

Buffalo Wild Wings Inc in Consumer Foodservice (USA)

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Abstracts

Buffalo Wild Wings is a fast casual dining operator that witnessed incredible growth over the review period. The brand bases its menu around chicken wings, which are served in its dining room and through a fast food-style takeout window. The chain positions itself as the ideal place for friends to get together to watch a sporting event, and many of its recent promotions hinge on the idea of “protecting the football” or making sure the sports viewing experience consists of quality food, drinks,...

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