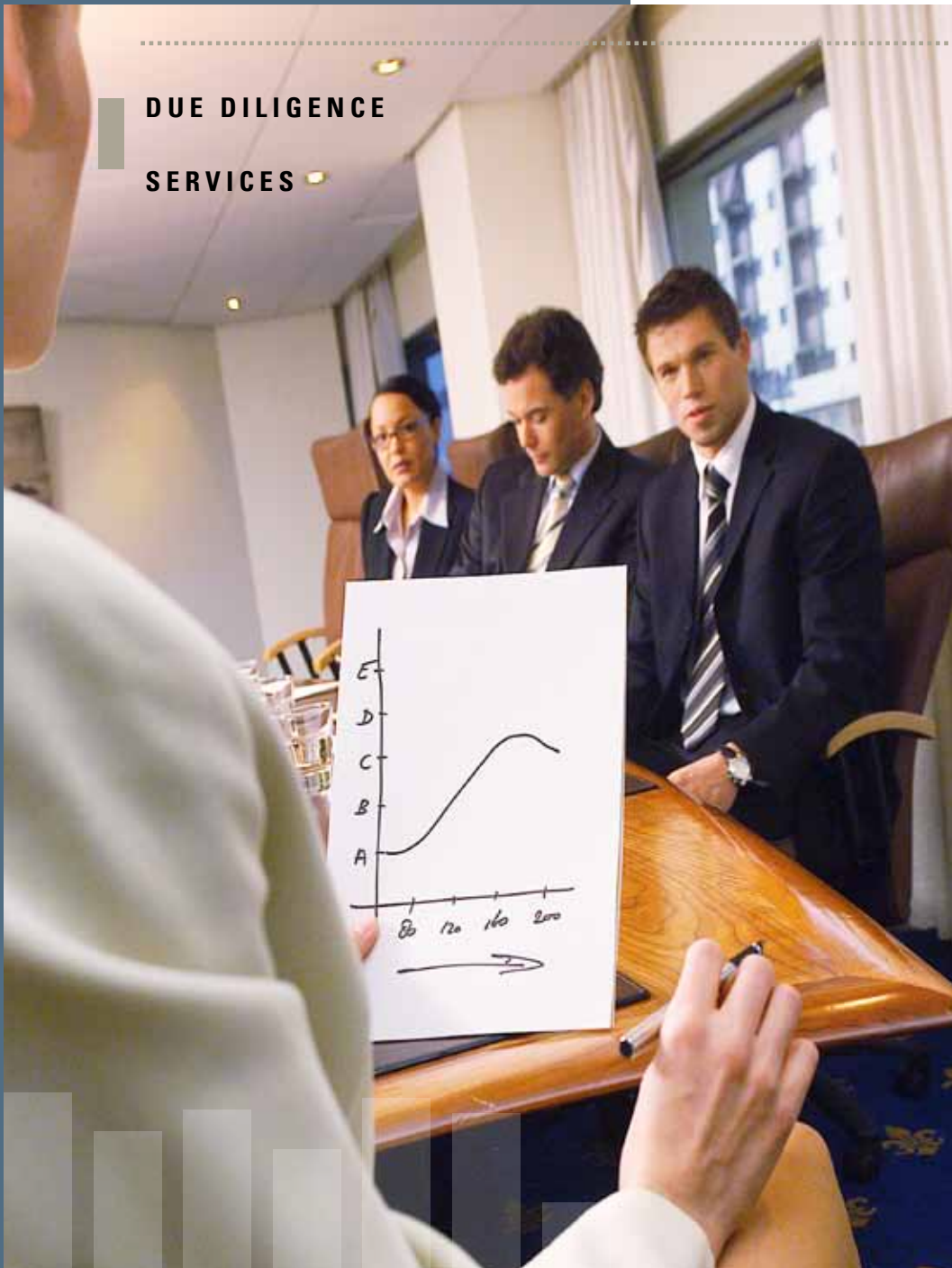


**DUE DILIGENCE
SERVICES**



DUE DILIGENCE SERVICES

Do you need in-depth *COMPETITIVE* and *CONSUMER* insights on the foodservice industry?

