

Technomic Announces 2014 Consumers' Choice Awards for Chain Restaurants

Chicago, January 8, 2014, PRNewswire – Technomic has announced the winners of the 2014 Chain Restaurant Consumers' Choice Awards, which are based on consumer responses to the research and consulting firm's ongoing brand study.

As part of its comprehensive [Consumer Brand Metrics](#) program, Technomic asks consumers to rate over 120 leading restaurant chains on more than 60 different attributes that capture the consumer experience from every angle, from the quality of the food to the overall brand reputation. The ongoing study records 80,000 consumer visits annually.

This year's winners were determined by analyzing Consumer Brand Metrics data collected from fourth-quarter 2012 through the third quarter of 2013 for attributes that today's consumers say are particularly important. Results are based on top-two-box scores, with top-box scores used for ties and other considerations.

"It's important to point out that consumers get credit for rating the chains and selecting the winners," says Technomic Executive Vice President Darren Tristano. "We're pleased to acknowledge the winning organizations, but these awards come directly from their customers."

2014 Consumers' Choice Award Winners

Pillar of Excellence	Full Service	Fast Casual	Quick Service
Kid Friendly	Friendly's	McAlister's Deli	CiCi's Pizza
Pleasant, Friendly Service	Bonefish Grill	Firehouse Subs	In-N-Out Burger
Craveability	Joe's Crab Shack	Zaxby's	Auntie Anne's
Social Consciousness	The Cheesecake Factory	Panera Bread	Chick-fil-A
Availability of Healthy Options	Mimi's Cafe	Jason's Deli	Subway

The Consumers' Choice Awards will be presented at Technomic's [Consumer Trends & Directions Conference](#), being held January 22 and 23 in Newport Beach, California.

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About Consumer Brand Metrics: Restaurants

Consumer Brand Metrics is an ongoing research program that tracks consumers' attitudes toward, and usage of, leading restaurant chains and other foodservice venues. In 2014, the program [includes 123 leading restaurant chains](#) operating within the U.S., in terms of sales. This includes the vast majority of Technomic's Top 100 U.S. Restaurants, as well as other category leaders and chains that have

experienced significant unit and sales growth. Chains are periodically added with each quarterly survey wave; clients may also request additions.

An online data platform allows users immediate access to the results of these studies and enables custom-tailored searches to track changes in consumer reporting over time.

About Technomic

Technomic provides clients with the facts, insights and consulting support they need to enhance their business strategies, decisions and results. Its services include numerous publications and digital products, as well as proprietary studies and ongoing research on all aspects of the food industry.

Source: Technomic, Inc.