

Our new product helps subscribers understand competitive pricing across casual-dining menus.

Available for the first time exclusively for the casual-dining market, Technomic is proud to present PriceSmart, its powerful reporting resource that allows operators and suppliers to review and analyze casual-dining menu item pricing.

HOW IT WORKS

Our experienced staff continually monitors menus for **10 leading casual-dining chains** across **eight markets** and compares pricing on the **15 most popular menu items**. Technomic then provides detailed **quarterly reports** with Excel spreadsheets of item prices and an **Executive Summary Report** with thorough **analysis and insights** to support strategic pricing decisions. Coverage includes:

- 10 leading casual-dining chains tracked:
 - Applebee's
 - California Pizza Kitchen (CPK)
 - Cheesecake Factory
 - Champps
 - Chili's
 - Houlihan's
 - Red Robin
 - Ruby Tuesday
 - TGI Friday's
 - UNO Chicago Grill
- Eight major markets featured:
 - Atlanta
 - Chicago
 - Dallas
 - Denver
 - Los Angeles
 - Orlando
 - Phoenix
 - Washington DC
- Quarterly reporting on: **average price points, range of pricing** and **price increases**.
- **Actionable recommendations** on how existing pricing can be tweaked to increase unit-level profit margins for company-owned and franchise stores.
- **Customized tracking options available** to fit your firm's specific needs.

EXCLUSIVE PRICESMART BENEFITS

Leading executives (managers, corporate chefs, marketing, finance, sales, franchise and research development teams) all know that Technomic's data and analyses keep them informed and competitive, while providing essential insights to **educate staff and customers**. Specifically, PriceSmart reporting helps subscribers:

- **Save time and money** by eliminating the burden of tracking down menu information that can be difficult to find.
- **Track competitor changes** on menu items, new promotions and price increases.
- **Benchmark** pricing opportunities against competitors.
- **Make strategic decisions** based on facts to avoid alienating customers.
- **Evaluate growth opportunities** by reviewing price points in other markets.
- Guarantee an **accurate menu comparison** with the **same locations tracked every time**.

WHY TECHNOMIC?

With over 40 years of industry expertise, Technomic pledges to deliver:

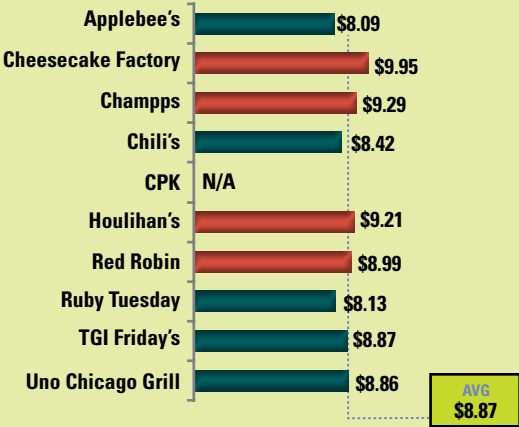
- **Unsurpassed value**
- **Customizable research**
- **Fact-based implications and insights**
- **Proven results**
- **Superior customer support**
- **Unparalleled industry experience**

PriceSmart delivers powerful reporting features and timely pricing insights in one convenient resource.

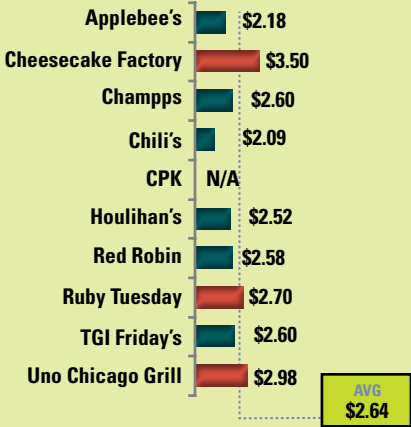
LOOK INSIDE PRICESMART: SAMPLE EXHIBITS

■ = Above average pricing ■ = Below average pricing

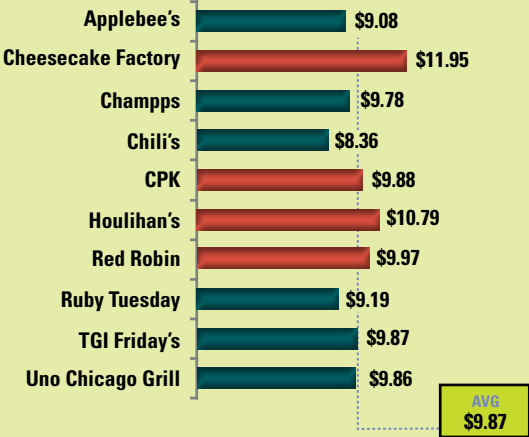
Appetizer - Wings



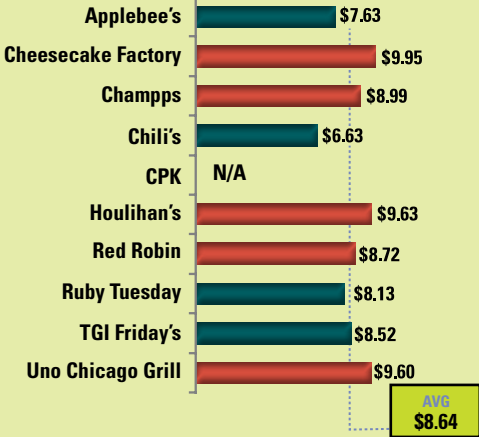
Side - Fries



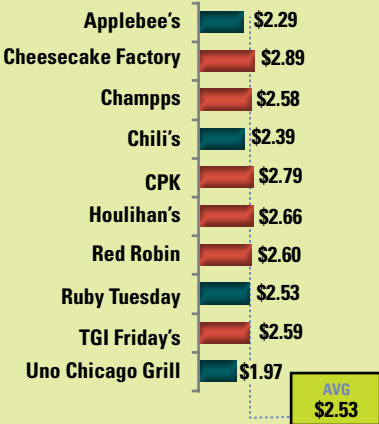
Entrée - Chicken Caesar Salad



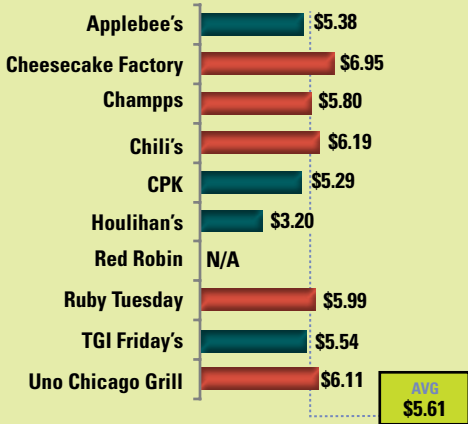
Entrée - Cheeseburger



Beverage - Soft Drink



Dessert - Chocolate Cake



To sign up today or learn more about how PriceSmart can help you make well-informed pricing decisions, please contact Patrick Noone at 312-506-3852 or pnoone@technomic.com.

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SOMETHING NEW FROM TECHNOMIC: THE LEADING SOURCE OF U.S. CHAIN RESTAURANT INFORMATION

Learn how PriceSmart's powerful casual-dining reporting features SAVE SUBSCRIBERS TIME AND MONEY...

