

QUARTERLY **REVIEW**

Economic Data & Trends for Restaurant Industry

Quarter 4/2017

Steve Crichlow President steve@compassrcr.com

*The data for this report is released on a rolling schedule. The presented numbers are current as of publication and are subject to revision.

SUMMARY

SAME STORE SALES

Results for the Industry Quarter 4 2017 were 0.4% positive; a notable improvement over the last two years' trend.

QSR Sector led the way at 1.0% positive sales followed by Fast Casual Sector at 0.2% and showing considerable improvement is the Casual Dining Sector at 0.1% positive. This is the best SSS performance for the Casual Dining Sector since QTR-2, 2016. Lastly, the Fine Dining Sector posted a (3.2%). That is the worst performance for Fine Dining since QTR-4, 2009 which posted at (8.8%).

MARKETING FOCUS

The majority of the chains focused on "making changes" to recapture the consumers' interest in their brand. Some chains like Darden and McDonald's emphasized a return to basics – with the appeal to bring back their core customer. Others like Jack in the Box, Sonic and Pollo Tropical concentrated on reinventing themselves – wanting to broaden their appeal to all consumers. Other chains blended both approaches.

The predominant priorities of these changes were investments in Technology (including new or improved phone apps for order and pay); Delivery – mostly through third party companies; Menu Innovation which consisted of new products, value/discount offerings and product bundling; and improving the Customer Experience which included new or improved loyalty programs and more attentive customer service.

PRIME COSTS

QTR-4 Industry average was 59.4% for Prime Costs – an increase of 120 basis points over QTR-4, 2016 and 40 basis points increase over QTR-4, 2015.

OPERATOR CONFIENCE

For QTR-4, Operator's Confidence averaged 104.8. This was the highest reading in 34 years.

Two major influences affecting this surge of business owner confidence were the reduction of many government regulations that either slowed down or halted business growth and expansion and the new Tax Reform law which many chains used their additional income to improve employee benefits and for company growth and development.



CONSUMER CONFIDENCE

For QTR-4, Consumer Sentiment was at 98.4%. This was a record high over the last 18 years. (QTR-4, 2000 reading was 103.9)

Although much attention has been given to pursuing the "changing consumer preferences", the chains that have done the best are the ones focused on the basics – good quality, great service (the customer experience) and great value as in giving the customer their monies' worth (see Darden and McDonald's). Another contributing factor to the consumer confidence rise has been an increase in personal income and the Tax Credit bonuses to many blue-collar workers.

INDEPENDENT SSS & TRAFFIC HISTORY:

		20	16							20	17						20)18
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
SALES:																		
Higher	53%	45%	46%	38%	25%	53%	57%	28%	30%	32%	50%	36%	40%	46%	40%	64%	50%	54%
Lower	30%	38%	34%	34%	50%	30%	33%	48%	41%	39%	35%	47%	45%	34%	39%	16%	43%	25%
Same	17%	17%	20%	28%	25%	17%	10%	24%	29%	29%	15%	17%	15%	20%	21%	20%	7%	21%
TRAFFIC:																		
Higher	44%	40%	35%	32%	25%	36%	45%	23%	24%	32%	41%	22%	27%	28%	33%	51%	27%	36%
Lower	31%	37%	45%	36%	45%	38%	40%	53%	51%	42%	35%	42%	51%	47%	41%	16%	56%	25%
Same	25%	23%	20%	32%	30%	26%	15%	24%	25%	26%	24%	36%	22%	25%	26%	33%	17%	39%

