

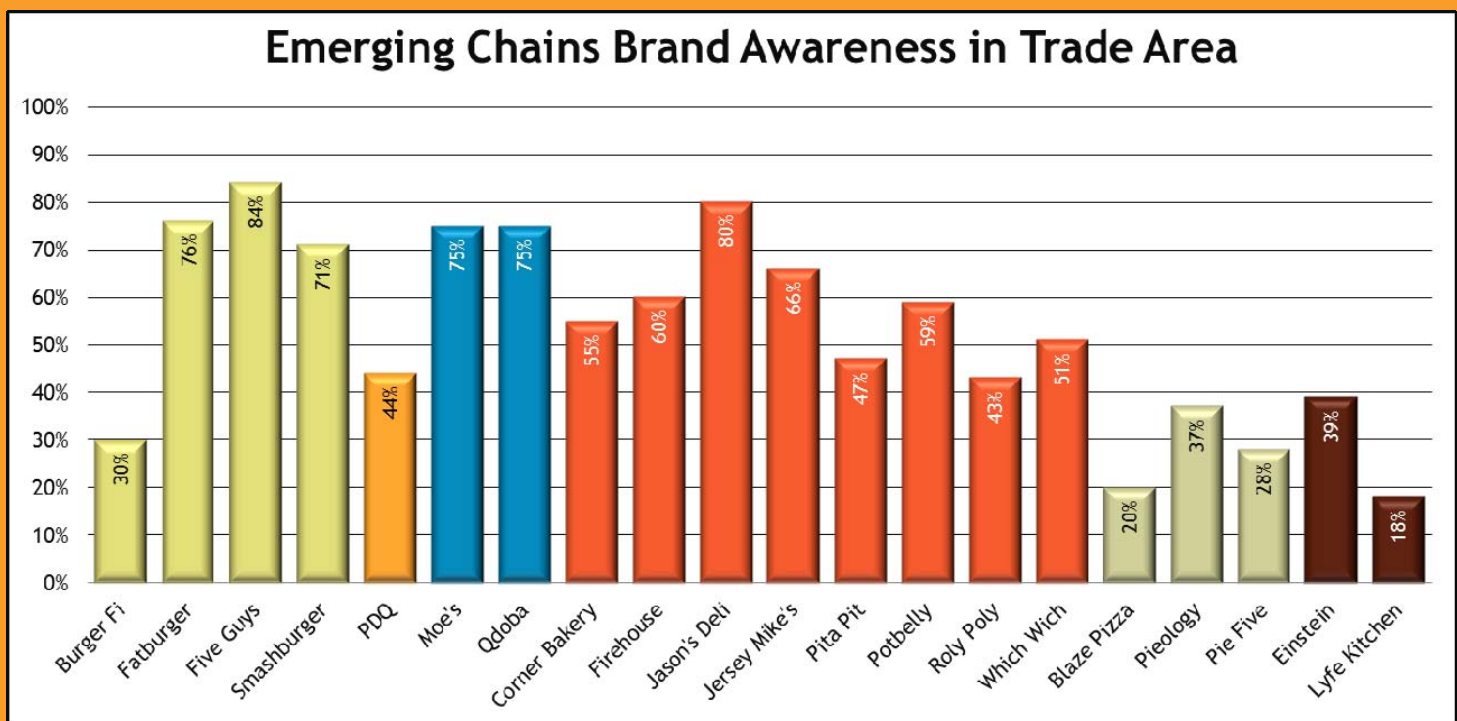
SANDELMAN'S Tracks



Fall 2015

Introducing Emerging Chain-Track

They seem to be popping up everywhere, but what do you really know about them? Emerging chains are taking root in markets across the country, and they can be quite a factor in your trade areas, but due to their small geographic footprint there has been little information on them. Sandelman now offers Emerging Chain-Track to monitor awareness, usage, and ratings of these growing chains from within their trade areas.



According to Emerging Chain-Track's July-September 2015 wave 84% of consumers within reach of an emerging chain has tried one, and while they only account for about 9% of visits, they are pulling from both established QSR and CDR chains. As shown above, Five Guys, Jason's Deli, Fatburger, Moe's, and Qdoba are well known in their trade areas, while newer upstarts like Blaze Pizza and Burger Fi are still in awareness building mode.

Emerging Chain-Track provides better understanding of how consumers are becoming aware of new chains, including information on traditional media and digital engagement, as well as what is motivating trial, and how chains rate on 23 attributes covering food, service, facilities, and value.

