



MEDIA FACT SHEET

- Concept:** A&W Restaurants, Inc., *America's first restaurant chain to turn 100*, is one of the country's best-known and most beloved restaurants. 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 and served in a frosty mug, made its debut on June 20, 1919. A&W All American Food® is served quickly at affordable prices.
- Locations:** Nearly 1,000 in the U.S. and Asia, with almost 600 in the U.S., of which approximately 350 are co-branded with KFC or Long John Silver's. The remaining are stand-alone A&W units; there are nearly 100 gas and convenience store locations. Canada locations are separately owned and operated.
- 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 four company-owned restaurants, A&W is 100 percent franchisee-owned. Keurig Dr Pepper owns the A&W bottle-and-can business.
- Menu:** In addition to its made-fresh Root Beer, A&W's high-quality menu items include signature Papa Burgers, Hand-Breaded Chicken Tenders, Coney and Coney Cheese Dogs, as well as the popular fried Wisconsin White Cheddar 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, CEO
Paul Martino, President & COO
Sarah Blasi Mueller, VP of Marketing
Dave Crowley, Director of Franchise Recruitment
Jodi Garrison, Director of Finance and Development

AUV: \$950,777 (free-standing units with drive-thru; source: 2019 FDD Item 19)

Sales: \$223,106,000 (U.S., 2018)
\$128,200,000 (International, excluding Canada, in U.S. dollars, 2018)
Same-store sales at U.S. stand-alone A&Ws increased more than 33% between 2011 and 2018
Sales have increased in 23 out of 29 quarters since January 2012

Recent Developments: Launched Second Century Growth Initiative with reduced royalties for new U.S. franchise partners

Announced plans to open at least 45 new units this year in the U.S. and Asia; more than 60 new U.S. restaurants have opened since 2012

Named #4 on *Time* magazine's 2018 list of America's best fast-food chains

Promoted 20-year employee Paul Martino to president

Kicked off Change.org campaign to elevate the ampersand's status

Published 100th Anniversary book celebrating A&W's beloved connection with guests, proceeds benefit DAV - Disabled American Veterans

History: In 1919, Roy Allen set up a roadside Root Beer drink stand in Lodi, California 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. Food was added in the late 1920s.

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>
<https://www.youtube.com/user/awmugclub>