Source: National Restaurant Association Operator Survey

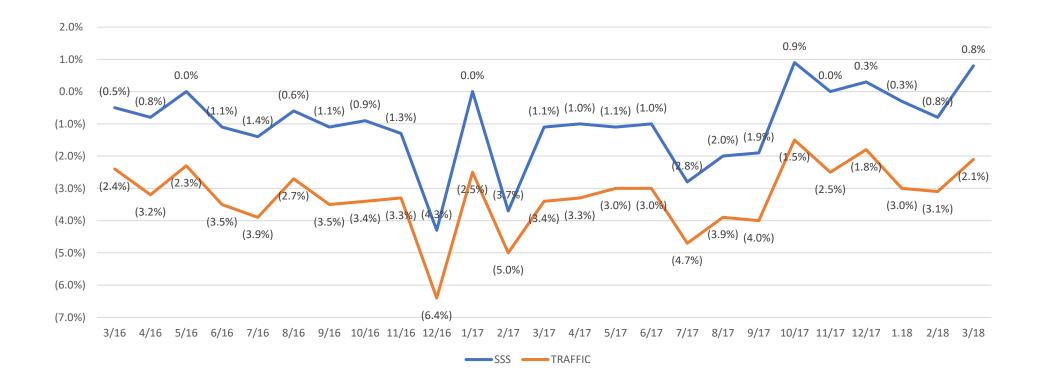
ADVANCED MONTHLY SALES FOR FOOD SERVICE:



SOURCE: Census Bureau



Restaurant Sector Monthly Same Store Sales and Traffic Growth





Quarterly SSS Performance – Last 2 Years

	2015			2016								2017							
	Q4		Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4		
Quick Service																			
McDonald's	5.7%	仓	5.4%	仓	3.1%	仓	3.5%	仓	2.7%	仓	3.6%	仓	6.3%	仓	5.6%	仓	5.5%	仓	
Sonic Corporation	5.3%	仓	6.5%	仓	2.0%	仓	(2.0%)	Û	(2.0%)	Û	(7.4%)	Û	(1.2%)	Û	(3.3%)	Û	(1.7%)	Û	
Restaurant Brands International, Inc.																			
Burger King	2.8%	仓	4.4%	仓	3.9%	仓	1.7%	仓	2.8%	仓	(0.1%)	\Leftrightarrow	3.9%	仓	3.6%	仓	2.7%	仓	
Tim Horton's	5.8%	仓	5.8%	仓	4.8%	仓	2.0%	仓	0.2%	\Leftrightarrow	(0.1%)	\Leftrightarrow	(0.8%)	\Leftrightarrow	0.3%	\Leftrightarrow	0.0%	\Leftrightarrow	
Popeye's Louisiana Kitchen, Inc.	2.0%	仓	1.1%	仓	0.7%	\Leftrightarrow	1.8%	仓	2.4%	仓	(0.2%)	\Leftrightarrow	(2.7%)	Û	(1.8%)	Û	(2.5%)	Û	
Wendy's Company	4.8%	仓	3.6%	仓	0.3%	\Leftrightarrow	1.4%	仓	0.8%	\Leftrightarrow	1.6%	仓	3.2%	仓	2.0%	仓	1.3%	仓	
Jack in the Box, Inc.	1.4%	仓	0.0%	\Leftrightarrow	1.1%	仓	2.0%	仓	1.8%	仓	1.8%	仓	(1.3%)	Û	(0.1%)	\Leftrightarrow	(1.2%)	Û	
Bojangles' Inc.	0.6%	\Leftrightarrow	2.0%	仓	0.2%	\Leftrightarrow	0.8%	\Leftrightarrow	5.5%	仓	(1.7%)	Û	(1.4%)	Û	(2.2%)	Û	2.4%	仓	
Yum Brands, Inc.																			
KFC	3.0%	仓	1.0%	仓	2.0%	仓	4.0%	仓	3.0%	仓	2.0%	仓	3.0%	仓	7.0%	仓	3.0%	仓	
Pizza Hut	2.0%	仓	5.0%	仓	0.0%	\Leftrightarrow	(1.0%)	Û	(2.0%)	Û	(3.0%)	Û	(1.0%)	Û	6.0%	仓	1.0%	仓	
Taco Bell	4.0%	仓	1.0%	仓	(1.0%)	Û	3.0%	仓	3.0%	仓	8.0%	仓	4.0%	仓	3.0%	仓	2.0%	仓	
Del Taco Restaurant's, Inc.	5.8%	仓	3.2%	仓	3.3%	仓	6.7%	仓	5.5%	仓	4.2%	仓	7.1%	仓	4.1%	仓	3.0%	仓	
Domino's	10.7%	仓	6.4%	仓	9.7%	仓	13.0%	仓	12.2%	仓	10.2%	仓	9.5%	仓	8.4%	仓	4.2%	仓	
Papa John's International, Inc.	1.9%	仓	0.1%	\Leftrightarrow	4.8%	仓	5.5%	仓	3.8%	仓	2.0%	仓	1.4%	仓	1.0%	仓	(1.3%)	Û	
Papa Murphy's Holdings, Inc.	(3.1%)	Û	(2.8%)	Û	(4.0%)	Û	(5.8%)	Û	(7.8%)	Û	(5.0%)	Û	(4.3%)	Û	(4.1%)	Û	(3.0%)	Û	
Mean	3.5%	仓	2.8%	仓	2.1%	仓	2.4%	仓	2.1%	仓	1.1%	仓	1.7%	仓	2.0%	仓	1.0%	Û	

