

## Chick-fil-A, Inc.

### *Fast Facts*

#### SALES SUCCESS

- Chick-fil-A Founder and Chairman S. Truett Cathy, who began his restaurant career more than 60 years ago with a single eatery, saw his company reach \$3.2 billion in 2009 for an 8.6 percent increase over the previous year; same-store sales increased 2.52 percent over 2008.
- Since the first Chick-fil-A® restaurant opened in 1967, the company has posted 42 consecutive annual sales increases.
- Chick-fil-A remains the second-largest quick-service chicken restaurant chain in the country and one of the nation's largest privately held restaurant chains.

*How does Chick-fil-A do it? The company has added a modest number of new domestic units by industry standards, the menu does not stray from a limited, all-breast meat entrée strategy, and Chick-fil-A's marketing steers clear of discounting and limited-time offers. So what is their secret?*

#### SECRETS TO SUCCESS

- Following the example set by founder S. Truett Cathy, Chick-fil-A has adhered to a **few simple rules**:
  - **Listen** to the customer
  - Focus on getting **better** before trying to get bigger
  - Put emphasis on **quality**
- **Customer Service**: A quality that distinguishes Chick-fil-A from its fast-food competitors is its commitment to the customer. As a result, the chain has been honored with the following awards:
  - *QSR Magazine* honors for "Best Drive-Thru in America" (2009)
  - *Restaurants and Institutions* magazine's "Choice in Chains" Customer Satisfaction Award (2009)
  - *BusinessWeek/J.D. Power* "Customer Service Champs" top-25 ranking (2008)
  - *Fast Company* magazine's inaugural "Customers First Awards" (2004)
- **Product quality**: In surveys conducted by Marketing and Research Counselors, Inc., Chick-fil-A's core menu products, including the Chick-fil-A® Chicken Sandwich, Chick-fil-A® Chicken Nuggets and Chick-fil-A® Chick-n-Strips, have consistently ranked number one in their respective categories.
- **Franchisee relations**: On average, fewer than 5 percent of Chick-fil-A Operators leave the chain in any given year, with most remaining with the company for more than 20 years.
- **Employee relations**: To encourage restaurant employees to realize their potential, Cathy established the Leadership Scholarship Program – \$1,000 scholarships to qualifying employees to the school of their choice. Since 1973, more than \$25 million in scholarships has been awarded. In 2010, Chick-fil-A will award \$1.9 million in scholarships to restaurant team members.
- **Philanthropies**: Chick-fil-A's main philanthropy, the *WinShape Foundation* (created in 1984 by Cathy), consists of programs created to "shape winners" including WinShape Camps®, WinShape® College, WinShape Retreat<sup>SM</sup>, WinShape Marriage<sup>SM</sup>, WinShape Wilderness<sup>SM</sup>, WinShape International and WinShape Homes®.
- **Nutrition**: Chick-fil-A can fit into almost any healthy diet through moderation and balanced menu choices. The Chick-fil-A menu offers 10 menu items with 10 or fewer grams of fat. Chick-fil-A cooks in 100 percent refined peanut oil which is naturally trans-fat and cholesterol free. In fact, the entire menu is free of trans fat.
- **Sponsorships**: The Chick-fil-A Bowl and the Southeastern and Big 12 Conferences sponsorships have introduced new audiences to the brand.
- **Brand Building**: Since the chain's "Eat Mor Chikin®" Cow campaign began in 1995, chain-wide sales have increased six-fold. The chain has turned the theme into a fully integrated marketing program, which includes store point-of-purchase materials, promotions, radio and TV advertising, and clothing and merchandise sales.
- **Market Presence**: As of February 2010, Chick-fil-A has more than 1,480 restaurants in 38 states and Washington, D.C. and plans to open 78 restaurants in 2010.