





I/ Mac Donald

II/ Subway

III/ Other chains



1



1937



1953



1962



1968



TODAY
In France

I. The chain

II. The marketing strategy

III. The Corporate responsibility

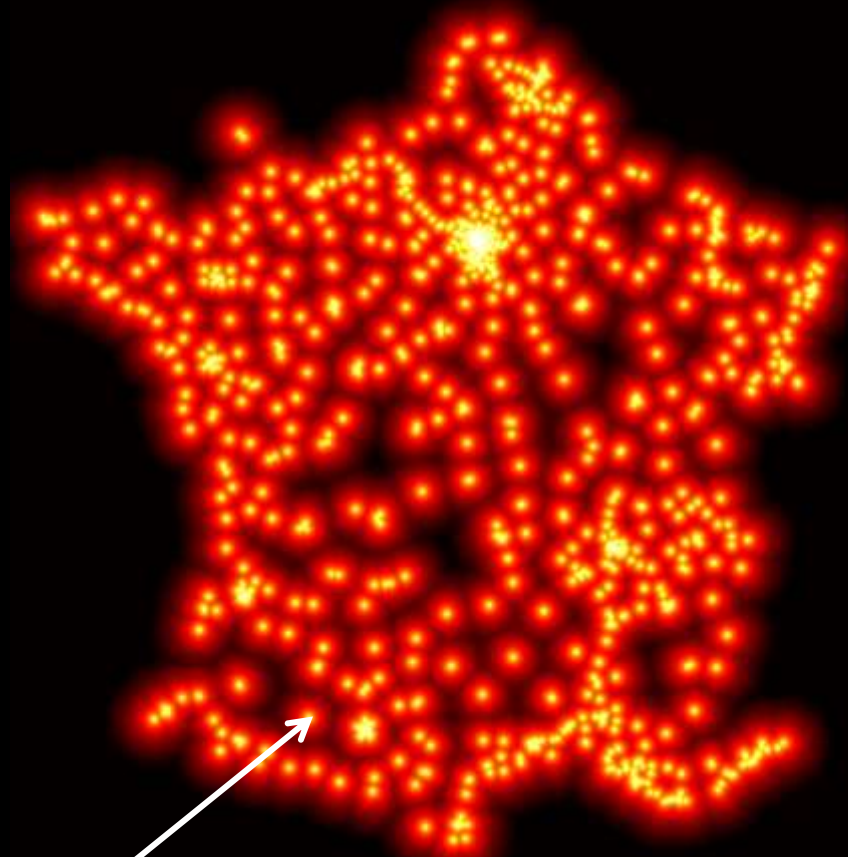


Why Mc Donald's ?

RANK ▲	COMPANY	2015 U.S. SYSTEMWIDE SALES (MILLIONS)	2015 U.S. AVERAGE SALES PER UNIT (THOUSANDS)	NUMBER OF FRANCHISED UNITS IN 2015	NUMBER OF COMPANY UNITS IN 2015	TOTAL UNITS IN 2015	TOTAL CHANGE IN UNITS FROM 2014
1	McDonald's	\$35,800.0	\$2,500.0	12,899	1,360	14,259	-91
2	Starbucks	\$13,300.0	\$1,062.2	4,962	7,559	12,521	303
3	Subway*	\$11,500.0	\$424.3	27,103	0	27,103	145
4	Burger King*	\$9,530.0	\$1,337.4	7,074	52	7,126	-16
5	Taco Bell	\$8,820.2	\$1,460.0	5,227	894	6,121	170
6	Wendy's*	\$8,811.9	\$1,540.0	5,090	632	5,722	-58
7	Dunkin' Donuts*	\$7,620.0	\$903.8	8,392	39	8,431	349
8	Chick-fil-A	\$6,825.9	\$3,977.3	1,646	337	1,983	96
9	Pizza Hut	\$5,703.8	\$725.0	7,311	511	7,822	-109
10	Panera Bread	\$4,900.0	\$2,500.0	1,071	901	1,972	92
11	Domino's Pizza	\$4,800.0	\$900.0	4,816	384	5,200	133
12	Chipotle*	\$4,501.2	\$2,424.0	0	1,971	1,971	216
13	Sonic	\$4,390.0	\$1,200.0	3,139	387	3,526	41
14	KFC	\$4,328.3	\$1,000.0	4,064	206	4,270	-121
15	Carl's Jr./Hardee's	\$3,661.3	\$1,248.7	2,673	285	2,958	45
16	Arby's	\$3,540.0	\$1,073.0	2,210	1,004	3,214	-12
17	Dairy Queen*	\$3,532.0	\$783.0	4,509	2	4,511	-1
18	Little Caesars* ¹	\$3,453.2	\$815.0	3,626	611	4,237	212
19	Jack in the Box	\$3,395.5	\$1,510.0	1,836	413	2,249	-1
20	Popeyes Louisiana Kitchen	\$3,100.0	\$1,458.5	2,469	70	2,539	160

How Far Can You Get From McDonald's?

BY STEPHEN VON WORLEY ON SEPTEMBER 22, 2009



I/THE CHAIN – The history

Welcome to McDonald's



Maurice and Richard McDonald

Hot dog stand in San Bernadino

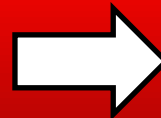
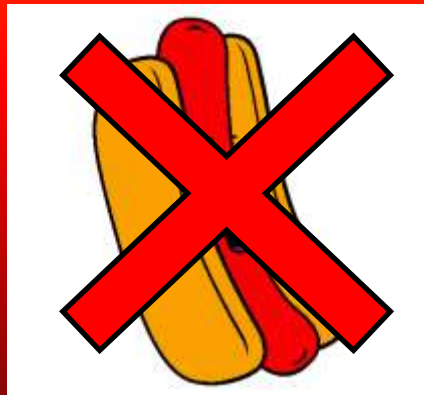


Photo by Ray Quiel © 1948 • Copy by Permission Only

THE CHAIN – The history



Speedee Service System in 1948



THE CHAIN – The history



Few figure



13 milliards french fries per year

= 2 ×



World population



69 millions customers per day = french population



2% of global advertising fees

Original menu in the world



Mc Spaghetti (Philippines)



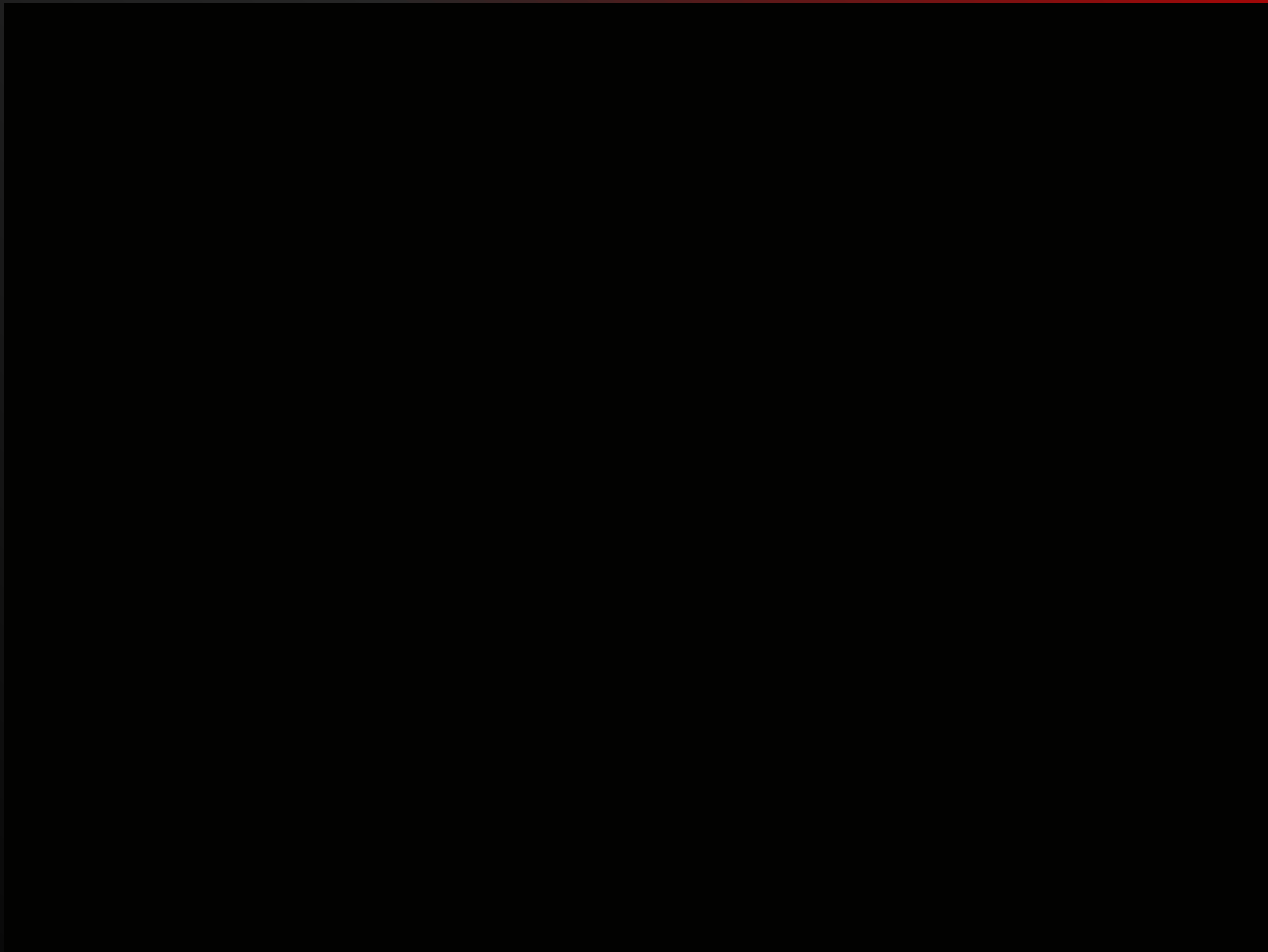
Mc Huevo (Uruguay)



