

Branded Foodservice QSR Insights & Best Practices

Presented by Doctor's Associates, Inc.

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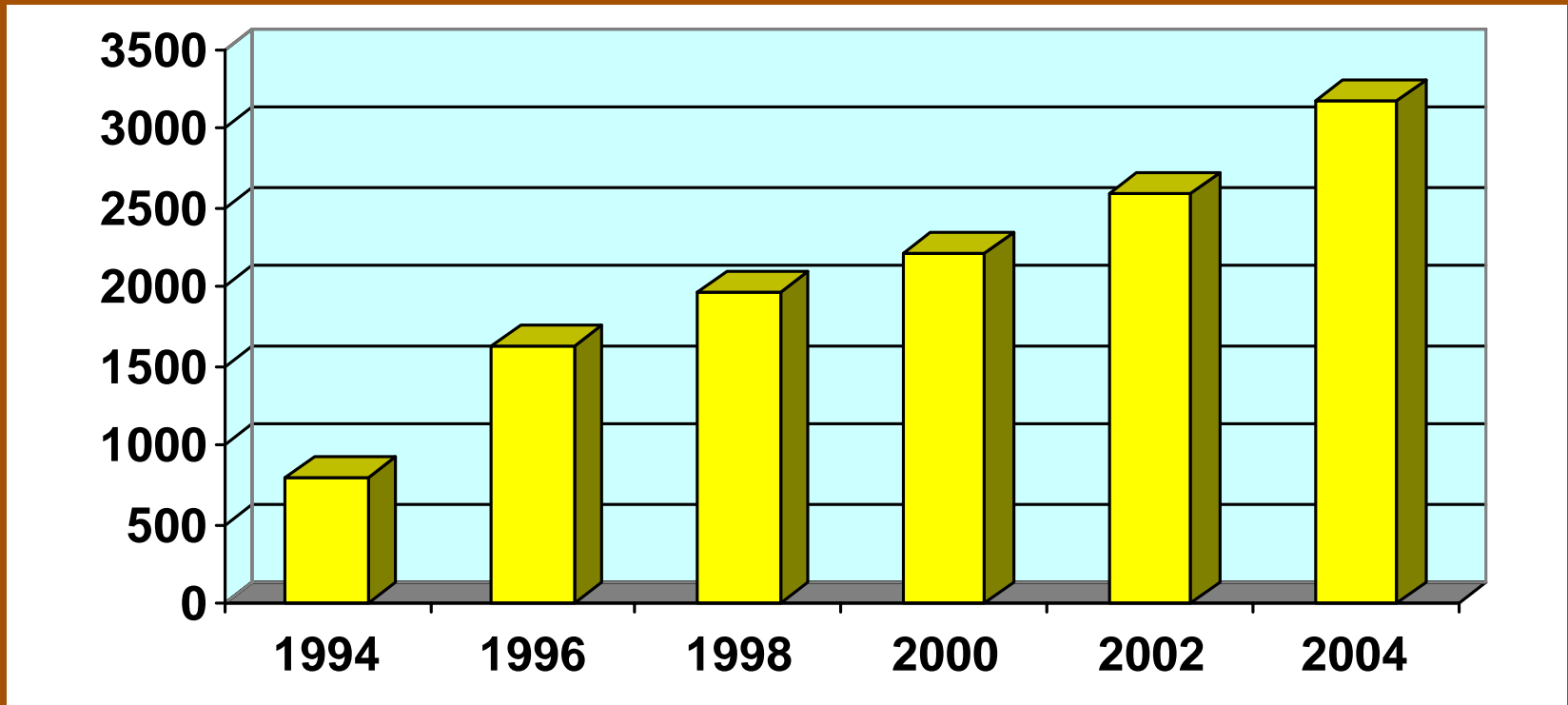


What is Subway®?

Our Credentials in Brief

- ✓ Subway is the world's largest sandwich franchise in fastest growing QSR segment
- ✓ Subway has more restaurants in North America than any other fast food franchise.
- ✓ Subway is the 2nd largest QSR chain in the world in numbers of units.
- ✓ 22,500+ restaurants in 78 countries. 4500+ restaurants located outside US.

Subway in C-Store Locations



■ Open C-store/Truck Stop Locations

Subway® Restaurants in Convenience Store/Gas Station Locations



Stop-N-Go Convenience Store,
Quincy, MI USA



Esso C-store/Gas
Station Exterior,
Brampton, ON, CAN



Esso C-store/Gas Station Drive
Thru, Brampton, ON, CAN

Shell C-Store/Gas Station, Interior and Exterior, Ennis, TX



Shell C-Store, Interior and Exterior, Bushnell, FL



Jared with the Troops in Cuba Guantanamo Bay Naval Base



The “eat healthy” message spans the globe!

QSR Best Practices that C-Stores Can Leverage

- ✓ **National brand awareness**
- ✓ **National “top of mind” consumer credibility**
- ✓ **Complement “brand” of c-store/truck stop**
- ✓ **Product familiarity**
- ✓ **Overall quality/health benefits**
- ✓ **Success history**

QSR Best Practices that C-Stores Can Leverage (cont.)

- ✓ Purchasing
- ✓ Product consistency
- ✓ Portability of product
- ✓ Operational simplicity
- ✓ Start – up assistance
- ✓ Training and support

QSRs and C Store-Gas Station Locations

Criteria for Success

- ✓ **Varied menu – including wide range of choices**
- ✓ **Signage and seating – cannot be compromised**
- ✓ **Separate staffing & training – cannot step-child & succeed!**
- ✓ **Store design – provide restaurant “feel” with flow between QSR and c-store**
- ✓ **Landlord option – reap rental income with focused franchisee triggering increased traffic**

Why Should You Consider a National QSR at Your C-Store/Travel Center?

Answer: *Because it's still about traffic!*

- ✓ Gives customers another reason to stop
- ✓ The QSR customer may buy fuel/other merchandise
- ✓ Leverage your major real-estate investment
- ✓ National QSRs *demand* cleaner sites/disciplines
- ✓ Your brand + their brand = leverage over your competitors' offerings

Reference Articles on Branded QSRs and C-Stores

- ✓ **NACS Magazine 10/04 – Interview with Subway’s co-founder, Fred DeLuca**
- ✓ **CSP Magazine 11/04 – “Match Game” article tracks decade of QSR & c-stores’ history**
- ✓ **QSRs & Proprietary research – Dick Meyer at www.dickmeyer.com - <http://www.dickmeyer.com/publish.htm#food>**

Newest Subway® Restaurant Site

If you build it they will come!

Mars - Subway #2,114,375



For more information about Subway® in convenience store/gas station locations, contact the local Development Agent, or:



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