

# RESTAURANT DEVELOPMENT STRATEGY & SITE SELECTION CRITERIA

We select the best sites that reflect our commitment to high quality and are convenient to our Customers and the Communities in which we operate.

## Minimum Demographics in a 3-mile radius\*

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<b>Total Population</b> .....	40,000
<b>Total Employees</b> .....	40,000
<b>Average Household Income</b> .....	\$50,000
<b>Population Median Age</b> .....	33
<b>Traffic Count</b> (Primary Street) .....	35,000+ ADT (Going home side of street)

\* Varies by market type

## Site Designs

Our standard site plans accommodate a minimum 15 car drive-thru queue and allows for a unique patio space as well as ample room for a complimentary landscape design.

## Typical Site and Restaurant Statistics

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<b>Site Size</b> .....	35,000–45,000 square feet
<b>Parking Spaces</b> .....	30–40+
<b>Drive-thru</b> .....	Required
<b>Prototype Building</b> .....	Varies: 2,700–4,000 square feet
<b>Seating</b> .....	Varies: 50–100 interior seats
<b>Patio Seating</b> .....	Varies: 12–40 exterior seats

## Preferences

- Corner Locations
- High Visibility
- Signalized Access
- Adequate Self-contained or Cross Parking

## Adjacencies

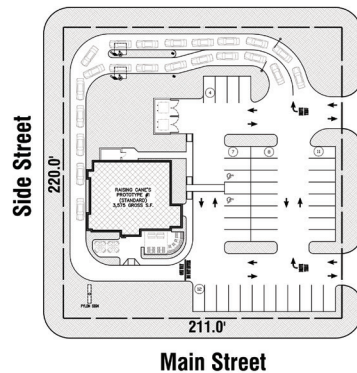
- Universities
- Schools
- Major Retail Centers
- Office Parks, Major Medical Facilities
- Daytime and Nighttime Dining Areas
- High Density Residential Areas
- High Vehicular and Pedestrian Traffic Areas

## Restaurant Prototype Designs

We currently have three Prototype designs that were created to provide flexibility in the site selection process. They vary in size from 2,700 to 4,000 square feet and provide between 50–100 interior seats. The image of the Restaurant is designed to look “Fast, Fun & Cool” and is meant to appeal to a broad demographic profile of Customers.

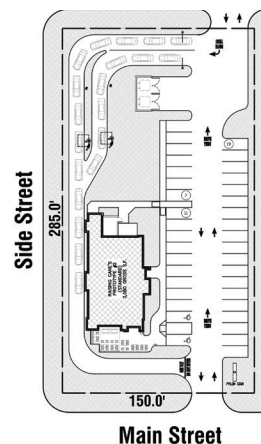
### PROTOTYPE 1

- 45,000 SF
- 3,575 SF Building
- 40+ Parks
- 20+ Car Stack
- 100 Inside Seating
- 40 Patio/Lounge Seating



### PROTOTYPE 2

- 43,000 SF
- 3,580 SF Building
- 40+ Parks
- 20+ Car Stack
- 100 Inside Seating
- 40 Patio/Lounge Seating



### PROTOTYPE 4

- 35,000 SF
- 2,798 SF Building
- 30+ Parks
- 15+ Car Stack
- 50 Inside Seating
- 30 Patio/Lounge Seating

