

Foodservice magazine announces this year's 'QSR 50'

USA - QSR magazine, a publication for executives and operators in the foodservice industry, has announced the release the 2007 QSR 50. The report is available in the magazine's August issue and online at www.qsrmagazine.com.

The QSR 50 is QSR's magazine's annual ranking of American quick-service restaurant brands based on annual sales figures. Also included in the coverage is a breakdown of industry leaders by segment, a listing of the top fast-casual concepts, and more.

"Putting together our annual ranking of quick-service's top-50 concepts requires the active participation of the industry," said Sherri Daye Scott, editor of QSR magazine. "The response we get each year indicates to me that the industry at large recognize the QSR 50 as an important benchmarking tool.

"As a whole, the QSR 50 grew 5.7% in systemwide sales, and 4.9% in unit counts compared to 6.9% growth in sales and 1.7% in units in 2005," Scott continued. "Seven chains reported negative system wide sales changes in 2006 compared to four in the previous year. The industry is an ever-changing segment."

Other highlights of the August 2007 issue include:

- Profiles of Wendy's and Dunkin' Donuts, chains in the process of revamping their operating strategies. Will these changes mean more sales in 2007?
- A Q&A with FOCUS Brands CEO Steve Romaniello about how he plans to reach the "Big Five," five brands with 5000 stores within five years

QSR magazine and its web site QSRmagazine.com are the leading sources of news and information about the \$180+ billion quick-service industry. For more than 10 years, QSR has defined this market, which includes traditional fast food, fast-casual dining, coffee, snacks, full-service takeaway, concessions, convenience stores, and related segments of the foodservice industry. It is the magazine's brand mission to report and analyze current trends in the restaurant industry, work to enhance the positive impact of diversity on this market, and improve the quick-service restaurant industry as a whole.

Source: eMediaWire.com