing message is consistent in focusing on food quality which is directed towards a well-defined target market. Further, leadership is rightly focused on improving operations (to reinforce its quality message) while considering new ways to improve facilities in a cost effective manner. Clearly, the proof will be in the pudding (i.e. growth in sales and unit level margins) but sometimes the right long-term strategy requires patience as it bears fruition.

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### RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.ChainRestaurantData.com](http://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](mailto:info@ChainRestaurantData.com) or 203-405-1901.