

AUTHOR:

Steve Crichlow

Founder & CEO

(251) 370-7011

steve@compassrcr.com

www.compassrcr.com

info@compassrcr.com

	PAGE
Industry Headlines	1
Brand Headlines	1
Headline Details	2
Industry Events	2
Outlook for Coming Month	2
Consumers' Survey	3
Operators' Survey	4
Micro View 2015	5
Commodities Update	5-7
Monthly Sales by Sector Compared to Industry	8

COMPANIES MENTIONED IN THIS REPORT:

CORE COVERAGE

COMPANY	TICKER	PAGE
QSR		
McDonald's	MCD	9
Sonic	SONC	10
Burger King	BKW	11
Wendy's	WEN	12
Jack in the Box	JACK	13
Popeye's	PLKI	14
KFC	YUM	15
Taco Bell	YUM	16
Pizza Hut	YUM	17
Domino's	DPZ	18

FAST CASUAL

Chipotle	CMG	19
Krispy Kreme	KKD	20
Panera Bread	PNRA	21
Starbucks	SBUX	22

CASUAL

Applebee's	DIN	23
IHOP	DIN	24
Buffalo Wild	BWLD	25
Chili's	EAT	26
Chuy's	CHUY	27
Red Robin	RRGB	28
Ruby Tuesday	RT	29

SEPTEMBER HEADLINES:

Industry:

- **Consumer Survey:**
 - Recent consumer survey conducted by Restaurant Business ranks Millennials favorite chains.
- **Minimum Wage:**
 - City in California eyeing \$19/Hr minimum wage.
- **FDA:**
 - Release new updated draft on Menu Labeling rules.
 - Finalizes Food Safety rules for manufacturers.
- **Egg Prices:**
 - Expect egg prices to remain high as supply lags demand.
- **LATE BREAKING NEWS:**
 - **Healthcare:**
 - Industry scores big healthcare win with Congress.
 - **New EMV Decisions:**
 - (Credit Cards with Chips) – Ruling delays deadline.
 - **Off the Radar:**
 - Several Chains are looking at ways to capitalize on All Day Breakfast – not just McDonald's.

Brands: (see Company's pulse report for details)

- **Burger King:** Joint venture Peace Day success.
- **Chipotle:** Facing several negative issues: lawsuits, Salmonella outbreak, Fat Boy ads.
- **Domino's:** Launches new Rewards Program – "Piece of the Pie."
- **KFC:** Ending Buffets.
- **McDonald's:** McRib promotion begins (limited markets).
- **Starbucks:** Completes Mobile Order/Pay App rollout.
- **Taco Bell:** Opens new "Taco Bell Cantina" in Chicago. Launch new Online Ordering System.

Same Store Sales (SSS):

- Industry = 3.3%
- QSR = 3.9%
- Fast Casual = 5.3%
- Casual = 1.3%

Source for "Mean" on Charts on pages 9-29 – Company Filings.