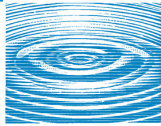


KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Jamba Juice®

Optimized Menu and Menuboard Strategies

Contribute to Jamba Juice's Growth

Optimized Menu and Menuboard Strategies

Contribute to Jamba Juice's Growth

The Objectives

Jamba Juice management sought to optimize the brand's menuboards to increase business performance and improve the customer experience. Specific objectives were to:

- Increase check average and margin by increasing sales of high priority menu items
- Improve the customer experience in terms of ease of menu navigation, speed of item selection and ordering
- Increase customer perception of Jamba's menu variety and value

The Solution

Jamba Juice partnered with King-Casey to develop a menuboard improvement strategy that would help Jamba realize their business performance objectives. King-Casey followed a structured approach (see next page) that ensures real, measurable improvement.

Menu Strategy. The process started with the creation of a solid menu strategy. King-Casey worked hand-in-hand with Jamba's senior management to develop a strategy document that identified and prioritized the business goals as related to the food and beverage products offered.

Menuboard Architecture. The next step was to develop the menuboard architecture. King-Casey developed a new menuboard architecture strategy specifically designed to achieve the business objectives in Jamba's new menu

strategy. King-Casey developed strategic menuboard schematics to guide the creative execution development of the new Jamba menuboard. The schematic illustrates the menuboard's organization, layout, product placement, space allocation and key communications.

Menuboard Design. The last step was the development of the enhanced menuboard design. This step illustrates the look and feel of the menuboard. Key elements of Jamba's new menuboard design included a new layout based on product sales and margin objectives, a dayparting strategy, better use of menuboard "Hot Spots" (based on customer flow and line-up) and increased use of images with high appetite appeal.

Results and Roll-Out

The enhanced menu and menuboard strategies were tested in Jamba's stores. The following key results were achieved in test market:

- High priority menu items sales increased significantly versus control
- Average check increased considerably versus control
- Speed of service increased considerably versus control

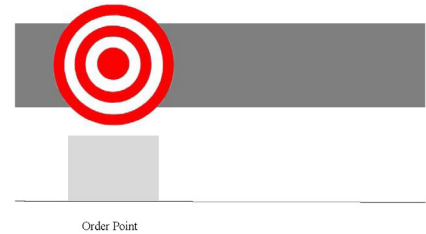
Based on the successful test market results, Jamba's new menuboards are being rolled out system-wide.



BEFORE: Jamba's "before" menuboard does not effectively communicate its breakfast and lunch meal daypart offerings, nor are they positioned correctly to capitalize on Jamba's primary customer order point and register location (left-hand side of the menuboard).



AFTER: Jamba's new menuboard retains the look of the previous design, but repositions the breakfast and lunch meal offerings to the left-hand side Hot Spot, features single focus breakfast and lunch meal panels which are changed-out at a specific time during the day, and uses more and better visuals to increase appetite appeal, ease of navigation and speed of selection.



A BLUEPRINT FOR OPTIMIZING MENUBOARDS

1. Develop a Menu Strategy. Optimized menuboards begin with a menu strategy. This document identifies and prioritizes the company's desired business goals as related to the food and beverage products offered.
2. Develop the Menuboard Architecture. This expresses in words and schematic form how the menuboard will achieve the business goals set forth in the menu strategy. The schematic illustrates the menuboards organization, layout, product placement, space allocation and key communications. An optimized menuboard architecture is determined by conducting the following analysis.
 - Some items on your menuboard are much better sellers than others. Some contribute more to your bottom line. Where you place items on your menuboard should be driven by an analysis of sales and profits and then dedicating greater emphasis to those items that are driving your business
 - Using the sales data, create a simple all-text "schematic" of your current menuboard
 - Put sales figures for each category on the menuboard
 - The percentage of space devoted to each item or category on the menuboard should relate to its percentage of sales
3. Think Like a Customer. How do they order a meal? What do they order first, second, third? Does the layout of your menuboard follow a logical order process? Or must they navigate all over the board to order a meal? Are the steps in the order process clear and reinforced graphically?
4. Leverage Hot Spots. Research has shown that customers tend to look in one area of the menuboard first. This is the "Hot Spot" and where your best sellers and highest margin menu items should be placed. Such placement can have a positive impact on ease-of-ordering, increasing transaction speed and driving high margin sales.
5. Develop the Menuboard Design. This illustrates the look, feel and personality of the menuboard. The design includes treatment of photography, typography, graphics, branding, colors, dimensions, hardware, etc.
6. Include a Zone Merchandising Strategy. This is the last step. Effective customer communications involve more than just the menuboard. What about your other in-store communications (posters, stanchions, window clings, register toppers, counter mats, tray liners, etc.)? Apply your new menu strategy to communications in all of the customers zones in your restaurants.

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, 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.

www.king-casey.com



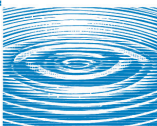
COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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