Quarterly SSS Performance – Last 2 Years (continued)

– COMP<u>A</u>SS<u>−</u>

RESTAURANT CONSULTING & RESEARCH

	2015		2016								2017								
	Q4		Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4		
Fast Casual																			
Chipotle Mexican Grill, Inc.	(14.6%)	Û	(29.7%)	Û	(23.6%)	Û	(21.9%)	Û	(4.8%)	Û	17.8%	仓	8.1%	仓	0.9%	\Leftrightarrow	0.9%	\Leftrightarrow	
Wingstop, Inc.	2.0%	仓	5.9%	仓	4.6%	仓	3.1%	仓	4.1%	仓	1.0%	仓	(1.1%)	Û	2.0%	仓	4.1%	仓	
El Pollo Loco Holdings, Inc.	0.8%	\Leftrightarrow	1.8%	仓	0.7%	\Leftrightarrow	2.4%	仓	1.6%	仓	(1.3%)	Û	(0.3%)	\Leftrightarrow	2.9%	仓	1.7%	仓	
Fiesta Restaurant Group, Inc.																			
Pollo Tropical	0.4%	\Leftrightarrow	0.0%	\Leftrightarrow	(1.4%)	Û	(1.0%)	Û	(4.0%)	Û	(6.7%)	Û	(7.7%)	Û	(10.9%)	Û	(0.1%)	\Leftrightarrow	
Taco Cabana	3.3%	仓	1.7%	仓	(3.8%)	Û	(4.1%)	Û	(3.5%)	Û	(4.5%)	Û	(4.7%)	Û	(12.6%)	Û	(7.4%)	Û	
Potbelly Corporation	3.7%	仓	3.7%	仓	2.0%	仓	1.7%	仓	0.6%	\Leftrightarrow	0.1%	\Leftrightarrow	3.1%	仓	(4.9%)	Û	(4.8%)	Û	
Zoe's Kitchen, Inc.	7.7%	仓	8.1%	仓	4.0%	仓	2.4%	仓	0.7%	\Leftrightarrow	(3.3%)	Û	(3.8%)	Û	(0.5%)	⇔	0.3%	⇔	
Habit Restaurants, Inc.	3.3%	仓	2.0%	仓	4.0%	仓	0.2%	\Leftrightarrow	1.7%	仓	0.9%	\Leftrightarrow	0.1%	\Leftrightarrow	(0.2%)	\Leftrightarrow	(1.0%)	Û	
Noodles & Company	(1.1%)	Û	(0.1%)	\Leftrightarrow	(1.0%)	Û	(0.7%)	\Leftrightarrow	(0.8%)	\Leftrightarrow	(2.0%)	Û	(3.4%)	Û	(3.5%)	Û	(3.0%)	Û	
Starbucks Corporation	9.0%	仓	7.0%	仓	4.0%	仓	5.0%	仓	3.0%	仓	3.0%	仓	4.0%	仓	2.0%	仓	2.0%	仓	
Dunkin' Brands Group, Inc.																			
Dunkin' Donuts	1.8%	仓	2.0%	仓	0.5%	\Leftrightarrow	2.0%	仓	0.0%	\Leftrightarrow	0.0%	\Leftrightarrow	0.5%	\Leftrightarrow	0.7%	⇔	0.9%	\Leftrightarrow	
Baskin-Robbins	4.4%	仓	5.0%	仓	0.6%	\Leftrightarrow	(0.9%)	\Leftrightarrow	0.0%	\Leftrightarrow	(2.1%)	Û	(2.5%)	Û	(3.1%)	Û	3.5%	仓	
Jamba, Inc.	5.4%	仓	(2.1%)	Û	4.2%	仓	(1.1%)	Û	3.9%	仓	(2.1%)	Û	4.2%	仓	(1.1%)	Û	5.3%	仓	
Mean	2.0%	仓	0.4%	\Leftrightarrow	(0.4%)	\Leftrightarrow	(1.0%)	Û	0.2%	\Leftrightarrow	0.1%	\Leftrightarrow	(0.3%)	\Leftrightarrow	(2.2%)	Û	0.2%	\Leftrightarrow	