Gaspacho (Spain)



Seaweed sauce (Asia)



The logo



1954



1962



1968

The Colour symbolic :

- In lots of countries: red and gold ↔ boldness, power
- In few countries (France) : green ↔ environmental responsibility



2009 in France

II. The marketing strategy

Sponsoring



Sponsor of Olympic Games since
1967



Sponsor of FIFA



Sponsor of Stade Toulousain



Social network



Social Gaming



Street Marketing

McDonald's Pick n Play



Zebra crossing
(Switzerland)

30 seconds without losing



An edible gift from the
nearest Mc Donald's



Billboard spotlights
(chicago)

The media

Television



Posters



Internet



III/THE CORPORATE RESPONSIBILITY

Sustainable development



Charities



McDonald's Chicken Gets New Standard: No Human Antibiotics

Biological burger in the United States in 2016





I/ Mac Donald

II/ Subway

III/ Other chains





I – The Chain

II – The Marketing Strategy

III – Corporate Responsibility

I – The Chain

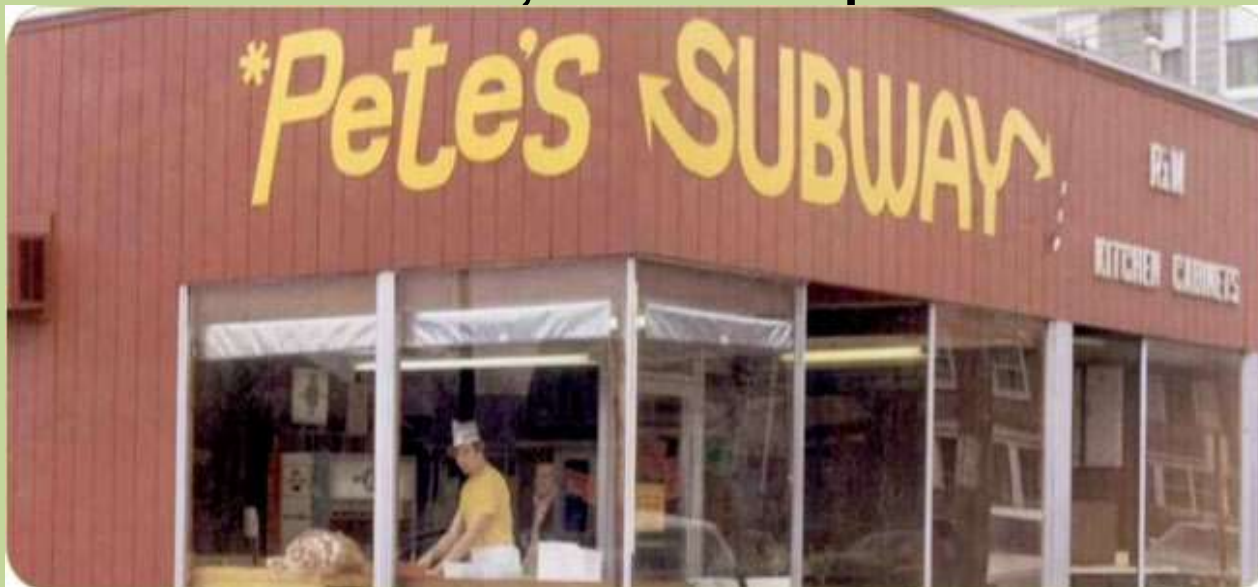
History:

Born in Connecticut (1965)

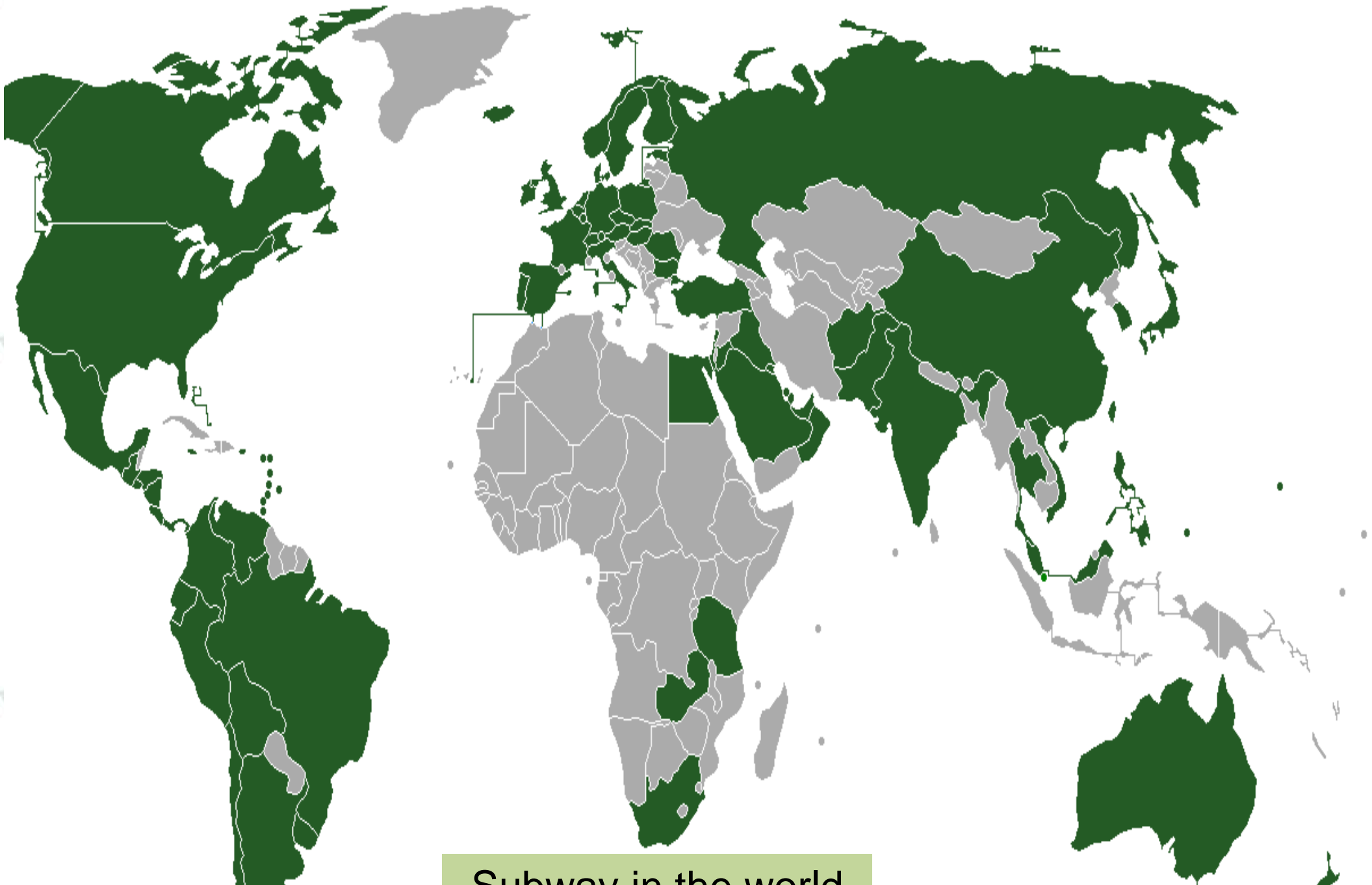
First franchise in 1974, in the same state

Play on words : Submarine/Sandwich

Now : more than 40,000 shops in the world



I – The Chain



Subway in the world

I – The Chain

- Concept:

Fresh Sandwichs & Salads made under the eyes

Time of preparation : under 3 minutes

Large choice of ingredients

- Nutrition:

Recipes with less than 6 g of lipids

Leader in nutritional point of view

Low Prices : avg. \$7,50 for a meal



II – The Marketing Strategy



1 mini Sub* + 1 bouteille d'eau 50cl + 1 gourde de fruits 90gr

UN MENU RIEN QUE POUR LES ENFANTS !

*Recettes au choix :



Toutes nos viandes sont cuites ou fermentées dans des conditions contrôlées, congelées et décongelées avant utilisation.
 (1) Préparation à base de dinde, (2) Préparation à base de Jambon de porc, tranché, traité en salaison, goût fumé, (3) Tranches de viande de Bœuf cuite avec adjonction de protéines de lait et arômes.
 Les recettes de Mini Subs ne sont pas modifiables : pain blanc ou complet + base + recette + avec légumes et 1 sauce au choix.
 Hors extras. Photos non contractuelles. Offre uniquement valable dans les restaurants SUBWAY® participants, non cumulable avec toute autre promotion en cours.
 Les restaurants SUBWAY® sont des unités franchisées exploitées par des entrepreneurs indépendants. ©2014 Doctor's Associates Inc. SUBWAY® est une marque déposée de Doctor's Associates Inc.

buy 1 get 1 free

@ Tampines St 44 #BX 442
on 6 June 2013 only

buy any sub with a 22oz drink and get a 6 inch sub free!

