



- Concept:** A&W Restaurants, Inc., represented by Rooty the spokesbear, is one of America's best-known and most beloved restaurant chains. It's 98-year history dates back to its original craft Root Beer, still handmade fresh in-house with real cane sugar, water and a proprietary blend of herbs, bark, spices and berries served in a frosty mug. A&W All American Food® is served quickly at affordable prices.
- Locations:** 1,000+ worldwide, with more than 625 in the U.S. Approximately 375 are co-branded with KFC or Long John Silver's. The remaining are stand-alone A&W units; there are nearly 90 gas and convenience store locations.
- Ownership:** A partnership of domestic and international franchisees bought A&W in late 2011 from YUM! Brands, Inc., which had owned it for nine years. Today, with the exception of three company-owned new concept restaurants, A&W is 100 percent franchisee-owned. A&W Canada locations are separately owned and operated. Dr. Pepper Snapple Group owns the A&W bottle-and-can business.
- Menu:** In addition to its made-fresh Root Beer, A&W's high-quality items include signature Papa Burgers, Hand-Breaded Chicken Tenders, Coney and Coney Cheese Dogs, as well as the popular Cheese Curds. Treats include Famous Floats, Polar Swirls and a variety of shakes and sundaes. A&W's current Chairman Dale Mulder invented the Bacon Cheeseburger in 1963.
- Headquarters:** Lexington, Ky.
- Key Executives:** Dale Mulder, Chairman
Kevin Bazner, President & CEO
Paul Martino, COO
Sarah Blasi, VP of Marketing
Jeana Banks, Director of Development and Franchise Administration
- Sales:** \$220,000,000 (U.S., 2016)
\$116,000,000 (International, excluding Canada, in U.S. dollars, 2016)
Same-store sales at U.S. stand-alone A&Ws increased 28% between 2011 and 2016; co-branded units' sales grew 20.4%
Sales have increased every quarter since January 2012



Recent Developments: Launch of a new franchise sales initiative, which includes a focus on gas and convenience stores

Opening of 41 new U.S. restaurants since 2012, with 20 additional units planned for 2017

Introduction of 23 new products, including Hand-Breaded Chicken Tenders

Development of versatile prototype and kitchen designs that can be adapted to a variety of settings, including gas and convenience stores

History: In 1919, Roy Allen set up a roadside drink stand in Lodi, California, to introduce a new beverage at a parade in honor of returning World War I veterans. An instant success, Allen and partner Frank Wright named the beverage A&W Root Beer. A few years later, Allen started franchising roadside stands, making A&W America's first franchised restaurant chain. By the 1930s, A&W was serving food.

Websites: <http://www.awrestaurants.com>
<http://www.awfranchising.com>

Pressroom: <http://www.awrestaurants.com/press>

Social Media: <https://www.facebook.com/awrestaurants>
<https://www.instagram.com/awrestaurants/>
<https://www.pinterest.com/awrestaurants/>
<https://twitter.com/awrestaurants>
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