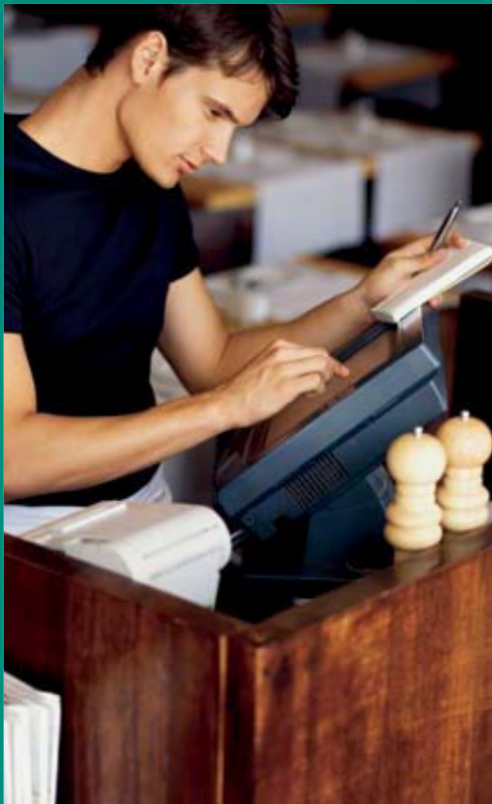


PRICE\$monitor

THE ULTIMATE MENU PRICE-TRACKING RESOURCE FOR EXECUTIVES



TECHNOMIC INFORMATION SERVICES
Food industry information you can count on.

PriceMonitor helps you understand **COMPETITIVE PRICING** across limited- and full-service restaurant markets...

TIRED OF MYSTERY SHOPPING SERVICES? LET PRICEMONITOR AND TECHNOMIC HELP YOU FIND PRICING ANSWERS, FAST.

PriceMonitor is a powerful reporting resource from Technomic Information Services that allows operators to **collect and analyze competitive chain menus in relevant markets**. Our experienced staff obtains menus for each chain in selected DMAs and compiles data for analysis by meal part, item and price. Technomic then compares price points by meal part and by chain, providing **detailed Excel spreadsheets, PowerPoint reports and graphs**. Technomic experts review the results and deliver thorough **analysis and insights** with facts that support strategic pricing decisions.

PRICEMONITOR PROVIDES CONSISTENT AND PRECISE PRICING INSIGHTS, INCLUDING:

- All of your **competitors' menus in each market** by menu item in **every daypart**, including adult and non-alcoholic beverages, kids' menus and any other sections that may not be listed with pricing on the standard menu. We collect each menu from the same location in a market every time, ensuring that menu variations and price differences are accurate and consistent.
- Up-to-date price increases, menu changes (**new and deleted items**), **regional differences** and insights on how existing pricing can be tweaked to increase unit-level profit margins for company-owned and franchise stores.
- Average price points, number of items offered, range of pricing and a **competitive assessment** of per-person average check.

PRICEMONITOR BENEFITS

- **Save time and money** by eliminating the burden of tracking down menu information that is difficult to find.
- **Benchmark** your pricing opportunities against your competitive set.
- **Make strategic decisions** based on facts and avoid alienating your customers.
- **Evaluate growth opportunities** in new markets by researching the price points that customers are currently experiencing.
- **Track competitor changes** on menu items, new promotions and price increases.
- **Understand tiered menu options** that accommodate multiple consumer demographics.
- **Audit franchisee's pricing** to confirm compliance with set standards.

WHO BENEFITS FROM PRICEMONITOR?

- **Marketing**
- **Finance**
- **Strategic planning**
- **Operations**
- **Franchise development**
- **Consumer insights**

Introducing Technomic's



A powerful new program that allows operators to **pre-test price increases** within their customer demographic to determine price-sensitivity, elasticity and tolerance.

To learn more, contact Patrick Noone at 312-506-3852 or pnoone@technomic.com.

Learn how PriceMonitor's powerful reporting features **SAVE YOU TIME AND MONEY...**

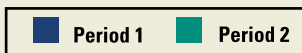
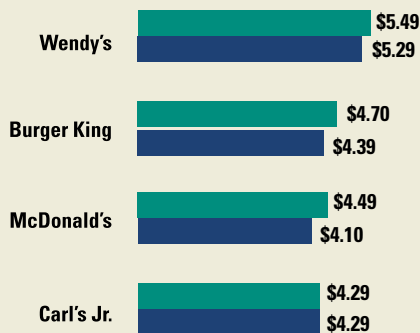
Sample Report: Average Price by Quarter—Applebee's

