

**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