

# Restaurant Research's Industry Data Report

## Unit Economics

September 2011

### Key Data Points

- Restaurant Research's 9<sup>th</sup> Annual Unit Economics Update provides the following 2010 franchise system average estimates for 35 national chains: annual sales volume, food & paper, labor & benefits and pre G&A EBITDAR margins. Estimates are based on information provided by lenders, FDD exhibits and adjusted company figures.
- Refer to page 2 for a sample exhibit which outlines the chains included in this report.

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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.