Quarterly SSS Performance – Last 2 Years (continued)

— COMP<u>A</u>SS[™]——

RESTAURANT CONSULTING & RESEARCH

	2015					2	016				2017								
	Q4		Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4		
Casual Dining																			
Cracker Barrel Old Country Store, Inc.	0.6%	⇔	2.3%	仓	3.2%	仓	1.3%	仓	0.1%	⇔	(1.2%)	Û	(1.4%)	Û	0.2%	⇔	1.0%	企	
Brinker International, Inc.																			
Chili's Grill & Bar	(2.1%)	Û	(3.6%)	Û	(1.8%)	Û	(1.4%)	Û	(1.4%)	Û	(3.3%)	Û	(2.3%)	Û	(2.2%)	Û	(3.4%)	Û	
Maggiano's Little Italy	(1.8%)	Û	(1.8%)	Û	0.2%	\Leftrightarrow	(1.7%)	Û	(0.6%)	⇔	(0.8%)	⇔	(1.6%)	Û	0.5%	⇔	(2.6%)	Û	
Bloomin' Brands, Inc.																			
Bonefish Grill	(6.1%)	Û	(5.4%)	Û	(2.7%)	Û	0.9%	⇔	1.7%	仓	(1.9%)	Û	(0.8%)	⇔	(2.6%)	Û	(4.3%)	Û	
Carrabba's Italian Grill	(2.0%)	Û	(4.0%)	Û	(2.0%)	Û	(4.8%)	Û	(2.1%)	Û	(2.3%)	Û	(3.8%)	Û	0.4%	\Leftrightarrow	(2.8%)	Û	
Fleming's Prime Steakhouse	(0.6%)	⇔	(0.3%)	⇔	1.3%	企	(0.8%)	⇔	(1.9%)	Û	0.2%	⇔	(2.9%)	Û	(1.3%)	Û	(1.0%)	Û	
Outback Steakhouse	0.1%	⇔	(2.2%)	Û	(1.3%)	Û	(2.5%)	Û	(0.7%)	⇔	(4.8%)	Û	1.4%	企	0.3%	⇔	0.6%	⇔	
DineEquity, Inc.																			
Applebee's	(2.5%)	Û	(3.7%)	Û	(4.2%)	Û	(5.2%)	Û	(7.2%)	Û	(7.9%)	Û	(6.2%)	Û	(7.7%)	Û	1.3%	仓	
ІНОР	1.4%	仓	1.5%	仓	0.2%	\Leftrightarrow	(0.1%)	⇔	(2.1%)	Û	(1.7%)	Û	(2.6%)	Û	(3.2%)	Û	(0.4%)	\Leftrightarrow	
Denny's Corporation	2.9%	仓	2.5%	仓	(0.5%)	\Leftrightarrow	1.0%	仓	0.6%	⇔	(1.1%)	Û	2.6%	仓	0.9%	⇔	2.5%	仓	
Red Robin Gourmet Burgers, Inc.	3.7%	仓	(1.6%)	Û	(2.2%)	Û	(3.2%)	Û	(3.6%)	Û	(4.3%)	Û	(1.2%)	Û	0.5%	⇔	(0.1%)	\Leftrightarrow	
