

THE TOP 25 MOST LOVED

FAST CASUAL

BRANDS

OF Q1 2015

Only Available to the Fast Casual Insider

FAST CASUAL INSIDER™

ABOUT THIS REPORT

Hospitality, Meet Big Data!

As a member of the Fast Casual Insider, you receive this portion of the most recent RSMI data, featuring the Top 25 Most Loved Brands of Q1 2015.

Built over 23 years of industry and domain expertise, the RSMI currently houses the largest culinary, restaurant and hospitality term database in the business.

The RSMI, in operation for nearly six years, purchases all the data from 17 social networks every day, including Facebook and Twitter. We then filter all that data through several hundred thousand industry terms to extract data meaningful to the hospitality industry and index social consumers on hospitality.

In 2014 alone we captured, stored and analyzed nearly six billion data points relevant to the hospitality industry -- all from unsolicited consumer input.

The model we built the RSMI on is not only unique and proprietary, it is revolutionary in how big data is relevant to context within industry verticals like hospitality. Our expertise and data understandings (analyses) position DigitalCoCo and Foodable Labs as the go-to source for social consumer and brand intelligence in restaurant and hospitality.

The rankings listed here are based on sentiment, one of five categories we examine. This category factors in consumer sentiment as it relates to food, service and overall brand experience.

Check out the most loved brands on the next page for Fast Casual, Quick Service and Casual restaurants!

TOP 25 MOST LOVED FAST CASUAL BRANDS

Rank	Name	Sentiment Score
1	Firehouse Subs	91.29
2	Chipotle	91.28
3	Panera Bread	90.47
4	Tender Greens	90.44
5	Rubio's Fresh Mexican Grill	90.34
6	Shake Shack	89.23
7	Jason's Deli	88.35
8	Five Guys Burgers and Fries	85.57
9	Green Leaf	84.78
10	Specialty's Café & Bakery	84.59
11	Raising Cane's	84.10
12	Noodles & Company	83.12
13	Habit Burger Grill	81.29
14	Sweetgreen	81.27
15	McAlister's Deli	80.67
16	Peet's Coffee & Tea	80.34
17	Penn Station Subs	80.34
18	Modmarket	80.25
19	La Boulange Bakery	80.18
20	Pitfire Artisan Pizza	79.31
21	Veggie Grill	79.25
22	Jimmy John's	79.20
23	Le Pain Quotidien	77.24
24	Mendocino Farms	76.26
25	Twisted Root Burger	75.28

TOP 25 MOST LOVED QUICK SERVICE BRANDS

Rank	Name	Sentiment Score
1	Chick-fil- A	88.16
2	Sonic Drive-in	90.39
3	Wendy's	85.85
4	Starbucks	85.51
5	Subway	80.34
6	Taco Bell	86.54
7	In-N-Out Burger	84.47
8	Dunkin' Donuts	70.90
9	Pinkberry	71.36
10	Yogurtland	76.54
11	Pizza Hut	78.61
12	Panda Express	48.72
13	Red Mango	76.88
14	Dairy Queen	72.40
15	A&W Restaurants, Inc.	63.34
16	Papa John's Pizza	81.37
17	KFC	59.37
18	Eat 'N Park	49.84
19	McDonald's	83.19
20	Arby's	83.09
21	Long John Silver's	53.17
22	Cinnabon	72.05
23	Burger King	65.84
24	The Coffee Bean & Tea Leaf	71.01
25	Smoothie King	41.47

TOP 25 MOST LOVED CASUAL BRANDS

Rank	Name	Sentiment Score
1	Buffalo Wild Wings	90.63
2	Red Robin Gourmet Burgers	89.98
3	Texas Roadhouse	82.63
4	Applebee's	81.16
5	Mellow Mushroom	81.12
6	Yard House	78.22
7	Cheesecake Factory	74.79
8	Hard Rock Cafe	73.81
9	Olive Garden	72.83
10	California Pizza Kitchen	72.34
11	Outback Steakhouse	71.36
12	Dave & Buster's	70.76
13	True Food Kitchen	70.17
14	Bonefish Grill	70.12
15	The Counter Burger	69.31
16	Zaxby's Restaurant	69.00
17	Pure Taqueria	68.94
18	Seasons 52	68.36
19	Bar Louie	68.16
20	Chili's	68.09
21	Umami Burger	67.62
22	Burton's Grill	67.60
23	Anthony's Coal Fired Pizza	67.49
24	Shoney's	66.82
25	Romano's Macaroni Grill	66.58

ABOUT THE RSMI

Launched in 2009, the RSMI has indexed over 227 million consumers globally, with over three-quarters of them in the United States (analyzing nearly half the U.S. population every day). We also analyze over 16,000 foodservice brands globally, and are rapidly expanding in the UK, Europe and Central/South America.

We provide crucial business intelligence to billion dollar brands with hundreds of locations down to small regional micro brands with 10+ units.

The Global RSMI

Additionally, we provide deep insights on both consumers and brands to national and international partners, ranging from industry associations such as the National Restaurant Association (US), to top industry analytics firms such as Technomic, to publishers such as Barron's, Forbes, SmartBrief and others such as our own Foodable Network (reaching 750K+ foodservice decision makers monthly).

New alliances are forming in 2015, with associations, publishers and analytics firms in the UK, Europe, the Americas and Far East Asia. By the end of 2015, we anticipate indexing over 300 million consumers globally around restaurants and hospitality, leading to even greater and more detailed RSMI abilities for clients.

Partners



SmartBrief

TECHNOMIC

Nightclub&Bar
convention & trade show