

# BRANDED FAST FOOD

## TOP PERFORMERS

Subway Subs & Salads  
 McDonald's Corp.  
 Dunkin' Brands

## HONORABLE MENTIONS

Blimpie  
 Dairy Queen



**N**OTHING DRAWS A CUSTOMER like credibility, and name brands come with credibility built in. Perhaps nowhere is this more true than in foodservice.

Just ask John Cary, director of operations at the 38-unit Uppy's chain in Virginia. "If we have the opportunity, we'd rather go with name-brand foodservice," Cary said. "They all seem to draw customers into our sites, which is the bottom line for us."

Uppy's co-branded foodservice capitalizes on brand familiarity by offering

concepts that customers recognize, such as Subway and Dairy Queen. This being a segment of convenience retailing that's rife with choices, retailers can latch onto just about any concept that suits their market demands, whether it's healthier or just plain gratifying.

Love's Travel Stops & Country Stores knows this well, offering a plethora of options to customers looking for diverse food offerings at more than 200 Love's stores in 33 states. "We try to put something in there that gives our customers options," said Joe

Cotton, Love's director of restaurant services.

Of 40 key decision makers who evaluated Branded Fast Food concepts for the 2009 CSD Brand Preference Study, 57%, or 23 people, said they'd received a presentation from one or two companies in the last 60 days.

Study respondents evaluated a total of 18 suppliers in this segment. Subway, McDonald's and Dunkin' Brands were identified as top performers, while Blimpie and Dairy Queen ranked as honorable mentions.

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