

Chain Restaurant Profiles:

online intelligence service

NEW

Access online competitor and customer chain restaurant profiles with Technomic's latest resource for busy foodservice professionals.



TECHNOMIC INFORMATION SERVICES

Food industry information you can count on.

Chain Restaurant Profiles:

online intelligence service

For more than forty years, Technomic has been the leading provider of market research to the foodservice industry. With our systematic approach to collecting, filtering and analyzing data, Technomic has created an affordable and efficient new platform that helps subscribers **monitor leading, emerging and regional chain brand performance, news events and personnel changes on a daily basis.** Chain Restaurant Profiles: Online Intelligence Service will become your everyday go-to resource, delivering the information you need most, on-demand, with business-building results. Features include:

► Only the data you need, whenever you need it.

Subscribing organizations select the company profiles they wish to monitor using Technomic's industry standard Digital Resource Library platform. **Profiles are UPDATED DAILY to reflect relevant changes to personnel contacts, headquarter address, phone, fax, financial, menu and other noteworthy news and events.** Profiles for leading, emerging and regional chain restaurants are available for the following countries:

- **U.S.**—1,000 chain restaurant companies.
- **Canada**—200 chain restaurant companies.
- **U.K.**—150 chain restaurant companies.

► Detailed profiles with business-building facts provide:

- **Enterprise-wide access**, online 24/7.
- **Company headquarters**—address, phone, fax, website.
- **Company contact listing and export feature** including name, title, email and mailing address.
- **Five-year historical performance data**—annual sales and units, sales and unit percentage change, and average unit volume.
- **Classification**—segment, menu, class, public/private, primary distributor.
- **Company positioning** description.
- **Menu positioning** description (menus available for leading chains).
- **Current news abstracts** from over 100 industry sources.
- **Expansion plans** and unit totals by state.
- **Leading brand franchisor** company listing and franchise details.
- **Downloadable image bank** with logos and interior/exterior images.

► Menu segment coverage:

■ Limited Service

<i>Asian</i>	<i>Hamburger</i>
<i>Bakery Cafe</i>	<i>Mexican</i>
<i>Chicken</i>	<i>Pizza</i>
<i>Coffee & Other Beverage</i>	<i>Sandwich</i>
<i>Frozen Desserts</i>	

■ Full Service

<i>Asian</i>	<i>Mexican</i>
<i>Bar & Grill</i>	<i>Seafood</i>
<i>Barbecue</i>	<i>Steak</i>
<i>Family Style</i>	
<i>Italian</i>	

Technomic is widely recognized as the most authoritative resource for chain restaurant intelligence and performance data.

► **Sample profile:**

Chain Restaurant Profiles
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Home Profile
Menu Industry Data Publications Event Links Press Room Glossary Search Export

Choose country: United States

McDonald's

Company Profile News Menu Contacts Financials Locations Franchise Competitors Images

Profile

2111 McDonald's Dr. McDonald's Plaza
Oak Brook, Illinois, 60523
Phone: 001-630-623-3000 Fax: 001-630-623-8843
www.mcdonalds.com

Segment: Quick Service
Type: Hamburger
Ownership Public: Yes
Primary Distributor: Martin-Brower
Go to: [US] [UK] [CA]

Top 500 Rank for United States : 1

System Characteristics	2009	2008	% change	2007
United States System Sales (\$000)	16,025,304	25,783,999	4.4	
United States Units	13,945	13,943	0.1	
Average Unit Volume (\$000)	2,294	2,334	4.3	
Canada System Sales (\$000)	2,790,008	2,690,889	8.8	
Canada Units	1,413	1,398	1.1	
Average Unit Volume (\$000)	1,989	1,923	3.4	
United Kingdom System Sales (\$000)	1,750,000	1,674,400	4.6	1,610,000
United Kingdom Units	1,250	1,150	6.7	1,095
Average Unit Volume (\$000)	1,400	1,456	0.3	1,420

Note: All financial and unit data are adjusted to reflect results on a calendar-year basis and come from Technomic's Top 500 Chain Restaurant Report

McDonald's Profile

McDonald's is the world's largest fast-food restaurant chain, serving more than 62 million customers daily. McDonald's offers an extensive menu of snacks, sandwiches, hamburgers and drinks to appeal to a wide and varied demographic of customers. The chain serves food made from 100% beef, 100% chicken and Grade A eggs to ensure quality and taste. Most locations offer drive-thru, sit-down and carry-out services for breakfast, lunch and dinner. A select number of outlets remain open 24 hours a day. U.S.-based McDonald's Corp. operates units worldwide.

Units are mostly freestanding but can also be located in shopping malls, hospitals, college campuses, airport terminals, interstate highways, office buildings, military installations, museums and in Walgreens throughout the U.S., Canada, Mexico and Puerto Rico. Restaurants average 2,500 sq. ft. with seating for roughly 40 guests. McDonald's has a variety of different décor packages systemwide, but all are tied together with a single identity: the iconic golden arches. The company introduced a new décor in 2006 as well as a new kids' play area design—the R-Cym PlayPlace—featuring climbing walls, dance games and a basketball area. Among the other more modern changes are flat rooftops with a golden sloping curve, replacing the chain's signature mansard roof. The company has also added more contemporary color shades, such as olive and sage green, to its original red-and-yellow color scheme. Newer units also feature more brick and wood, along a warmer feel to the décor. International locations may also feature different décor and color packages. Another prototype the chain offers is the Series 2000, which is half the size of its traditional units and requires a smaller land parcel, yet produces nearly the same unit volume as its other designs. It also reduces both construction and site costs. In addition, McDonald's has introduced a modular upscale fast-casual concept called Dietz + Bonnet, which serves items such as grilled paninis, espressos and premium ice creams. The chain also started rolling out its McCafe coffee bars in select markets in 2009. Other stores operate as stand-alone concept stores, such as the Rock 'n Roll McDonald's and a teen spa-inspired unit in California with an interior that features water elements, soft tones, red accents and exotic flora and symmetrical seating arrangements.

McDonald's originated in San Bernardino, CA, in 1948, when Maurice and Richard McDonald reformulated the menu of their barbecue restaurant and began serving only hamburgers, french fries and shakes. An order for eight milkshakes moved attention to their success and attracted the attention of Ray Kroc, a mixer salesman. He negotiated a franchising agreement with the McDonald brothers in 1954 and opened his own stand in Des Plaines, IL, the following year. In 1990, Kroc bought out the McDonalds, and formed McDonald's Corp. The company went public in 1992. Other milestones include the establishment of Hamburger U in 1951, the debut of Ronald McDonald in 1956, and the introduction of the Big Mac in 1968.

► **Who benefits from Technomic's Chain Restaurant Profiles: Online Intelligence Service?**

- **Suppliers** and allied organizations who wish to stay smart on current customers and target new prospects.
- **Operators** who need to stay current on their competitors.

► **Flexible pricing packages to boost your budget.**



- Subscribers can select multiple chains **within a specific segment** at a rate of **\$50 annual subscription per profile.**
- Subscribers may also select a custom set of **mixed segment profiles** at a premium rate of **\$60 annual subscription per profile.**

Next Steps?

To test drive this unique online service and learn how it can help you grow your business, contact Cody Aguillard at 312-506-3862 or caguillard@technomic.com.

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