Luby's, Inc.	1.2%	仓	3.1%	仓	(0.6%)	\Leftrightarrow	0.7%	⇔	(2.3%)	Û	(3.8%)	Û	(2.7%)	Û	(5.1%)	Û	0.8%	\Leftrightarrow	
Darden Restaurants, Inc.																			
Bahama Breeze	2.4%	仓	9.9%	仓	5.4%	仓	3.9%	仓	2.6%	仓	0.5%	⇔	1.4%	仓	1.2%	仓	2.5%	仓	
Capital Grille	1.5%	仓	5.3%	仓	1.5%	仓	(1.2%)	Û	1.2%	仓	0.9%	⇔	1.4%	仓	2.0%	仓	3.8%	仓	
Eddie V's	1.1%	仓	4.1%	仓	0.9%	⇔	(1.7%)	Û	2.7%	仓	4.7%	仓	0.5%	⇔	2.5%	仓	6.8%	仓	
Longhorn Steakhouse	2.6%	仓	5.2%	仓	1.1%	仓	0.6%	⇔	0.1%	⇔	0.2%	⇔	3.5%	仓	2.6%	仓	3.8%	仓	
Olive Garden	1.0%	仓	6.8%	仓	1.6%	仓	2.0%	仓	2.6%	仓	1.4%	仓	4.4%	仓	1.9%	仓	3.0%	仓	
Seasons 52	4.5%	仓	5.7%	仓	3.7%	仓	0.7%	⇔	(0.3%)	⇔	0.8%	⇔	(1.3%)	Û	(2.2%)	Û	(0.5%)	\Leftrightarrow	
Yard House	1.7%	仓	3.9%	仓	1.4%	仓	0.0%	⇔	0.7%	⇔	(1.0%)	Û	0.1%	⇔	(0.4%)	⇔	2.0%	仓	
Texas Roadhouse	4.4%	仓	4.3%	仓	4.5%	仓	3.4%	仓	1.1%	仓	3.2%	仓	3.9%	仓	4.5%	仓	5.4%	仓	
Dave & Buster's Entertainment, Inc.	6.0%	仓	3.6%	仓	1.0%	仓	5.9%	仓	5.9%	仓	3.2%	仓	2.2%	仓	1.1%	仓	(1.3%)	Û	
BJ's Restaurants, Inc.	0.7%	⇔	0.6%	⇔	(0.2%)	⇔	(3.4%)	Û	(3.4%)	Û	(2.2%)	Û	(1.3%)	Û	(1.4%)	Û	(1.7%)	Û	
Chuy's Holdings, Inc.	3.2%	仓	3.2%	仓	1.0%	仓	0.3%	⇔	0.3%	⇔	(1.1%)	Û	(0.7%)	⇔	(1.0%)	Û	(2.1%)	Û	
The Cheesecake Factory, Inc.	1.1%	仓	1.7%	仓	0.3%	⇔	1.7%	仓	1.8%	仓	1.0%	仓	0.1%	⇔	(0.6%)	\Leftrightarrow	(2.4%)	Û	
Kona Grill, Inc.	3.2%	企	3.6%	仓	2.5%	仓	0.7%	⇔	0.7%	⇔	(4.1%)	Û	(4.3%)	Û	(5.3%)	Û	(7.2%)	Û	
Mean	1.1%	Û	1.8%	仓	0.6%	⇔	(0.1%)	⇔	(0.1%)	⇔	(1.0%)	Û	(0.5%)	⇔	(0.6%)	⇔	0.1%	\Leftrightarrow	