There are times when investment firms need specialized help before investing debt or equity into a foodservice company. Technomic can provide your firm with industry-specific data, solid observations, opinions, and conclusions regarding the real strength of a concept, its management team, and their business plan. Technomic's method and scope of due diligence services focus only on industry-specific issues and may include the following areas:

- Industry trends
- Competitive environment
- Recent performance in terms of sales trends and unit economics
- Comparative unit economics
- Site selection process
- New unit development
- Consumer research
- Marketing programs
- On-site inspection of operating units
- Management's business plan
- Franchisee relationships

Regardless of which issues you need to explore, Technomic can help. We are a consulting firm specializing in the foodservice industry. With over 45 years of experience, we have long been recognized as the leader in this industry—providing assistance to both chain restaurant operators and the businesses that interface with them. Given the extent of our experience, we have accumulated substantial insights as to what separates the winners from the also-rans.

Our due diligence engagements are individually designed to meet your needs and circumstances. Following are a number of clients that have already utilized our services in assessing various chain restaurants:



Operator

American Securities Capital Partners
Brazos Private Equity Partners
Caxton-Iseman
Falfurrias Capital Partners
JP Morgan Capital Partners
JP Morgan Capital Partners
JP Morgan Capital Partners
Madison Dearborn Partners
Thomas Weisel Partners
Three Cities Research
Three Cities Research
ValueAct Capital

Subject of Engagement

Fast-casual Mexican chain
Casual dining chain
Midscale restaurant chain
Quick-service chicken chain
Bakery chain
Foodservice management firm
Cash-and-carry retailer
Quick-service hamburger chain
Fast-casual restaurant group
Fast-food chain
Casual-dining chain
Southwest restaurant chain

Additionally, we have conducted due diligence engagements directed toward numerous suppliers to the restaurant industry, including:

Supplier	Subject of Engagement
<i>ICV Capital Partners</i>	<i>Frozen Asian foods supplier</i>
<i>ICV Capital Partners</i>	<i>Coffee equipment supplier</i>
<i>JP Morgan Capital Partners</i>	<i>CO2 systems to restaurants</i>
<i>Levine Liechtmann Capital Partners</i>	<i>Frozen dessert manufacturer</i>
<i>Levine Liechtmann Capital Partners</i>	<i>School supplier</i>
<i>Madison Dearborn</i>	<i>Protein supplier</i>

Consider some of the other ways we can be of assistance:

▶ Financial Institution Support

There are times that financial institutions need specialized help when dealing with clients in a particular industry. When a restaurant chain's diminishing EBITDA, for example, starts to weaken the quality of a loan or the return on equity, it is critical to quickly take the correct actions. History has shown that restaurant chains are difficult to turn around; even successful turnarounds often take considerable time.

▶ Providing Investor Support Services

In those cases where financial institutions or investors have senior-level debt or other capital invested in an underperforming foodservice chain, Technomic can provide valuable advisory services in formulating and evaluating various alternatives. We deliver advice on management's "stand-alone" programs and plans, and compare them to those of potential buyers.

▶ Formulating or Evaluating Turn-Around Programs

In many cases, a chain with deteriorating financial performance needs help in developing and implementing a pragmatic business plan that will enhance EBITDA with a minimum of capital infusion. Technomic has worked with numerous restaurant chains in helping them develop workable business plans to improve bottom line performance.

These are just a few examples of how we've helped other companies evaluate the strength of a restaurant concept. To begin exploring ways as can assist your organization, please call us at 312-506-3929.

ABOUT TECHNOMIC

Founded in 1966, Technomic is the leading management consulting and marketing research firm specializing in the restaurant industry and related foodservice businesses. Our clientele includes many of the top 200 restaurant companies and emerging chains, as well as on-site foodservice operators, supermarkets, convenience stores and financial institutions serving the foodservice industry.

We provide thought leadership to the industry by excelling in:

Experience: Our consultants are among the most respected professionals in the industry, with decades of management, operations, marketing, design and consulting experience. Practice leaders have worked inside over 100 successful chains.

Problem-Solving Methodology: Our methodology combines the latest best practices with proven, time-tested approaches. We customize the work plan for your specific situation.

Concept Knowledge: Our consultants travel extensively, both domestically and internationally, experiencing and evaluating new, successful concepts first-hand.

Industry Data: Tracking developments since 1966, our research database and full-time library staff provide an unparalleled resource for industry information, trends, directions, and insights.

Our unique resources combined with your firm's understanding of your unique concerns provide the thought leadership which can help your company prosper.

TECHNOMIC

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