

ASBPE
 American Society
 of Business
 Publication Editors
2006
 Magazine
 of the Year
TOP 10
 circulation
 80,000 or more

SEPTEMBER 1, 2006

R & I

RESTAURANTS & INSTITUTIONS



INSIGHTS Brad Blum talks about the power of a brand. p. 29



IDEAS A.M. egg dishes that are all they're cracked up to be. p. 45



TACTICS Food-safety audits help prepare for inspection day. p. 93

consumers' choice in chains

3,100 Restaurant-Goers Name Their Favorites in 13 Categories

OUT OF 3000 SURVEYS



BRAND LOYALTIES 4 MAJOR CATEGORIES!

Gen X Says

As they develop brand loyalties, the age-27-to-41 demographic is targeted by many concepts. These chains received the highest scores from these customers:

✓ Atmosphere	Rainforest Cafe
✓ Cleanliness	Famous Dave's
✓ Convenience	Jamba Juice
✓ Food quality	Famous Dave's
✓ Good reputation	Famous Dave's
Menu variety	The Cheesecake Factory
✓ Service	Famous Dave's
Value	CiCi's Pizza

Menu Additions That Boost Guest Satisfaction