

Sizzlin' News

Restaurant Industry's Commitment to Professionalism Results in Continued Decrease in Workplace Injuries –

Government data shows fewer injuries in restaurants than other service industries

The National Restaurant Association released an analysis of new government data for occupational injuries at eating-and-drinking places in 2004, highlighting the restaurant industry's commitment to workplace safety. This recent data confirms the continuing downward trend of workplace injury rates in eating-and-drinking places over the past decade. The injury rates for the restaurant industry are below other sectors in the overall retail/service industry.

"As work related statistics involving nonfatal injuries in eating-and-drinking places continue to steadily decline, the restaurant industry will continue to have employee safety as a top priority," said Steven C. Anderson, president and chief executive officer of the Association. "This latest data supports the industry's efforts and commitment to professionalism, and the effectiveness of the myriad training programs the National Restaurant Association and the National Restaurant Association Educational Foundation offer to maintain the safety of the nation's 12.5 million restaurant-and-foodservice employees."

The analysis of the recently released data from the U.S. Department of Labor's Bureau of Labor Statistics (BLS) found that the incidence of nonfatal occupational injuries and illnesses in 2004 at eating-and-drinking places totaled

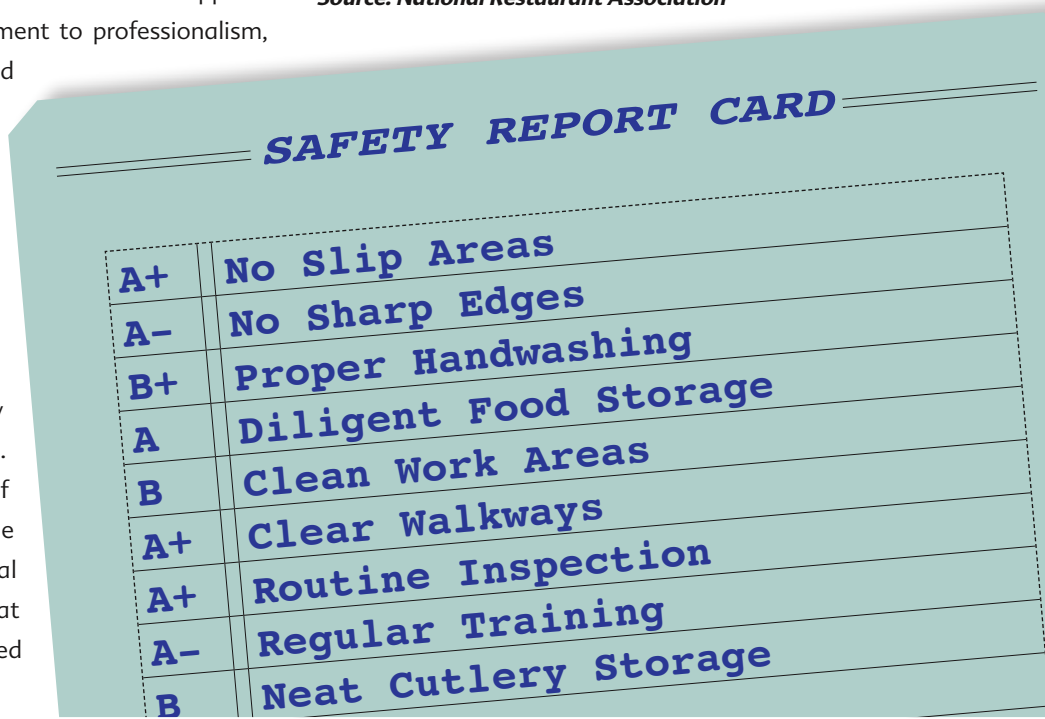


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4.2 per 100 full-time equivalent employees compared to the average of all industries at 4.8. The 2004 incidence rate for eating-and-drinking places was far below the rate of 8.1 per 100 full-time equivalent employees for building material and garden equipment retail stores, 7.0 for general merchandise stores and 5.8 for accommodations.

In addition, the Association's analysis shows that a larger than average percentage of the 2004 cases at eating-and-drinking places, 66.7 percent, resulted in no lost workdays. The average for all service-providing industries was 47.6 percent. **FB**

Source: National Restaurant Association






Fast Food Steps Up Value Menus

Cheap eats are back. After two years of touting better-for-you foods and premium pricier products, the \$120 billion fast-food world is entering 2006 with a new message: value.

Wendy's is pushing its Super Value Menu with new ads and steeper discounts. Burger King is testing a new value menu. Even McDonald's is running more value-menu ads.

This is more than a winter response to slow sales. It's also about their customers' economic stress. "When folks have to pay more than \$2 a gallon for gas, the money has to come from somewhere," says Keith Sirois, CEO of Checkers Drive-In Restaurants.

Consumers also are paying record winter heating bills, shrinking funds for treats such as trips to a restaurant — even the fast-food joint.

"High energy prices are stretching consumers thin," says Sherri Daye Scott, editor of QSR, a fast-food trade publication. There's a "negative consumer perception" about the economy, she says. 

Fast food is fast to respond:

Wendy's	<i>The chain just added a 99-cent Junior BBQ Cheeseburger and has a 99-cent chicken sandwich on tap next month. It's reverting to its former Super Value Menu and reducing all value-menu prices to 99 cents. "The move is the right one for us, given the economic challenges many consumers face with lingering high fuel costs," spokesman Bob Bertini says.</i>
Taco Bell	<i>Ads for the Mexican fast-food chain focus on its Big Bell Value Menu, and it just added a new 99-cent Cheesy Bean & Rice Burrito to the value menu. "Consumers tend to be more value sensitive following the holidays," spokesman Rob Poetsch says.</i>
Burger King	<i>After testing a new value menu — already in 1,800 of its 7,600 U.S. restaurants — for more than a year, Burger King plans to introduce the value menu in all locations well before the end of the first quarter, spokeswoman Edna Johnson says. Among the items tested: \$1 Whopper Jr.</i>
McDonald's	<i>The fast-food kingpin is airing national value-menu ads this month focusing on its \$1 Double Cheeseburger. "This is not about after-holiday spending," spokesman Bill Whitman says. "It's about keeping our value strategy top of mind."</i>
Jack in the Box	<i>Ads are promoting its two-tacos-for-99-cents value-menu special. The tough economy makes it "important to remind consumers of the value of our fast food," says Michelle Vespa, director of menu marketing.</i>
KFC	<i>The chicken chain is goosing its 99-cent Snacker promotion this month, spokeswoman Laurie Schalow says.</i>
Checkers	<i>The burger chain is promoting three 99-cent Unbelieve-a-burgers. "Heating bills are up," Sirois says. "It's in our best interest to come out with value."</i>

Source: IFDA Daily Update



Restaurants By the Numbers...

30%

Median percentage of tableservice-restaurant sales accounted for by travelers and visitors

1.4 Billion

Restaurant-industry sales on a typical day in 2006

31%

Percent of consumers who have used the Internet to view a restaurant's menu, up from 12 percent in 2000

**Two
Out of
Three**

Percent of consumers who agree that their favorite restaurant foods provide flavor and taste sensations that cannot easily be duplicated in their home kitchen

44%

Percentage of tableservice-restaurant operators who anticipate that takeout will represent a larger proportion of their total sales in 2006

48%

Percent of tableservice-restaurant operators offering gift cards who anticipate that gift cards will represent a larger proportion of their total sales in 2006

Percent of tableservice-restaurant operators that have purchased energy-saving equipment during the past two years

56%

Source: National Restaurant Association