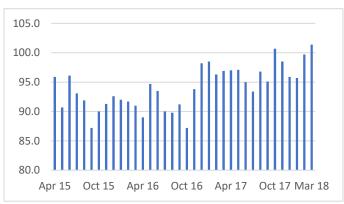
Quarterly SSS Performance – Last 2 Years (continued)

	2015	5		2016									2017							
	Q4		Q1		Q2		Q3			Q4		Q1		Q2		Q3		Q4		
Fine Dining	-																			
Ruth's Hospitality Group, Inc.	3.2%	仓	3.1%	仓	1.5%	仓	2.1%	仓		2.1%	仓	0.0%	\Leftrightarrow	0.7%	\Leftrightarrow	2.9%	仓	(1.6%)	Û	
Del Frisco's Restaurant Group, Inc.																				
Del Frisco's Double Eagle Steak House	(1.6%)	Û	(0.1%)	\Leftrightarrow	(1.9%)	Û	(2.0%)	Û		(3.7%)	Û	0.1%	\Leftrightarrow	(5.0%)	Û	(0.5%)	\Leftrightarrow	(1.1%)	Û	
Del Frisco's Grille	(4.5%)	Û	(2.8%)	Û	(2.0%)	Û	(1.4%)	Û		2.1%	仓	2.1%	仓	(0.9%)	\Leftrightarrow	(3.2%)	Û	(5.4%)	Û	
Sullivan's Steakhouse	(1.8%)	Û	(1.8%)	Û	2.9%	仓	(3.2%)	Û		0.9%	\Leftrightarrow	0.9%	\Leftrightarrow	1.1%	仓	(5.2%)	Û	(7.7%)	Û	
The ONE Group Hospitality, Inc.	0.3%	\Leftrightarrow	(0.8%)	\Leftrightarrow	2.8%	仓	(5.2%)	Û		(4.2%)	Û	(6.0%)	Û	3.6%	仓	1.7%	仓	(0.2%)	\Leftrightarrow	
Mean	(0.9%)	\Leftrightarrow	(0.5%)	\Leftrightarrow	0.7%	\Leftrightarrow	(1.9%)	Û		(0.6%)	\Leftrightarrow	(0.6%)	\Leftrightarrow	(0.1%)	\Leftrightarrow	(0.9%)	\Leftrightarrow	(3.2%)	Û	



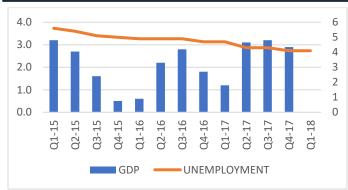
Prime Costs Benchmarks 2016/2017

CONSUMER SENTIMENT



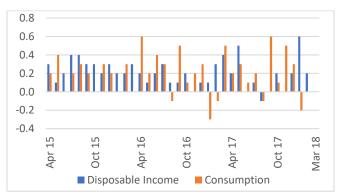
SOURCE: University of Michigan Consumer Survey

GDP / UNEMPLOYMENT



SOURCE: Bureau of Economic Analysis

DISPOSABLE INCOME / CONSUMPTION



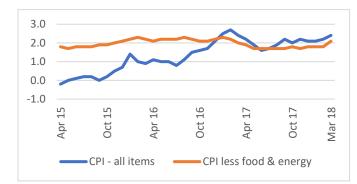
SOURCE: Bureau of Economic Analysis

OPERATOR SENTIMENT



SOURCE: NFIB Operator Survey

CONSUMER PRICE INDEX



SOURCE: Bureau of Labor Statistics

GASOLINE PRICES



SOURCE: AAA and Gas Buddy

──── COMPASS[™]────</sup> Restaurant Consulting & Research

Prime Costs Benchmarks 2016/2017

		QTR 2/16	QTR 3/16	QTR 4/16	QTR 1/17	QTR 2/17	QTR 3/17	QTR 4/17
	INDUSTRY AVERAGE							
	Food Costs	28.8%	28.8%	29.1%	28.7%	28.9%	28.9%	29.1%
	Labor Costs	30.2%	30.1%	30.5%	31.3%	30.7%	30.8%	30.9%
	QSR							
	Food Costs	29.7%	29.9%	29.9%	30.2%	29.9%	30.0%	29.8%
	Labor Costs	29.2%	27.7%	28.9%	29.5%	30.1%	29.4%	29.6%
<u>5</u> \$5	FAST CASUAL							
P	Food Costs	30.1%	30.5%	30.5%	30.2%	30.5%	30.7%	30.6%
	Labor Costs	28.7%	28.4%	28.4%	29.5%	28.6%	28.8%	29.5%
	CASUAL DINING							
m h	Food Costs	28.0%	281.0%	28.1%	28.0%	28.1%	28.2%	27.8%
	Labor Costs	32.3%	32.5%	33.0%	29.5%	33.0%	33.2%	33.5%
0	FINE DINING							
	Food Costs	28.0%	27.6%	27.6%	27.5%	27.7%	27.9%	28.2%
	Labor Costs	29.8%	30.3%	31.1%	30.6%	30.5%	31.0%	30.4%

* Data compiled from 67 publicly traded restaurant companies annual report and other SEC filings.