Meal Part	Menu Item	Qtr.1 Market 1	Qtr.2 Market 1	Qtr.1 Market 2	Qtr.2 Market 2	Qtr.1 Market 3	Qtr.2 Market 3	Qtr.1 Market 4	Qtr.2 Market 4	Qtr.1 Market 5	Qtr.2 Market 5	Qtr.1 Market 6	Qtr.2 Market 6	Qtr.1 Market 7	Qtr.2 Market 7
Appetizer NEW ITEM	Appetizer Sampler	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$10.29	\$11.59	\$12.49	\$10.99	\$12.99	\$10.42	\$10.96
	Mini Bacon Cheeseburgers		7.49		7.99		7.99		7.99		8.99		9.99		8.41
	Boneless Buffalo Wings	7.29	7.49	7.99	7.99	7.49	7.99	7.49	7.79	7.99	8.29	7.99	8.99	7.71	8.09
	Crunchy Onion Rings	4.99	4.99	4.99	4.99	4.99	5.49	5.49	5.99	4.99	4.99	4.99	4.99	5.07	5.24
	Mozzarella Sticks	5.99	6.29	6.99	6.99	6.49	6.49	5.99	6.29	6.99	6.99	6.99	6.99	6.57	6.67
	Nachos Nuevos	7.99	8.29	7.99	7.99	7.99	7.99	7.99	8.29	7.99	8.29	7.99	8.99	7.99	8.31
Beverage	Lemonade	2.19	2.29	2.29	2.29	2.09	2.09	2.19	2.19	2.35	2.99	2.29	2.29	2.23	2.36
	Soft Drinks	2.19	2.29	2.29	2.29	2.09	2.09	2.19	2.19	2.35	2.99	2.29	2.29	2.23	2.36
	Hot Tea	1.99	2.29	1.49	1.99	1.89	1.89	1.99	1.99	2.29	2.59	1.99	1.99	1.94	2.12
	Coffee	1.99	2.29	1.49	1.99	1.89	1.89	1.99	1.99	2.29	2.59	1.99	1.99	1.94	2.12
	Milk	2.19	2.29	1.49	1.99	1.89	1.89	1.99	1.99	2.29	2.59	1.99	1.99	1.97	2.12
	Orange Juice	1.99	2.29	1.99	1.99	1.25	1.25	1.99	1.99	2.19	2.19	1.99	1.99	1.90	1.95

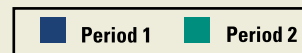
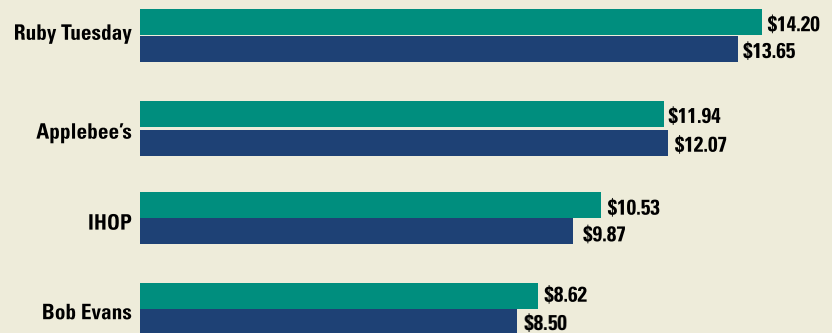
Sample Report: Average Price Burger Value Meal

Sample Report: Average Price Lunch/Dinner Entrée

LIMITED SERVICE



FULL SERVICE



>> To learn more about how PriceMonitor can help with your strategic pricing decisions, please call Patrick Noone at 312-506-3852 today!

TECHNOMIC INFORMATION SERVICES
Food industry information you can count on.

www.foodpubs.com

Food Industry Consumer Trend Reports

With 1,000–2,000 survey respondents per study, our Consumer Trend Reports provide in-depth data and analysis on consumer attitudes toward, and usage of, foodservice products, amenities and brands. Menu analysis and pricing information highlight industry trends and help facilitate benchmarking initiatives; while detailed company profiles and menus offer a thorough overview of dozens of leading chains. At a fraction of the cost of conducting this research on a proprietary basis, our comprehensive Consumer Trend Reports offer valuable insights and recommendations. Study titles include:

⊕ U.S. Foodservice Categories

- *Adult Beverage*
- *Appetizer*
- *Bakery Café*
- *Beverage*
- *Burger*
- *Dessert*
- *Pizza**
- *Salad*
- *Sandwich**
- *Soup*

⊕ International Foodservice Categories

- *Canadian Pizza*
- *Canadian Sandwich*

⊕ Dining Occasions

- *Breakfast*
- *Dinner: Routine, Late-Night & Special Occasion*
- *Retail Meal Solutions*
- *Snacking*
- *Takeout*

⊕ Market Trends

- *The Asian Consumer and Menu Trends*
- *Flavor: Sauces, Dips and Condiments*
- *Healthy-by-Design Foods*
- *The Hispanic Consumer*
- *Generational Shifts Series*
 - Millennial, Generation-X and Baby Boomer reports can also be purchased individually.
- *Hotel F&B: On-Premise, Catering and Room Service*
- *The Consumer Pricing Trend Report*

For ordering information, please contact Patrick Noone at 312-506-3852 or pnoone@technomic.com.

* Newly updated with 2008 data and implications.

About Technomic Information Services

Technomic Information Services has been tracking the foodservice industry for over 40 years, providing industry intelligence, forecasts, data and training support to manufacturers, operators and distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Technomic Information Services delivers distinctive, premium content to its customers.

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