

What Makes Fuddrucker Different

Special Brand Features	Fuddruckers	Carl's JR	Chili's	McDonald's	Burger King	TGIF	Red Robin
Branding targeted for ages 25-49	Yes	No	No	No	No	No	No
Fresh Meats never frozen	Yes	No	No	No	No	No	No
Baked goods made fresh daily	Yes	No	No	No	No	No	No
Multiple footprints for International Units	Yes	Yes	Yes	Yes	Yes	Yes	No
Build your own market fresh produce bar	Yes	No	No	No	No	No	No
Fresh Vegetable and Condiment Island	Yes	No	No	No	No	No	No
Choose from a 1/3, 1/2, 2/3, 1 lb burger	Yes	No	No	No	No	No	No
On-premise butcher shop	Yes	No	No	No	No	No	No
Beer and Wine sales	Yes	Few	Yes	No	No	Yes	Yes
Wedge Cut Fries, with Spud Spice	Yes	No	No	No	No	No	No
Hand battered Onion Rings	Yes	No	No	No	No	No	Yes
Full Range of Menu Options - Salads, Hot dogs, Turkey, Chicken, Veggie, Steak)	Yes	No	Yes	No	No	Yes	Yes
Integrated marketing: web, social media, PR and in-store promotions	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Centralized, web-based POS system with inventory management	Yes	Yes	Yes	Yes	Yes	Yes	Yes