Denny's Brand Differentiation

Denny's Special Brand Features	Denny's	Applebee's	IHOP	KFC	Papa John's	Chili's
Ranked by 'Entrepreneur' in the top 10 of all US franchises	Yes	No	No	No	No	No
60 years of operating experience	Yes	No	No	Yes	No	No
More than 2,150 restaurants worldwide*	Yes	No	No	Yes	No	No
98% Brand Recognition In The USA (third party survey)	Yes	No	No	Yes	No	No
24/7 - Breakfast/Lunch/Dinner/Late Night menus	Yes	No	Yes	No	No	No
International Menu Development Team	Yes	No	No	Yes	Yes	Yes
Full Service / Table Service	Yes	Yes	Yes	No	No	Yes
Operations in 12 countries	Yes	Yes	No	Yes	Yes	Yes
International Restaurant Models from 70-900 square meters	Yes	No	No	Yes	No	No
Average annual single international restaurant revenue is US$2.2MM	Yes	No	No	No	No	No
Menu Priced For Upwardly Mobile New Middle Class	Yes	No	No	Yes	Yes	No
85% Of Menu Items Only Require Baking Or Grilling	Yes	No	No	Yes	No	No
Mall, University, Hotel And Airport Models	Yes	No	No	Yes	Yes	Yes
Classic Americana Diner Model	Yes	No	No	No	No	No
Highway Travel Plaza, Casino And Theme Park Models	Yes	No	no	Yes	No	No
Trademarked menu items (Grand Slam)	Yes	No	No	Yes	No	No
High value priced menu focus	Yes	Yes	Yes	Yes	No	No
* including Japan, which operates under an independent license						

Prepared by EGS

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