SUBWAY eat fresh.

savings up to \$50

Good at all Jamestown & Lakewood, New York locations.
716-664-3200

Subway Discount Card

FREE 6" SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	\$10 OFF 6-Foot Party Sub
FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.	FREE SUB Buy any 6" sub and 21 oz. drink, get 2nd 6" sub free.

Must present card when ordering. Valid only at Jamestown and Lakewood, NY locations.
 Not good with any other offer. No cash value.
 Peel-A-Deal® • www.peeladeal.com • U.S. Pat. 5,417,625; 5,776,287; 6,315,823



II – The Marketing Strategy



Street Marketing



III – Corporate Responsibility

- ✓ Commitment : *American Heart Association & National Institute of Health*
- ✓ Ecologically and socially responsible



eat fresh.®

eat fresh

SUBWAY



SUBWAY

eat fresh

SUBWAY

eat fresh

SUBWAY

eat fresh.

eat fresh



I/ Mac Donald

II/ Subway

III/ Other chains





RANK ▾	COMPANY/CHAIN NAME	2012 U.S. SYSTEMWIDE SALES (MILLIONS)
1	McDonald's	\$35,600.0
2	Subway*	\$12,100.0
3	Starbucks*1	\$10,600.0
4	Wendy's 2	\$8,600.0
5	Burger King*	\$8,587.0

1/History

2/Concept

3/Marketing

1/History



Created in 1954

12.400 restaurants in 73 countries

***Famous product :
The Whopper***



Burger King returns in France



Marseille's Airport

Highway near Reims



2/Concept



3/Marketing : Anecdotes



NEW

PIZZA BURGER

MADE FOR SHARING

Pizza or burger? THAT is the question we've all faced when hunger strikes. Well stress no more, we've just made your lives much easier (and more delicious) by combining them into one great creation: The PIZZA BURGER.



FLAVORED WITH 4 TONS OF FLAVOR: PIZZONI, MILD SAUCE, SPINACH, PEPPERONI, BEEF, POTATO AND BULLDOG KRAUT. IT'S A HUGE TREAT THAT'S TOTALLY WORTH SHARING.

NEVER IT YOUR WAY



ST. PADDY'S DAY



FREE FRIES

MARCH 17-18

Served with Heinz® St. Paddy's Sauce!


1 VALUE-SIZE FRIES PER CUSTOMER



While Supplies Last



burger? T
ion we've
en hunger
s no more
your live
d more d
ning them
eation:
A BURGE

WHOPPER SACRIFICE



YOU LIKE YOUR FRIENDS, BUT YOU LOVE THE WHOPPER.®

ED
PPERONI, RED
HUGE TREAT



NEVER IT YOUR WAY

UN WHOPPER® POUR GIGNAC



OUVERTURE D'UN NOUVEAU BURGER KING® A MARSEILLE
DANS LE CENTRE COMMERCIAL GRAND LITTORAL.



TASTE IS KING™



MARSEILLE 2, PARIS 1.



DANS QUELQUES JOURS,
OUVERTURE DU 2^{ÈME} BURGER KING À MARSEILLE



TASTE IS KING™

CHEZ NOUS, DEVENEZ UN CLIENT CHIANT.

CHEZ BURGER KING®, VOUS POUVEZ AJOUTER OU ENLEVER
N'IMPORTE QUEL INGRÉDIENT DANS VOTRE BURGER.







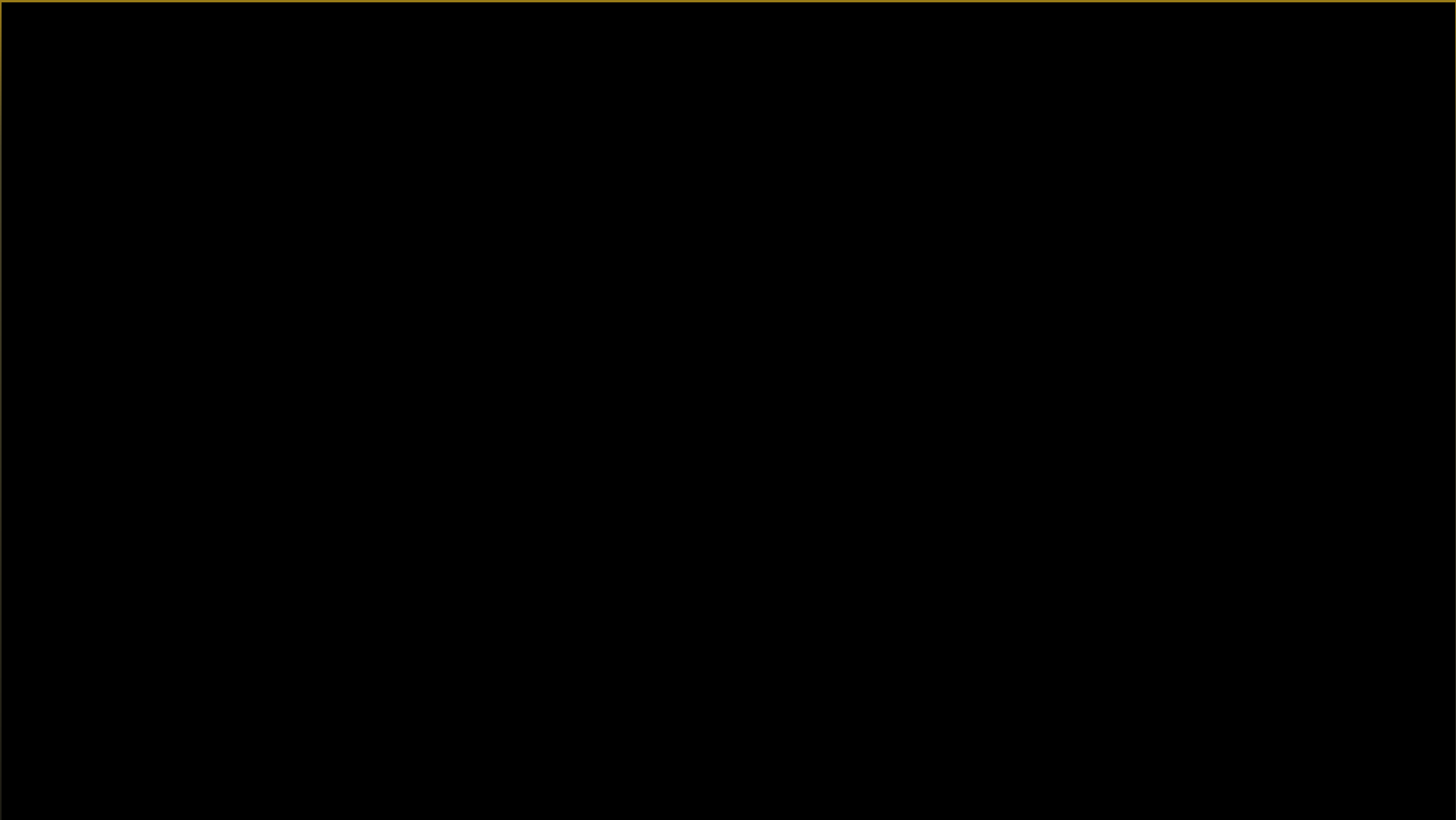
POUR NE PLUS FAIRE LA QUEUE CHEZ NOUS **BATTEZ-VOUS !**

Nous avons créé le premier jeu mobile qui permet de ne plus faire la queue. Pour passer devant tout le monde, téléchargez l'application BURGER KING® FRANCE et tentez de gagner un Fast Pass.



