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SATISFACTION



McDonald's Customer Satisfaction Drops

McDonald's 2010 customer satisfaction score dropped 4.3 percent, as measured by the American Customer Satisfaction Index, while fast-feeders Burger King, KFC and Papa John's posted gains.

Despite its string of consistent sales increases this past year, McDonald's satisfaction score fell from 70 points (out of 100) in 2009, to 67 this year — the lowest in the quick-service restaurant segment.

Burger King's customer satisfaction score increased 7.2 percent, from 69 to 74, while Wendy's score improved 1.3 percent from 76 to 77. The largest gainer was KFC, improving by 8.7 percent from a score of 69 to 75.

Prior to this year, McDonald's satisfaction score had increased every year since 2005.

The highest overall score in the fast-food segment was posted by Papa John's at 80 percent.

SOUND BITES

“Bringing awareness to dinner is the biggest thing we are starting to do better, and still the biggest thing we can improve on.”

— Chad Prast, VPS Convenience Group

For more on dinner in convenience stores see “Cracking the Dinner Code,” on Page 28.

THE MENU BOARD



Friendly's has taken calorie-laden burgers to new heights with its new 1,500-calorie Grilled Cheese Burger Melt packed with 97 grams of fat. Instead of a bun, the 100% Black Angus beef patty with lettuce, tomato and mayonnaise sits between two grilled cheese sandwiches.

Sonic's new Footlong Quarter Pound Coney hot dog is truly 12 inches long, retailing for \$2.99 through August 29, at which time the long-term pricing structure will be evaluated.



KFC's new Doublicious is a new version of its successful Double Down limited-time offer, but this time served with a sweet Hawaiian Bread roll. Doublicious can also be ordered with grilled chicken instead of fried.

BREAKFAST PERCOLATES

60%

Restaurant industry traffic growth attributed to breakfast over the past five years

2%

Breakfast annual traffic growth over five years

80%

Percentage of the 12 billion breakfasts sold in QSRs

(SOURCE: NPD GROUP)

Grocers Focus on Prepared Foods

Supermarkets will grow ready-to-eat food sales by more than 7 percent in 2010, “hoping to parlay recession-based foodservice-to-retail migration into long-term gains,” according to Packaged Facts.

And they are making headway. Sixty-four percent of adults have purchased ready-to-eat/heat-and-eat food from a grocery store in the last month.

Other retailers gaining ground are convenience stores, super centers, warehouse clubs and drug stores, according to Packaged Facts.

“At a time when food value is so closely associated with low cost and convenience... prepared and ready-to-eat foods programs that deliver on quality, taste and convenience can not only compete with foodservice fare, but can also help food retailers adapt to modern consumer lifestyles,” according to Packaged Facts’ report, “Prepared Food and Ready-to-Eat Foods at Retail: The New Competition to Foodservice.”

