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**COMPANIES MENTIONED IN  
THIS REPORT:**

**CORE COVERAGE**

COMPANY	TICKER	PAGE
<b>QSR</b>		
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

**AUGUST HEADLINES:**

**Industry:**

- **NLRB:**
  - New Ruling – Appears it will change the definition of “employer.”
  - Block McDonald's challenge.
- **FDA:**
  - Sodium under microscope (again).
- **OSHA:**
  - Considering new Joint Employer rulings.
- **Wages:**
  - Restaurants face hiring challenges as wages rise.
  - New OT Regulations – creating confusion.
- **Delivery:**
  - Gaining popularity and appearing on many brands “To Do” list.

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

- **Applebee's:** Management change
- **Bob Evans:** Announces new real estate sell/lease-back plan
- **Burger King:** Offers McDonald's a 1 day truce for a cause and sell McWhopper; McDonald's declines.
- **Darden:** Announces forming a REIT.
- **KFC:** Launches 2<sup>nd</sup> Colonel.
- **McDonald's:** Announces All Day Breakfast coming 10/6/15  
Testing new App in several markets; early results promising.

**Same Store Sales (SSS):**

- Industry = 2.8%
- QSR = 4.2%
- Fast Casual = 4.3%
- Casual = 1.9%

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