⬆ REVENIR







1/History

2/Concept

3/Marketing

4/The corporate responsibility

1/History

Created in 1962
by GLEN BELL

Sold in 1978

Sold in 1997

New slogan in
2012



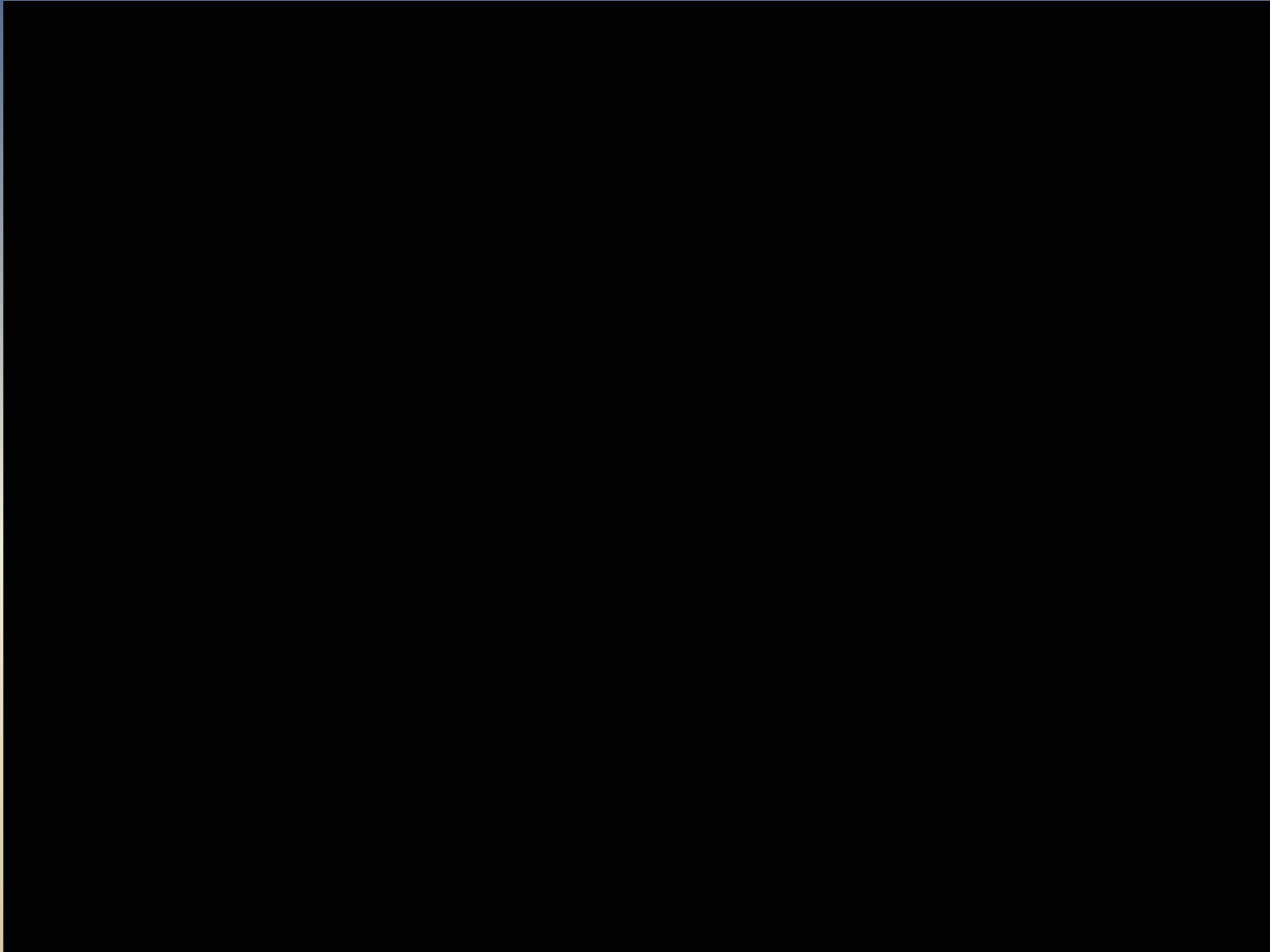
2/ Concept : Tex-Mex Food



3/Marketing



Super Bowl 2014 TV Commercial







4/The corporate responsibility

TACO BELL FOUNDATION
FOR TEENS

CREATED IN 1992



**TACO
BELL**[®]
foundation
for teens

A screenshot of the Taco Bell Foundation for Teens website. The top navigation bar is black with the foundation's logo on the left and links for "ABOUT US", "OUR PROGRAMS", "PRESS ROOM", and "GET INVOLVED" on the right. Below the navigation bar are two prominent purple buttons: "DONATE NOW" with a white dollar sign icon and "GET INVOLVED" with a white group of people icon. The main content area features a collage of several Polaroid-style photographs showing diverse groups of teenagers smiling and interacting.



1/History

2/ Concept

3/Marketing

4/The corporate
responsibility

1/History



November, 1969
founded by Dave Thomas



November, 1970
First drive



March 1978
1000th Wendy's opens



November 1979
Salad bar



November 2006 Wendy's sells
Baja Fresh

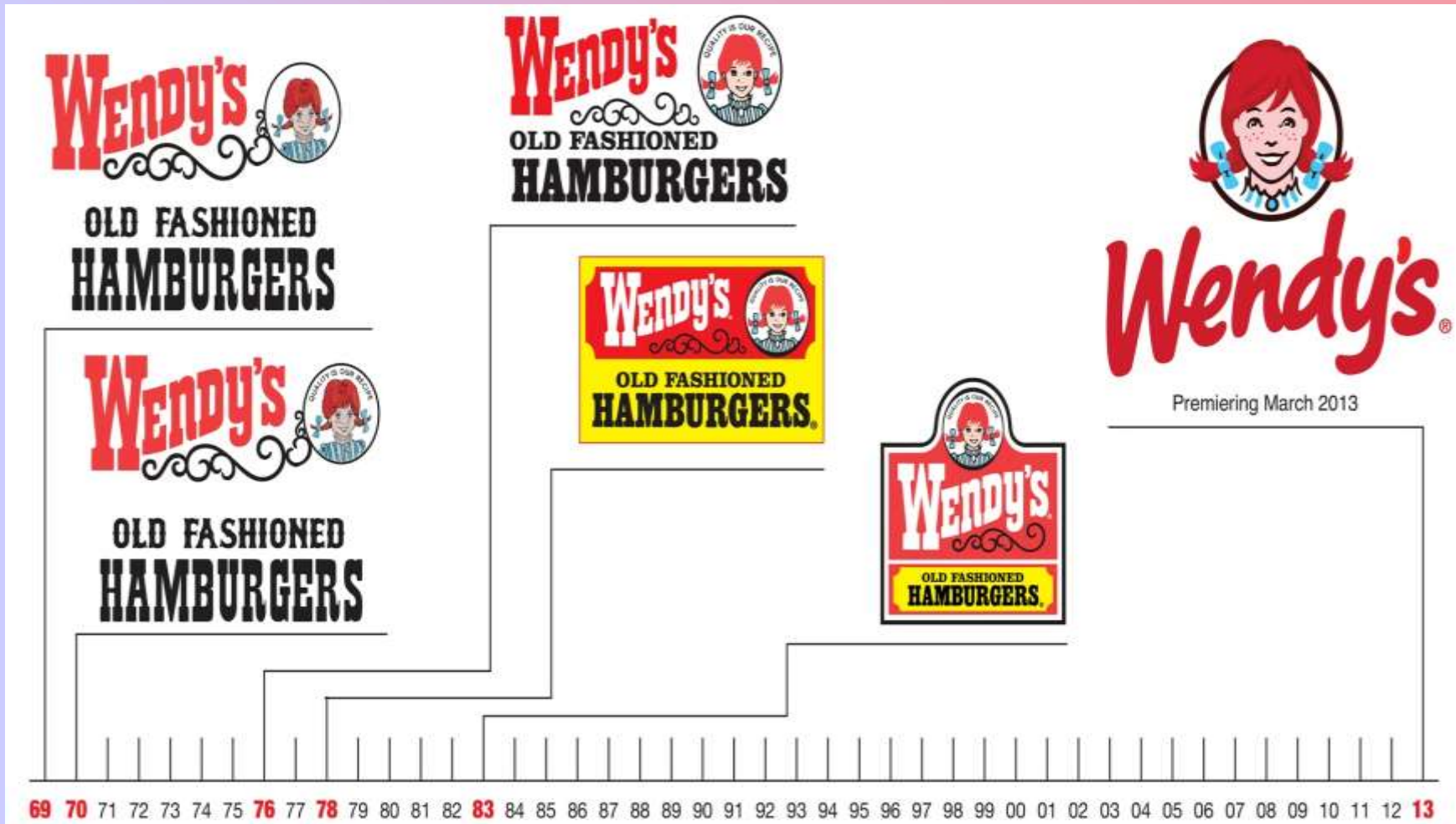
1/History



2013

6500 restaurants

New logo



Wendy's around the world :



Caribbean - Central America [close]
North America

Caribbean

- Aruba ▶
- Bahamas ▶
- Curaçao ▶
- Dominican Republic ▶
- Grand Cayman ▶
- Jamaica ▶
- Puerto Rico ▶
- Trinidad ▶
- U.S. Virgin Islands ▶

Central America

- Costa Rica ▶
- El Salvador ▶
- Guatemala ▶
- Honduras ▶
- Mexico - Mexico City ▶
- Mexico - Monterrey ▶
- Mexico - Juarez ▶
- Panama ▶

North America

- Canada ▶
- United States ▶



Wendy's

КАЧЕСТВО РУЧНОЙ СБОРКИ

- ▶ О Wendy's
- ▶ Меню
- ▶ Адреса ресторанов
- ▶ Вакансии
- ▶ Бранчайзинг
- ▶ Сотрудничество

Меню Wendy's

PWC FDS

28 countries like the U.S.A. Japan, Russia but not yet in France

2/ Concept



OLD FASHIONED HAMBURGERS®



CHICKEN AND WRAPS



GARDEN SENSATIONS® SALADS



RIGHT PRICE RIGHT SIZE MENU™



FRIES & SIDES



BEVERAGES



WENDY'S KIDS' MEAL®



FROSTY™



3/Marketing



Smartphone application



Discount for Toys R us

HOME
TOYS
TOGETHER TIME
ACTIVITIES
PARTNERS
GIVING BACK

KIDS' MEAL

Get a **FREE \$10 Gift Card** offer from
Toys R Us
with each Kids' Meal!

HoLiDay SurPRiZe!

Receive a FREE \$10 gift card with your purchase of \$75 or more at any Toys'R'Us store. Offer is valid 11/19/12 - 1/6/13. Promotional gift card is valid 6 hours after activation and expires 2/2/13. Offer available in-store only. Additional restrictions and exclusions apply. See coupon for full details.