For more information on
Emerging Chain-Track contact
andrew@sandelman.com

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How to serve up a better beverage program

Beverages are a regular part of the ordering routine for many QSR users. Fully 1 in 4 QSR users report always ordering beverages while only 1 in 5 report rarely or never ordering beverages. Still there are clearly missed opportunities in encouraging more users to purchase beverages on their QSR visits — and consumers were not shy when asked about their pet peeves.

Train crew and customers with ice marks and explanation on cups.

- ◆ Properly maintaining beverage machines, including keeping the area orderly, should be an easy way for restaurants to provide consumers with a more satisfying beverage experience.
- ◆ Price is a harder problem to overcome, but ensuring the right amount of ice and quality of the beverage could go a long way towards helping consumers feel



The top three pet peeves of beverage users are too much ice, price, and an imbalanced ratio of carbonation to syrup.

- ◆ While ice is not a problem at self-serve stations, operators without self-serve or for selling beverages via the drive-thru, it might help to establish standard and light ice options to give consumers some control.

that they are getting their money's worth when they order beverages.

Thirsty for more? Contact Andrew Postell to find out more on Sandelman's Special Report on Beverages.

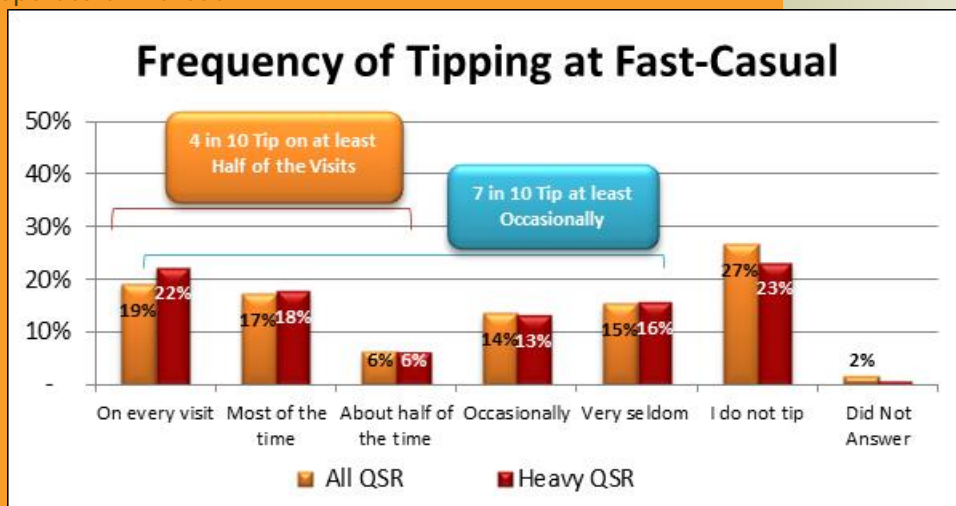
Here's your tip

Tipping for service has long been the norm at fine and casual dining restaurants. However, the urge to tip has trickled down into the fast-casual or upscale fast-food segment. This spring Sandelman asked customers of fast-casual chains if and how they tip.

Interestingly 7 in 10 customers leave a tip on at least an occasional visit, with 4 in 10 customers tipping at least half of the time. 1 in 5 tip on every visit. Frequent fast food users are more likely to tip on every visit. Perhaps familiarity and recognition play a hand in receiving a tip.

When leaving a tip, the most popular choice is to leave a dollar or two. Generally, the next most popular choice is to leave the remaining change.

Though the availability of mobile payment methods is increasing, less than 1 in 10 customers at the top 5 Fast-Casual chains leave a tip via their app.



Carry-out usage on the rise at CDR

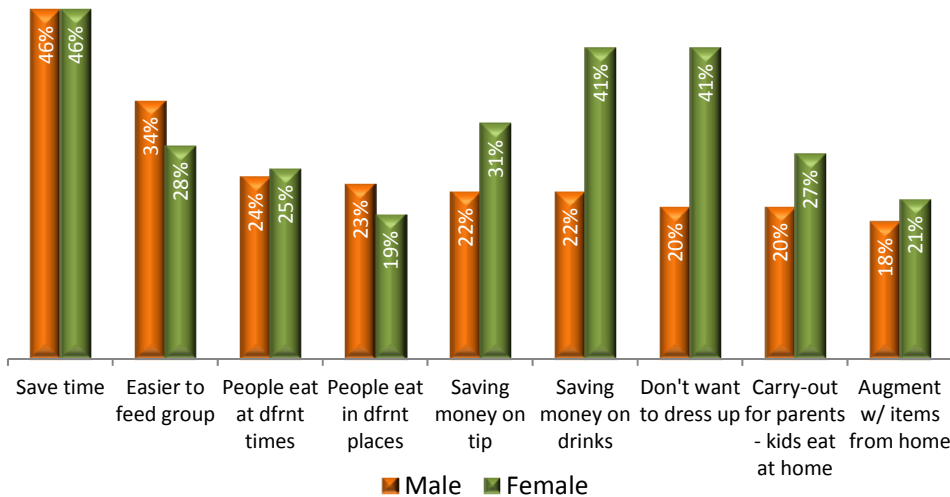
Carry-out purchases from casual and family dining restaurants are increasing as consumers look for meal options that accommodate their complex lives. Based on consumer data collected in Sandelman's Casual-Track Study,

