

Technomic Leading 100 U.K. Chain Restaurant Report



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The Technomic Leading 100 U.K. Chain Restaurant Report is the most comprehensive ranking, analysis and overview of the U.K. chain restaurant industry. The Leading 100 helps develop sales and marketing strategies, identify growth opportunities and monitor segment and menu category performance.

THIS REPORT FEATURES:

In-Depth Industry Overview

- The Leading 100 U.K. chains by 2014 foodservice sales
- Analysis of leading U.K. restaurant brands
- System-wide sales ranking and unit growth/decline

Segment Performance Review

- Quick Service vs. Fast Casual comparison
- Casual Dining vs. Pub comparison
- Composition and share of menu category by limited-service and full-service restaurants

Analysis of U.K. Brands vs. U.S. & Canada

- Breakdown of leading U.K. vs. U.S. chains by menu category
- Comparison of U.K., U.S. and Canada composition by segment

Comprehensive Profiles & Appendices

- Detailed individual profiles, including concept and menu positioning
- Alphabetical listing
- Rankings by system-wide U.K. sales and units

Implications and Outlook

- Review of key trends
- Outlook for the future

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