4/The corporate responsibility



Wendy's gives advantage to the military veterans



Wendy's Wonderful Kids

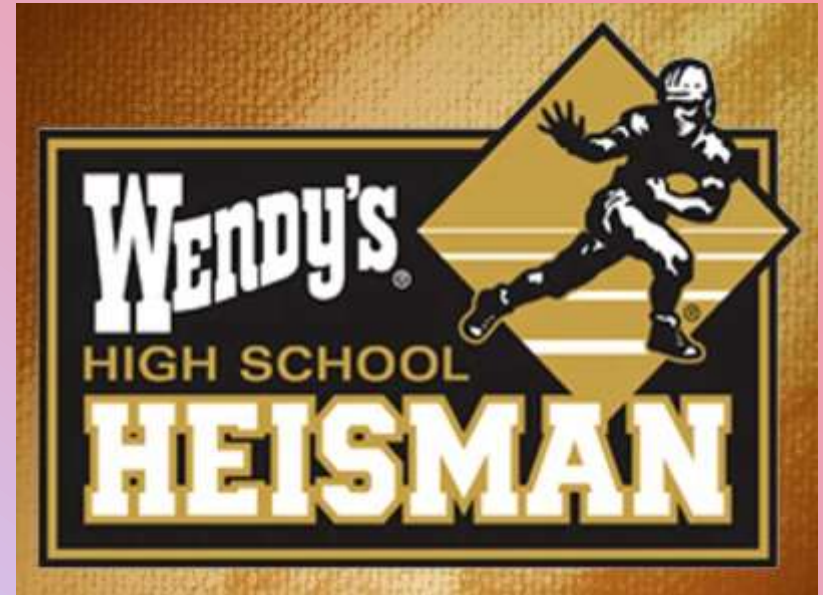


4/The corporate responsibility

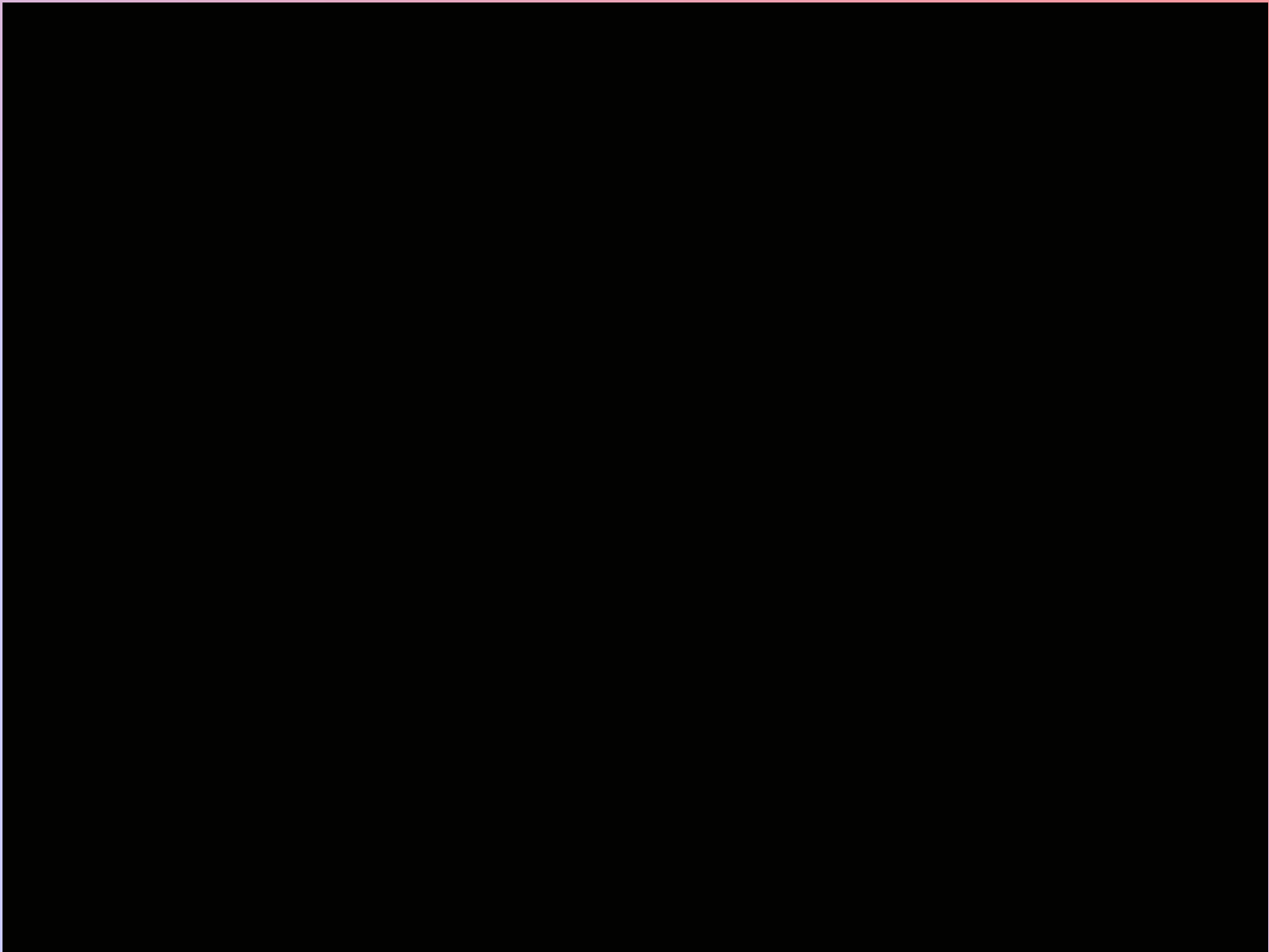


Wendy's High School Heisman

Reward teenagers according to different criteria such as sport, studies, art.









RANK	COMPANY/CHAIN NAME	2014 U.S. SYSTEMWIDE SALES (MILLIONS)
1	McDonald's	\$35,447.0
2	Starbucks ¹	\$12,688.9
3	Subway [^]	\$11,900.0
4	Burger King [^]	\$8,640.1
5	Wendy's [^]	\$8,512.8
6	Taco Bell ²	\$8,200.0
7	Dunkin' Donuts [^]	\$7,175.0



Concept



Recipe :
Coffee + Bakery Products



Promoted as Starbucks on
American ground

Anecdotes



Dunkin' sponsors :



New England Patriots :
(American football team of Boston)



Boston Red Sox :
(American baseball team of Boston)

Dunkin' apps



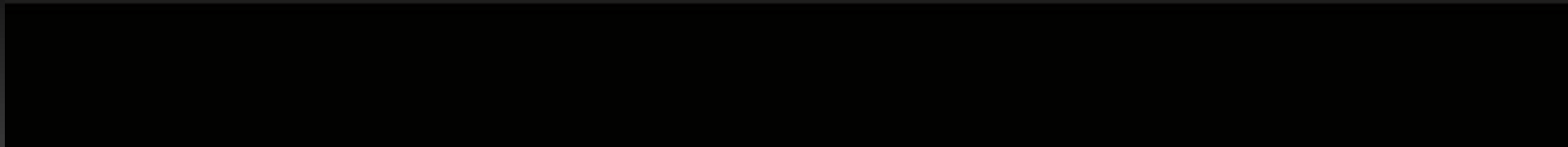
Dunkin' Donuts
has created game
on mobile phone

App to buy and pay by mobile phone

NEW
Dunkin'
Mobile App









Hapeville Dwar... (Change)



Chick-fil-A One (Sign In)

Order Online



Breakfast

Entrées

Salads

Sides

Kid's Meals

Treats

Drinks

Sauces and Dressings

Catering



Spicy Deluxe Sandwich



Chick-fil-A® Nuggets



Chick-n-Strips™



[View All Stories](#)

