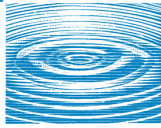




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Pretzelmaker's Optimized Menuboard
Increase Business Performance

Pretzelmaker's Optimized Menuboards Increase Business Performance

The Challenge

Pretzelmaker came to King-Casey to optimize the brand's menuboards. The goal was to increase sales, profitability, and raise average ticket. In addition, the old menuboard had been difficult for customers to use, which slowed throughput.

The Solution

King-Casey worked closely with Pretzelmaker to develop a strategy that would help them realize their business objectives. King-Casey followed its structured approach to menuboard engineering to provide real, measurable improvement.

The process started with a review of the brand's menu strategy to ensure optimal results. Next was an analysis of the current menuboard to assess its strengths and weaknesses. This was followed by a sales and profit margin analysis which was used to strategize new menu segmentation, product placement and space allocation.

King-Casey used the information extracted from the analysis' to develop a schematic that illustrated optimized menuboard organization, layout, product placement, space allocation and key communications. From the schematic, King-Casey developed a color rendering to visually show the design of the new menuboards. Based on the new strategy and design direction, new production artwork was created and the new menuboards were tested and then rolled out across the system.

The Results

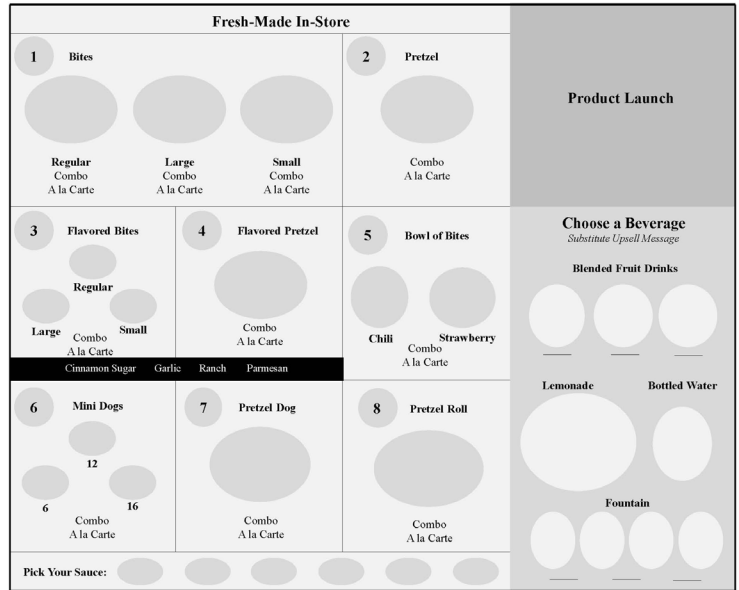
Franchisees and customers are responding to the new menuboards. They are easy to navigate and comprehend, and as to the business objectives, the results speak for themselves!

- Sales of high margin Pretzel Bites grew by 6.8%
- Average ticket increased by 6%
- Combo sales jumped by 4%



The "old" menuboard was difficult to comprehend and navigate, frustrating customers and slowing throughput. In addition, management felt the board was not well optimized to realize their business objectives for the brand. King-Casey was brought in to diagnose the issues, and to develop solutions that would result in measurable improvements.

Following a systematic analysis of the old menuboard and agreement on the desired business objectives, King-Casey developed a black and white schematic (right) showing the optimized placement, layout and space allocation of menu items. After reviewing this new architecture with Pretzelmaker, King-Casey developed a color rendering (below) illustrating the design direction for the new menuboard strategy. This was used as a blueprint by Pretzelmaker's graphic team as they developed the mechanicals that went into production.



CHOOSE Your COMBO | COMBO includes Regular Fountain Beverage & Sauce. Upgrade to **Fresh Lemonade** for \$3.00. Add 180-240 Cal.

<p>1 Pretzel Bites <small>*available without salt</small></p> <table border="1"> <tr><th>Price</th><th>Cal.</th></tr> <tr><td>LG. COMBO \$8.19</td><td>775-1100</td></tr> <tr><td>Lg. Bites \$5.59</td><td>740</td></tr> <tr><td>REG. COMBO \$7.89</td><td>475-800</td></tr> <tr><td>Reg. Bites \$4.39</td><td>440</td></tr> <tr><td>SM. COMBO \$6.69</td><td>385-710</td></tr> <tr><td>Sm. Bites \$3.69</td><td>350</td></tr> </table>	Price	Cal.	LG. COMBO \$8.19	775-1100	Lg. Bites \$5.59	740	REG. COMBO \$7.89	475-800	Reg. Bites \$4.39	440	SM. COMBO \$6.69	385-710	Sm. Bites \$3.69	350	<p>2 Flavored Pretzel <small>*choose your flavor below</small></p> <table border="1"> <tr><th>Price</th><th>Cal.</th></tr> <tr><td>LG. COMBO \$8.89</td><td>815-1420</td></tr> <tr><td>Lg. Bites \$5.79</td><td>780-1060</td></tr> <tr><td>REG. COMBO \$7.09</td><td>495-1020</td></tr> <tr><td>Reg. Bites \$4.79</td><td>460-660</td></tr> <tr><td>SM. COMBO \$7.29</td><td>405-820</td></tr> <tr><td>Sm. Bites \$3.99</td><td>370-520</td></tr> </table>	Price	Cal.	LG. COMBO \$8.89	815-1420	Lg. Bites \$5.79	780-1060	REG. COMBO \$7.09	495-1020	Reg. Bites \$4.79	460-660	SM. COMBO \$7.29	405-820	Sm. Bites \$3.99	370-520	<p>3 Pretzel <small>*available without salt</small></p> <table border="1"> <tr><th>Price</th><th>Cal.</th></tr> <tr><td>COMBO \$6.59</td><td>365-690</td></tr> <tr><td>Pretzel \$3.19</td><td>330</td></tr> </table>	Price	Cal.	COMBO \$6.59	365-690	Pretzel \$3.19	330
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FLAVORS

- CINNAMON SUGAR
- GARLIC
- RANCH
- PARMESAN

CHOOSE Your SAUCE | Sauce | \$0.89

- CHEDDAR CHEESE 70 Cal.
- CREAM CHEESE 100 Cal.
- PIZZA SAUCE 35 Cal.
- VANILLA GLAZE 190 Cal.

DISCLAIMER 2,000 calories a day is used for general nutrition advice, but calorie needs vary. Written nutrition information is available upon request.

CHOOSE a BEVERAGE

Fresh Lemonade

Price	Cal.
LARGE \$3.69	140-290 Cal.
REGULAR \$3.39	
SMALL \$	
REGULAR \$4.39	240 Cal.

Fountain Drinks

Price	Cal.
LARGE \$3.29	
REGULAR \$3.09	
SMALL \$	

Bottled Water

Price	Cal.
\$3.59	0 Cal.

0 Cal.

The new menuboard has resolved all previous issues and has generated significant and measurable business improvement, as a result of King-Casey's proven analytical approach to menuboard optimization. "There is good science behind a great menuboard", says Howland Blackiston, Co-Principal of King-Casey.

About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, packaging design, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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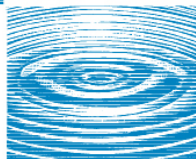
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