

News Release

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Technomic names inaugural Chain Restaurant Consumers' Choice award-winners



Newport Beach, CA, January 17, 2013, PRNewswire – Technomic Inc. has presented its first ever Chain Restaurant Consumers' Choice Award winners. Selected by consumers themselves, the winners were recognized yesterday at the [Consumer Trends & Directions Conference](#) in Newport Beach, CA.

As part of its comprehensive [Consumer Restaurant Brand Metrics](#) program, Technomic asks consumers to rate 115 leading restaurant chains on more than 60 different attributes. The attributes capture the consumer experience from every angle, from the quality of the food to the overall brand reputation. The ongoing study records 80,000 consumer visits annually.

Based on analysis of consumer ratings in four key areas—food and beverage, service, atmosphere and brand image—Technomic has named the inaugural winners of its Chain Restaurant Consumers' Choice Awards. The envelope, please...

Technomic Chain Restaurant Consumers' Choice Winners

Pillar of Excellence	Quick Service	Fast Casual	Full Service
Service	Chick-fil-A	Firehouse Subs	Outback Steakhouse
Food & Beverage	Culver's ButterBurgers & Frozen Custard	McAlister's Deli	Cracker Barrel Old Country Store
Atmosphere	Caribou Coffee	Panera Bread Co.	LongHorn Steakhouse
Brand Image	Jamba Juice	Qdoba Mexican Grill	Red Robin Gourmet Burgers

"Technomic is pleased to recognize these leading chains for their success at satisfying customers," says Technomic Executive Vice President Darren Tristano. "But it's important to point out that it's the consumers who rated the chains and selected the winners. In essence, this award is from the customers themselves."

To learn more about the Consumers' Choice Awards, the Consumer Trends & Directions Conference, or the Consumer Restaurant Brand Metrics program, please visit Technomic.com or contact one of the individuals listed below.

Note: Companion images available at Technomic site.

Contacts

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[About Consumer Restaurant Brand Metrics](#)

Technomic's Consumer Restaurant Brand Metrics is an ongoing program that monitors the performance of more than 115 leading limited-service and full-service restaurant chains by measuring consumer experience and providing chain ratings based on 60+ brand attributes. An online data platform allows users immediate access to the results of these studies and enables custom-tailored searches to track changes in consumer reporting over time.

[About Technomic](#)

Technomic provides clients with the facts, insights and consulting support they need to enhance their business strategies, decisions and results. Its services include numerous publications and digital products, as well as proprietary studies and ongoing research on all aspects of the food industry.

Source: Technomic, Inc.