FOOD



California Love: Chick-fil-A and Guacamole

LIFESTYLE



Your Guide to What Mom Really Wants for Mother's Day

INSIDE CHICK-FIL-A



The Day Chick-fil-A Opened Up for Just One Special Guest

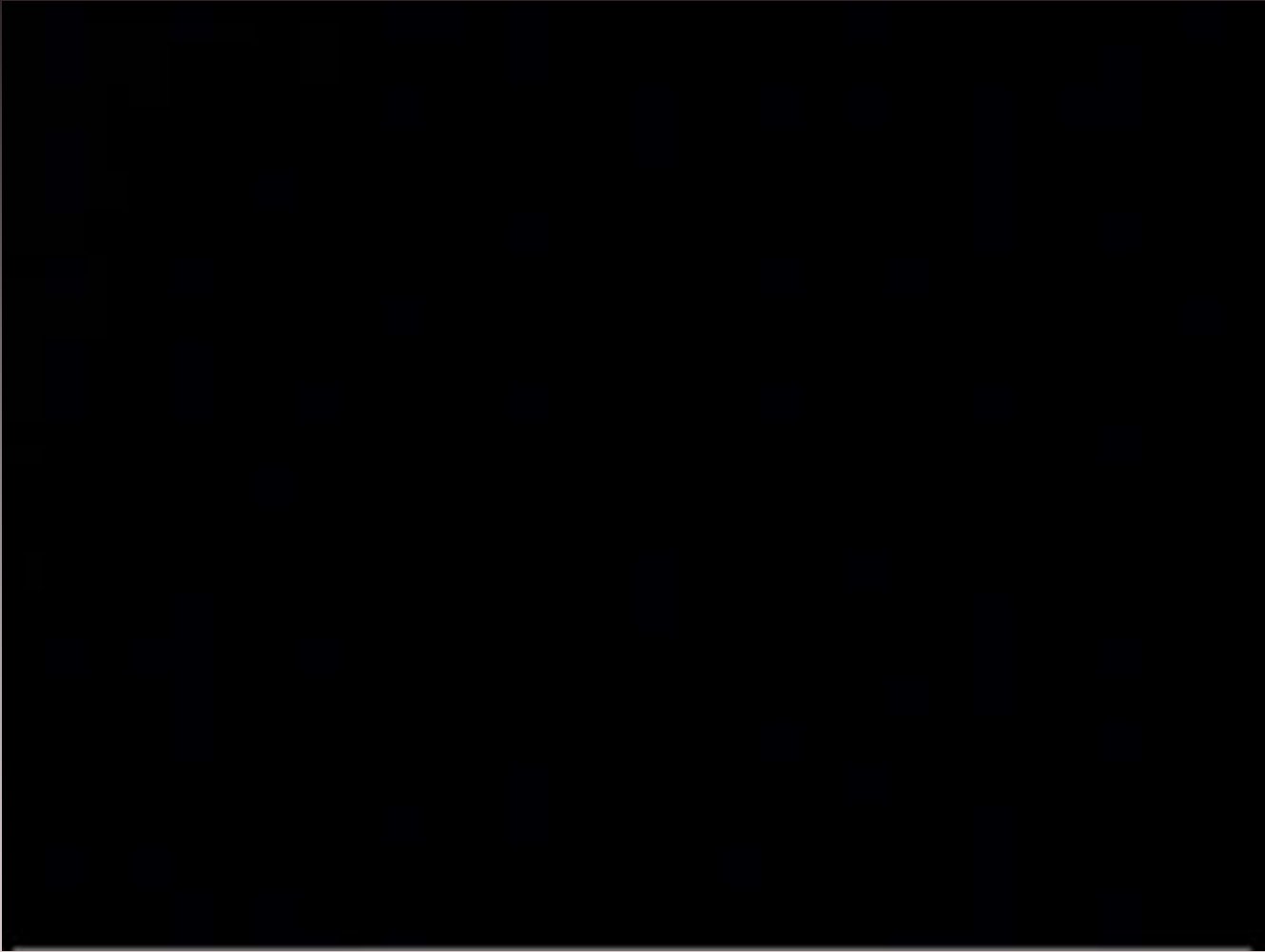
NEWS



Chick-fil-A Makes Frosted Lemonade Even "Sweeter" This Spring

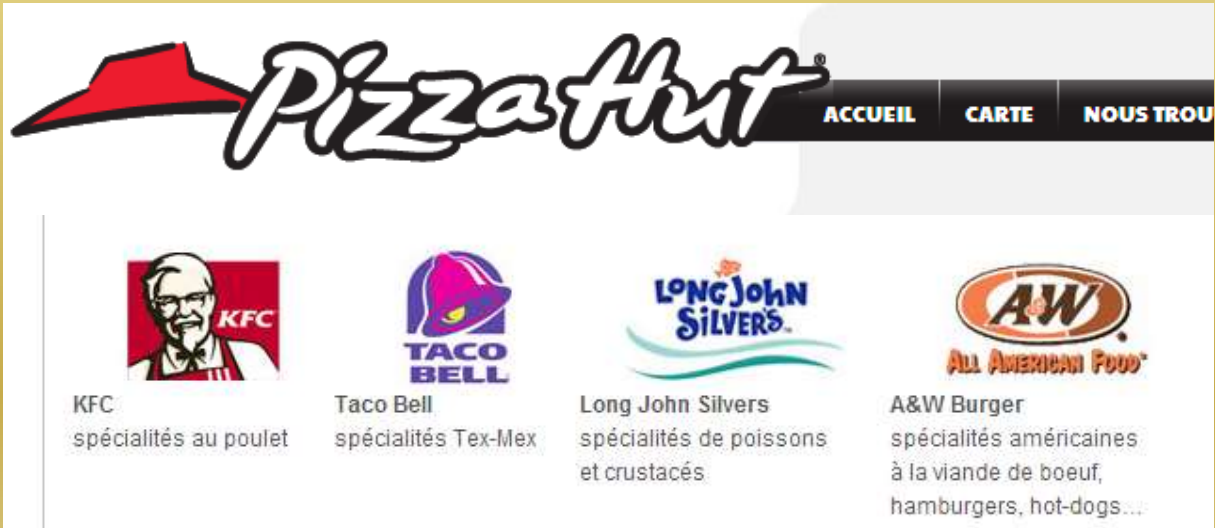



Chick-fil-A®









A YUM brand



Pizza Hut ACCUEIL CARTE NOUS TROU

 KFC spécialités au poulet	 Taco Bell spécialités Tex-Mex	 Long John Silvers spécialités de poissons et crustacés	 A&W Burger spécialités américaines à la viande de boeuf, hamburgers, hot-dogs...
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Logo evolution

1958–1967



1967–1999



1999–present



Pizza Hut in the world

776 restaurants
in 29 countries



A new concept : PHD



Concept :

Customers can take away their pizzas in 10 minutes instead of 20

Coupons are not limited in time. Prices are simplified to make round figures with only two fares (€8 or 12, depending on the size). Service should not last more than 10 minutes.

A screenshot of the PHD website homepage. The top navigation bar includes 'Home', 'Store locations', 'Contact Us', and social media icons for Facebook (1.1m), and Twitter (Follow). Below the navigation is a menu with categories: MAGIC PAN, PIZZA, PASTA/WINGS, SIDES, DESSERTS AND DRINKS, VALUE MEALS, and CATERING. A large banner features a 'Magic Pan' pizza with a 'HOT' label and an 'ORDER ONLINE' button. To the right is a 'SIGNUP FOR EXCLUSIVE OFFERS' section with a 'SUBSCRIBE NOW' button. The footer contains three promotional banners: 1. 'If the dot reads HOT, your pizza is hot, else you get it FREE!' with a 'HOT' logo. 2. 'Buy a Medium Pizza & Get 50% off* on the 2nd Medium Pizza' with a 'Click here to get Coupon Code' link. 3. 'BAKED PASTA @ ₹69!*' with a 'Click here to get Coupon Code' link. A final banner on the right says 'FOR HOT DELIVERY- CALL 3988-3988* 6000-9000*'.

Home | Store locations | Contact Us | 1.1m | Follow

MAGIC PAN PIZZA PASTA/WINGS SIDES DESSERTS AND DRINKS VALUE MEALS CATERING

ORDER ONLINE
*Selected Stores Only

ORDER ONLINE

SIGNUP FOR EXCLUSIVE OFFERS

SUBSCRIBE NOW

FOR HOT DELIVERY- CALL
3988-3988*
6000-9000*

If the dot reads HOT, your pizza is hot, else you get it FREE!*

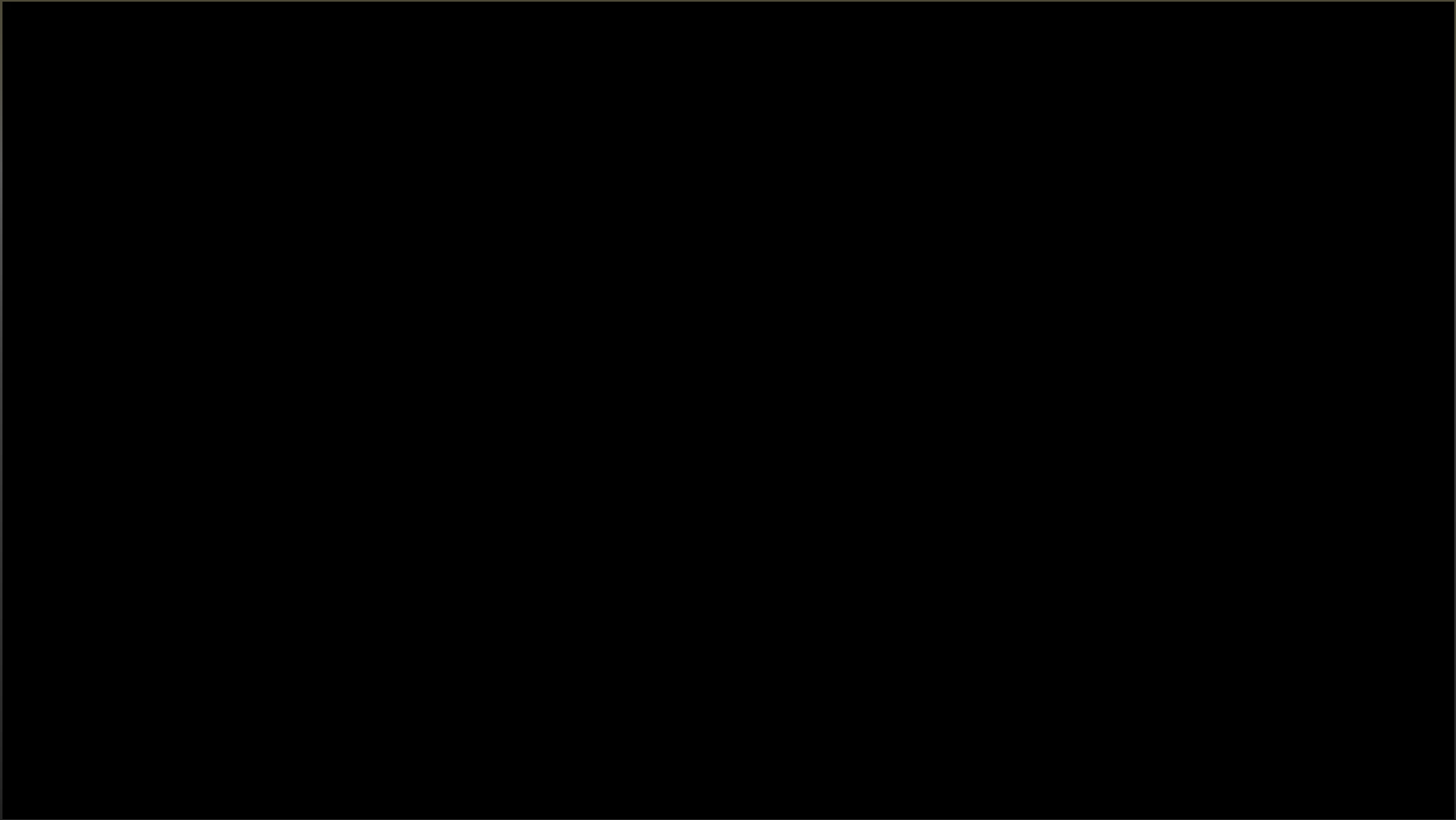
Buy a Medium Pizza & Get **50% off*** on the 2nd Medium Pizza
Click here to get Coupon Code