a means of accommodating large groups and/or variable schedules.

A desire for convenient food that is a step above traditional fast-food may also be helping to drive CDR carry-out

REASONS FOR CHOOSING CARRY OUT

Among CDR Carry-out Users



carry-out/delivery share rose from 16% of CDR visits in 2013 to 20% in 1H 2015. In addition, the percentage of CDR users who rated carry-out as very or somewhat important rose from 42% to 50% over that same time period.

What is driving the uptick in CDR carry-out? The desire to save time factors into the decision of nearly half of all CDR carry-out users of both genders. The desire to save money, whether by relying on drinks from home or omitting tip expense, is also a consideration, especially among females. In addition, females are more likely than men to cite that they choose carry-out when they don't want to dress up/clean up, as they might for dine-in visits. Finally, a notable percentage of consumers choose CDR carry-out as

business just as it seems to be driving the growth of fast-casual. In fact, CDR carry-out users report a higher likelihood than all CDR users to be patronizing fast-casuals more often than year ago. If this trend continues, CDRs who streamline their carry-out programs (e.g. easy ordering and pick-up) may have a good chance of winning the business of time-constrained consumers who might otherwise opt for fast-casual.

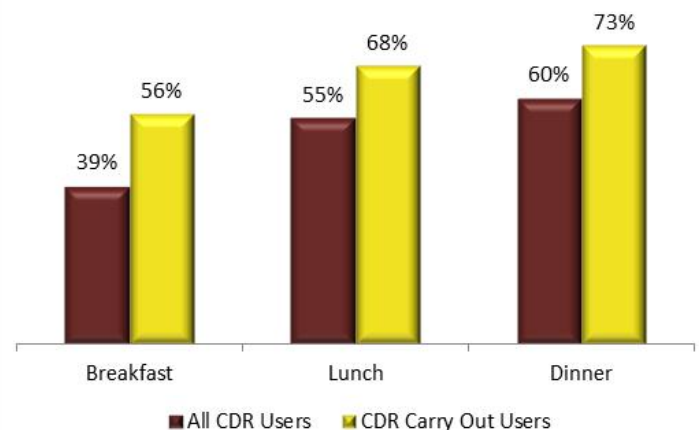
Friendliness is more than a nice smile

What is behind a high employee friendliness rating? According to a recent Sandelman study, efficiency carries greater weight than a smile. For the average QSR customer, efficient handling of the order and payment process are the #1 and #3 considerations when rating a QSR chain on employee friendliness. The #2 consideration is being greeted, while smiling comes in at #4.

The results differ just a bit among frequent fast food customers, who give greater consideration to "greeted quickly at the drive-thru", "recognizes you", and "offers drink refill/brings you condiments".

Contact Andrew Postell to find out more about what drives friendliness perceptions.

Choosing fast-casuals over casual dining more often than year ago





Welcome Andrew Postell, VP of Sales

Andrew Postell recently joined Sandelman as Vice President of Sales. Andrew comes to Sandelman with 26 year of sales experience working with data, analytics, and market research. Andrew has a deep understanding of all aspects of consumer research having spent time at Greenfield Online, Clearvoice Surveys, and Experian. He is a customer advocate who consults with clients to provide effective and affordable solutions for their specific needs.

You can reach Andrew via e-mail at andrew@sandelman.com or give him a call at (888) 897-7881, ext. 2.

About Sandelman

Sandelman conducts consumer research exclusively for the foodservice industry. Information for this newsletter is taken from the Quick-Track[®] and Casual-Track[®] syndicated tracking studies, which monitor attitudes, awareness and usage at the media market level.

Sandelman tracking studies allow clients to make the best decisions in their marketing, advertising and operational efforts.

Contact Andrew Postell at andrew@sandelman.com or (888) 897-7881, ext. 2, to order today.

Tracks

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