

Restaurant Research's Industry Data Report

New Unit Development & Closure Update

June 2011

Key Data Points

- RR's 2011 Chain Unit Development and Closure Update is based on 43 national restaurant brands which operated more than 135,000 units as of FYE 2010.
- Segment data includes a 5 year history of gross new unit development and closure rates as well as 2011 development projections (refer to sample Exhibit 1).
- Chain specific data features 2010 unit counts, new unit development, closings and franchise transfers in addition to 2011 projected development (refer to sample Exhibit 2).

Table of Contents

	<u>Pages</u>
Chain Summary	
5 Year Unit Development and Closure Summary by Segment	3
2010 Actual/2011 Projected Unit % Change by Chain vs. 5 Year Average	4
2010 Actual/2011 Projected Unit Detail by Chain	5
Segment Chart Analysis	
Gross New Unit Development & Unit Projections Versus Actual Development	6
Gross Segment Growth Rates	7
Segment Closure Rates	8
Franchise Transfer Rates & Company Ownership % Change	9

RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check 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 or 203-405-1901.

Exhibit 1

\$1B+ Restaurant Chains Unit Development & Closure Rate Segment Summary

	2006	2007	2008	2009	2010	2011P	5 Yr. Avg. (2006-2010)
Gross Unit Development (sorted by 2011 Projected growth high to low)							
<u>QSR</u>							
Pizza							
Sandwich							
Coffee ⁽¹⁾							
Chicken							
Total QSR							
<u>Sit-down</u>							
Fast Casual							
Family							
Casual							
Total Sit-down							
Grand Total Openings							
Total New Units							
Closure Rates (sorted by 2010 closures low to high)							
<u>QSR</u>							
Coffee ⁽¹⁾							
Pizza							
Chicken							
Sandwich							
Total QSR							
<u>Sit-down</u>							
Fast Casual							
Family							
Casual							
Total Sit-down							
Grand Total Closures							
Total Closed Units							

(1) Prior to 2008, Starbucks only reported net store openings which understates gross openings and closings in the bakery/coffee segment.