BAKED PASTA @ ₹69!*
Buy a Medium Pizza and get a Pasta for Veg: ₹69, Smoked Chicken: ₹79*
Click here to get Coupon Code





Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr



Sonic Drive-In

America's drive in







Website



Social networks



Happy hour



Billboards



SONIC DRIVE-IN

2015 Super Bowl Teaser TV Commercial



**BUFFALO
WILD
WINGS.**
WINGS. BEER. SPORTS.™



Concept



WINGS

Either the greatest invention of all time or... wait, there isn't a second option.



SPORTS

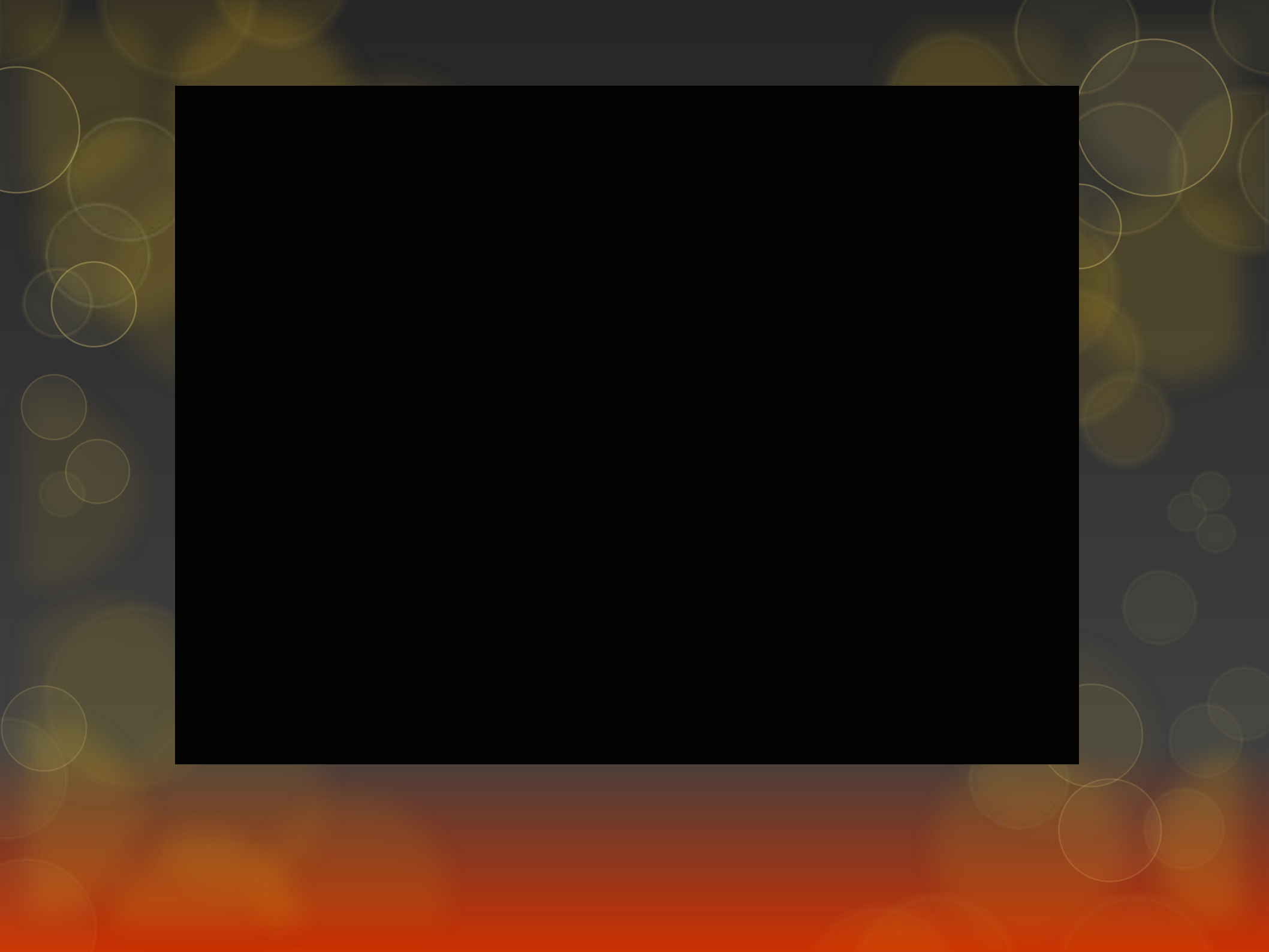
Football. Baseball. Basketball. Hockey. MMA. Rhythmic jujitsu. If there's a competition, and you can drink beer and eat wings while watching it, we'll put it on.



Recipe : Chicken Wings + Sauces + Beer + Sports







FIVE GUYS[®]

FAMOUS
BURGERS and FRIES



1986: The first
Five Guys

They use only fresh ground beef.
There are no freezers in Five Guys locations,
just coolers. Nothing is ever frozen.
They use only Peanut oil.
Their menu is trans-fat free.



Peanuts + Xtra Fries + Brown Bag

THE WEBSITE

Website in English or in French

FIVE GUYS™
HAMBURGERS et FRITES



SOCIAL NETWORKS

facebook

twitter

foursquare



SMARTPHONE APP

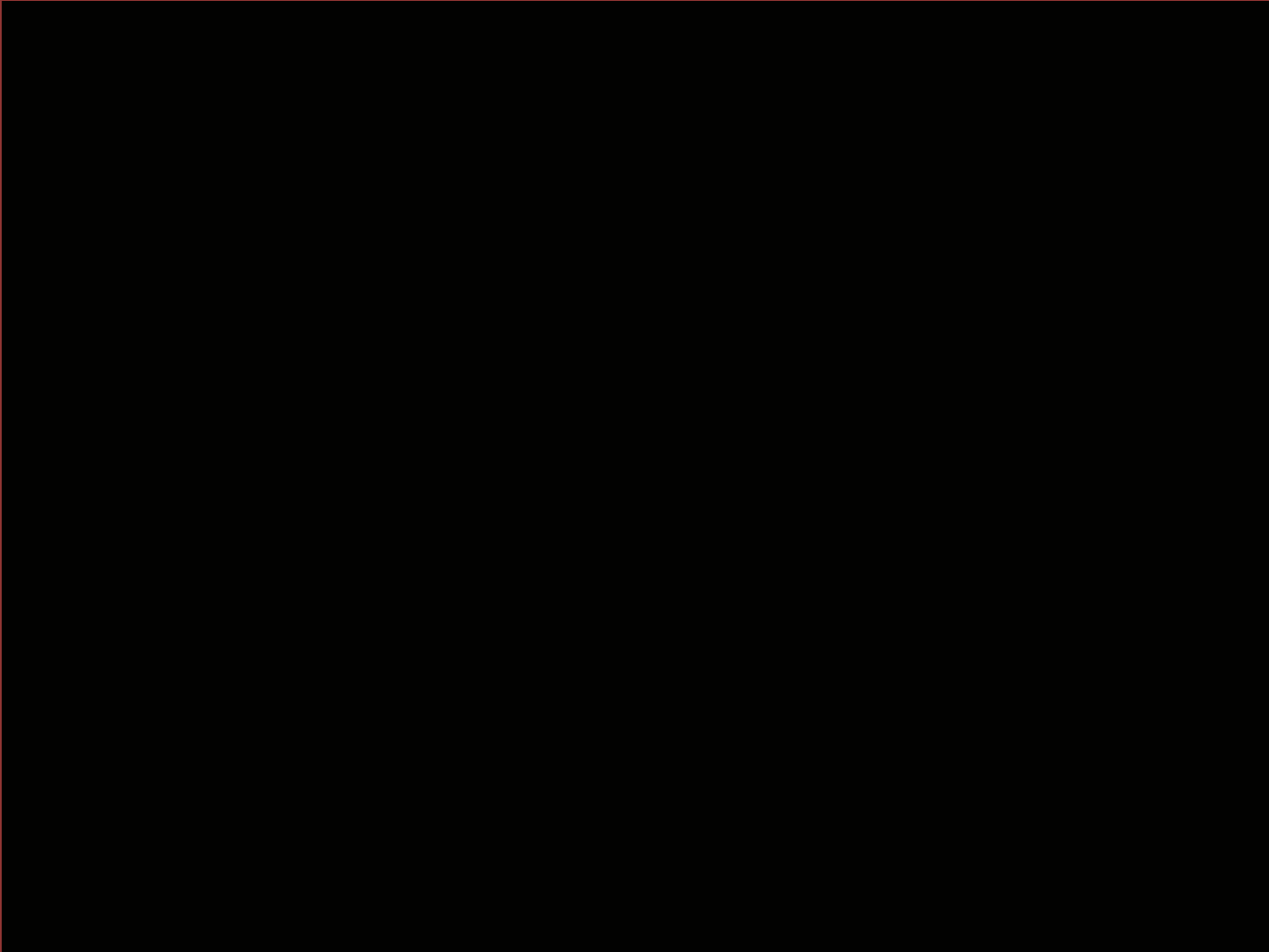


Five Guys have created a Smartphone application to allow their customers to order their burgers directly with their phone and to pay online.



