

## Restaurant Research LLC Subscription Package Overview

Contact us about individual report pricing

### 1. Platinum Package: Concept Reports, Premium Databases & Industry Data Reports

- **Concept Reports - 22 Franchised Chains:** Comprehensive chain specific reports that analyze marketing and menu strategy, sales performance, operations, unit economics, unit development, closures, new build costs, remodeling and franchisee sentiment. Reports updated annually.
- **Access to RR's Franchise Disclosure Document/UFOC Library featuring 20+ chains**
- **All Premium Databases in Gold Package (see below)**
- **All Industry Data Reports in Silver Package (outlined on page 2)**

RR's Concept Coverage List					
QSR Concepts	Date	QSR Concepts Cont.	Date	Sit Down Concepts	Date
Arby's	Nov	McDonald's	Oct	Applebee's	Jun
Burger King	Aug	Papa John's	Apr	Chili's	Sep
Carl's Jr.	Oct	Pizza Hut	Jun	Denny's	Mar
Church's	Aug	Popeye's	May	IHOP	Feb
Domino's	Mar	Sonic	Nov	Panera	Dec
Hardee's	Sep	Subway	Jul	T.G.I. Friday's	Oct
Jack in the Box	Mar	Taco Bell	Jan		
KFC	Jun	Wendy's	Oct		

### 2. Gold Package: Premium Databases & Industry Data Reports

- **Chain Restaurant Databook - 44 Concepts:** Complete PDF Databook includes 179 pages highlighting the following info by chain: (1) 5 years of system sales, same store sales and unit count statistics; (2) 5 years of unit economic history; (3) new build costs and (4) new build vs. buy comparison.
- **Same Store Sales & Economic Database - 41 Concepts:** Excel database features 10 years of same store sales data (annual & quarterly) as well as key economic data (annually & quarterly) including: GDP, CPI, disposable income, unemployment, gas prices.
- **State Unit Count Database - 35 Concepts:** Excel database features: (1) 5 years of unit data by state including new, closed, transferred and total units; (2) a 5 year aggregate summary of state unit activity by chain; (3) chain unit market share by state; (4) total unit activity by state; (5) key economic data by state including income, unemployment and population. Database allows users to sort by multiple data points.
- **Unit Economic Database - 35 Concepts:** Database provides 5 years of franchisee and company unit economic data by chain plus access to source data gathered from lenders, FDDs and 10-Ks.
- **All Industry Data Reports in Silver Package (outlined on page 2)**

### 3. Silver Package: Industry Data Reports

Report	Description	Month
<i>Franchise Finance</i>	<ul style="list-style-type: none"> <li>- National lender based survey identifies major financing sources, lending focus, projected and recent loan originations and contact info.</li> <li>- Outlines underwriting parameters along with overview of interest rates, credit ratios and loan/amortization terms.</li> <li>- Includes semi-annual EBITDA valuation multiple update by chain.</li> </ul>	Jan
<i>Remodeling</i>	<ul style="list-style-type: none"> <li>- Overview of chain remodel programs including scope, % system updated, investment costs, associated sales increases post remodel, estimated return on investment, payback period and franchisor remodel incentives.</li> </ul>	May
<i>Unit Development &amp; Closures</i>	<ul style="list-style-type: none"> <li>- New unit openings, transfers and closures by chain and segment for the most recent FYE as well as a 5 year average.</li> <li>- Includes development projections for the next FYE by chain and segment.</li> </ul>	Jun
<i>New Build Costs</i>	<ul style="list-style-type: none"> <li>- Average building cost estimates (excluding land) by chain and segment broken down by building &amp; site work, equipment &amp; signs, small wares &amp; inventory, soft costs and initial franchise fees.</li> <li>- Description of current chain franchise fees (initial, royalty, advertising and renewal) plus any franchisor development incentives.</li> </ul>	Jul
<i>Unit Level Valuations</i>	<ul style="list-style-type: none"> <li>- Semi-annual survey of valuation experts provides national chain EBITDA multiple and cap rate estimates plus a 6 month outlook.</li> <li>- Mid-year restaurant finance update looks at current year budgeted restaurant loan originations versus actual results, borrower financial condition, next year loan origination expectations, and changes to underwriting standards.</li> </ul>	Aug
<i>Franchisee Unit Economics</i>	<ul style="list-style-type: none"> <li>- Provides unit economic estimates by chain including annual sales volume, food &amp; paper, labor &amp; benefits and pre G&amp;A EBITDAR margins plus an update on key commodity and labor cost trends.</li> </ul>	Sep
<i>Unit Level Operations Metrics</i>	<ul style="list-style-type: none"> <li>- Franchisee survey derived data focuses on labor usage (total daily man hours and crew size) and operating efficiency (sales/labor hour) for 16 national QSR chains as well as aggregate wage and employee turnover trends during the 3 year period 2008-2010.</li> </ul>	Nov
<i>Menu &amp; Promotions</i>	<ul style="list-style-type: none"> <li>- Overview of chain menu composition including total item count, average check and daypart mix.</li> <li>- Historical monthly chain promotional calendar highlights new products and promotions featured during the last 12 months.</li> </ul>	Dec
<i>System-wide Sales &amp; Unit Counts</i>	<ul style="list-style-type: none"> <li>- Excel and PDF exhibits detail system-wide sales and unit count data for the most recent FYE and a 5 year average by \$1B+ chains and segment.</li> </ul>	Jul
<i>Quarterly Same-Store-Sales</i>	<ul style="list-style-type: none"> <li>- Quarterly and annual same store sales results by chain and segment along with a comparison of GDP and CPI growth.</li> </ul>	Quarterly

- Restaurant Research offers access to chain restaurant unit and industry level data not available elsewhere. Existing clients (including leading franchisors, franchisees, lenders and investors) use this data for underwriting due diligence, benchmarking and competitive intelligence.
- 1<sup>st</sup> time package subscribers gain access to RR's online library (includes all of past year's reports) & also receive reports for upcoming year, thus effectively receiving two years of reports for the price of one.

Contact us at [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com) or (203) 405-1901 to subscribe or request a report sample.

Sign up for our **free Think Piece** emails on timely industry topics at [www.ChainRestaurantData.com](http://www.ChainRestaurantData.com)

**[www.ChainRestaurantData.com](http://www.ChainRestaurantData.com)**