

Competitive Update

5/3/2010



Promotions: Food/ Drink | 4/29/2010

Buffalo Wild Wings announced several new menu items and promotions, including the Late-Night Snack Menu to accelerate weeknight guest traffic. The Late-Night Snack Menu includes sharable bites and appetizers such as mozzarella sticks, chili con queso dip, roasted garlic mushrooms, mini corn dogs, chips and salsa, and regular onion rings, for \$3 each. Other new offerings include fried-pickle chips, 4 new dry-rub seasoning options, and several new drinks including a line-up of margaritas.



Financial/ Earnings Release | 4/27/2010

Buffalo Wild Wings reported that in the first quarter of fiscal 2010 Company-owned restaurant comparable sales increased 0.1%. Franchise-operated comparable sales increased 0.7% for the same period. CEO Sally Smith also commented that Buffalo Wild Wings is experiencing softness in April same-store sales of -3.7% at company-owned restaurants and -2.4% at franchised locations. She also expressed caution when reaffirming the 20% EPS growth goal for 2010, and that same-store sales and commodity relief were key factors. Buffalo Wild Wings is expected to announce new marketing efforts to help spur sales.



Financial/ Earnings Release | 4/29/2010

Burger King released US and Canada same-store sales of -6.1% for the first quarter of 2010. Burger King CEO John Chidsey explained sales were negatively impacted by severe U.S. weather conditions in January and February. He also mentioned that Burger King had positive U.S. traffic and sequential quarterly improvement in average check in April. Chidsey also provided commentary on the upcoming marketing calendar, which will include products engineered to be cooked on the flexible broiler such as the fall-off-the-bone BKTM Fire-Grilled Ribs, scheduled to launch at the end of May.



Financial/ Earnings Release | 4/28/2010

CKE, parent company of Carl's Jr. and Hardee's, reported period 3 same-store sales of -8.7% for Carl's Jr. and 0.3% for Hardee's. CEO Andrew Puzder blamed the negative performance for Carl's Jr. on poor economic conditions and high unemployment rates in their core California market. He went on to say they are continuing to focus on value for the money via premium products and are working on "several new initiatives... to improve same-store sales and increase market share." CKE also detailed a PSA decrease of one hundred thousand dollars per store on a trailing 13 period basis at Carl's Jr.



Promotions: Food/ Drink | 4/26/2010

Jack in the Box launched a 3 for \$3, "create your own value meal" promotion, where customers can mix and match any three of the following eight menu items: hamburger deluxe, jr. bacon cheeseburger, chicken sandwich, onion rings, egg roll, small french fries, mini churros, and a small fountain drink. Jack is offering the promotion for a limited time, and has excluded several markets for non-participating Operators. With this mix and match promotion, Jack is going an extra step to offer great value, even at the expense of consumers creating a high cost of sale meal.