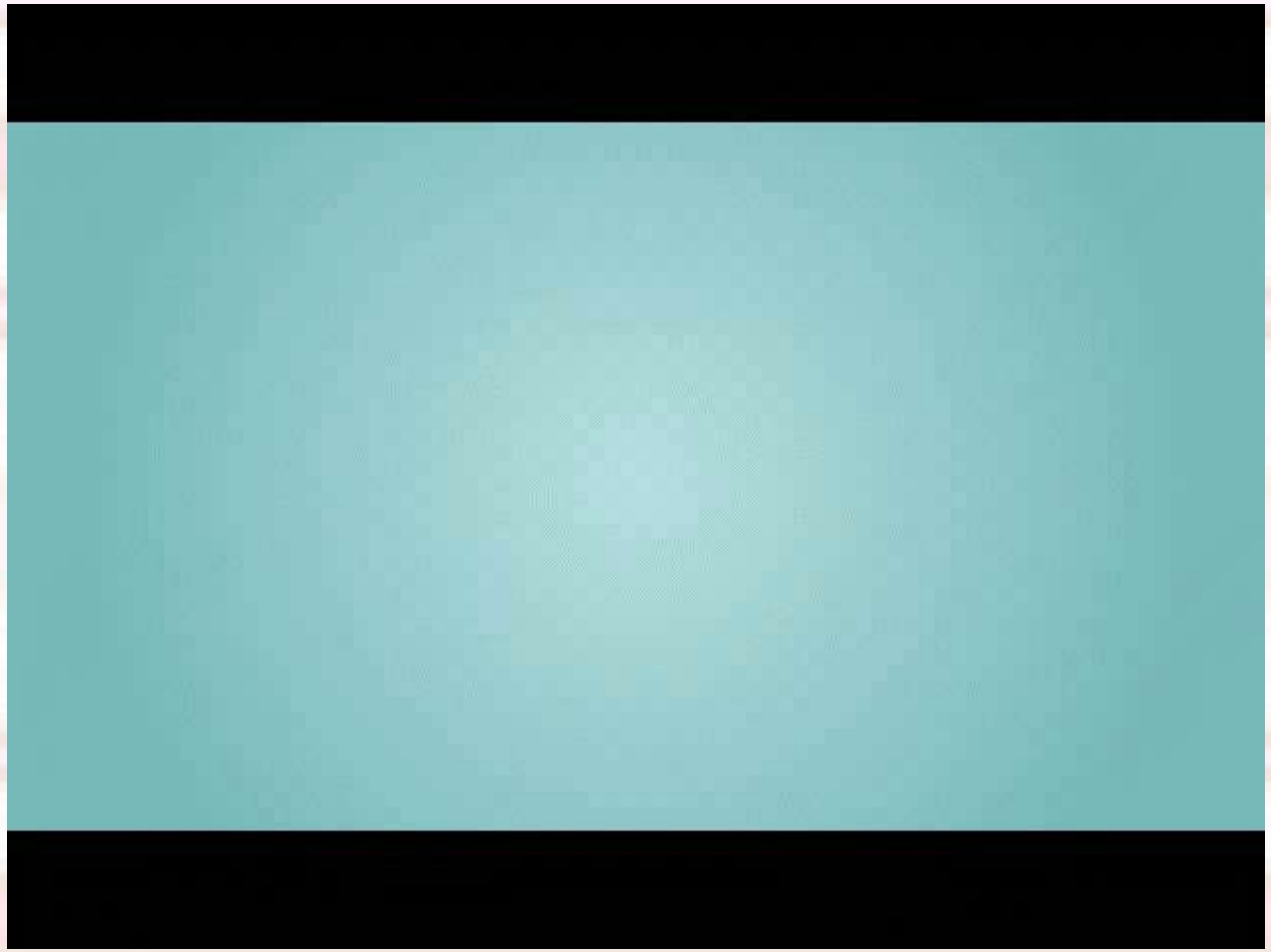
Daniel Kim opened the first Red Mango store in South Korea in 2003 130 stores





Concept





SHAKE



SHACK®



Shake Shack

Menus & Nutrition

SHAKE SHACK MADISON SQUARE PARK		
<p>Burgers 100% all-beef Angus beef. No hormones and no antibiotics ever. We grind our proprietary Shake Shack fresh daily. Our burgers are cooked medium unless otherwise requested.</p> <p>ShackBurger® Cheeseburger topped with lettuce, tomato and ShackSauce Single \$4.50 Double \$7.00</p> <p>SmokeShack™ Cheeseburger topped with 3 slices of smoked applewood smoked bacon, shredded cheddar cheese and ShackSauce Single \$4.50 Double \$7.00</p> <p>Shroom Burger (vegetarian) Crispy flat portobello mushroom filled with melted mozzarella and shredded cheddar, topped with lettuce, tomato and ShackSauce Single \$4.50 Double \$7.00</p> <p>Shack Shake® Cheeseburger and a Shroom Burger topped with lettuce, tomato and ShackSauce Single \$6.00 Double \$8.50</p> <p>Hamburger Get no beef? You would like the lettuce, tomato, pickle or onion. Single \$3.00 Double \$4.50 Add cheese +\$0.20 per quality. Add ketchup +\$0.10</p> <p>Flat-Top Dogs Soft and grilled to perfection</p> <p>Shack-cage Dog® Smuggled through the gates with Shake's Pickle Shack relish, onion, cucumber, pickles, tomato, onion, pickles, onion, pickles and mustard</p> <p>Frisky Dog Topped with spicy tomato ketchup, onion, mustard</p> <p>Hut Dog Worms on a hot dog</p> <p>Bird Dog Shake Shack chicken, apple and orange slaw</p> <p>Design Your Own Dog Pickles • Spicy tomato ketchup sauce • Shack's cheese sauce • Shake's Pickle Shack relish • Mustard</p> <p>Fries Crispy in-house potatoes, 100% free of artificial trans fats and 23% less fat than average fries</p> <p>Fries \$3.99</p> <p>Cheese Fries Topped with our Shack cheddar and American cheese sauce</p>	<p>Frozen Custard Our shake, fill & create ice cream treat built with eight layers of the Shack!</p> <p>Shakes \$3.99 Honeydew vanilla, chocolate, caramel, black & white, strawberry or peanut butter. Milk is optional - \$0.25</p> <p>Fair Shake Vanilla shake featuring 100% certified organic, American Fair Trade coffee.</p> <p>Vitamin Creamicle Shake Vanilla shake blended with David French VitaminMineral Orange Super Juice</p> <p>Floets \$4.25 Cups & Cones Vanilla, chocolate or fudge on the flip. Single Flip \$4.25 Double Flip \$5.25</p> <p>Flav To Go \$3.25</p> <p>Concretes Dense frozen custard blended or high speed with mixes</p> <p>Halt \$4.50 \$6.00 Regular</p> <p>The Concrete Jungle Vanilla custard, fudge sauce, banana and peanut butter sauce</p> <p>Hopacch Vanilla custard, caramel sauce, chocolate sauce and Blue Brothers Shake Shack based chocolate</p> <p>Shack Attack® Chocolate custard, fudge sauce, chocolate milk, cookie dough and Meat Brothers Shake Shack blend chocolate, topped with chocolate sprinkles.</p> <p>Design Your Own Concrete \$3.25 \$4.50 Regular</p> <p>Mixes \$2.00 • Caramel sauce • Peanut butter sauce • Marshmallow sauce • Sliced peaches • Strawberry sauce • Chocolate milk cookie dough • Chocolate sauce</p> <p>For Dogs \$3.25 Peachin'® A chilly treat for those with hot feet. Shroomdog dog biscuits, peanut butter sauce and vanilla custard. \$3.99 Bag O' Buns® A real doggie bag! Handful of Shroomdog dog biscuits to go.</p>	<p>Drinks \$2.99 Regular \$3.99 Large</p> <p>Shack-made Lemonade \$2.99 Regular \$3.99 Large</p> <p>Fresh Brewed Iced Tea \$1.99 Regular \$2.99 Large</p> <p>Flity/Fity™ Half lemonade, half iced tea Regular \$2.99 Large \$3.99</p> <p>Fountain Soda Coke, Diet Coke, Sprite, Fanta Orange, Fanta Grape, Ili' Pepper Regular \$1.99 Large \$2.99</p> <p>Scotched Root Beer Atkins Brewing Co., Louisville \$2.99</p> <p>Scotched Water Famous Springs Iced water America's waterworks \$2.99</p> <p>Beer \$2.99 Draught \$3.99</p> <p>ShackHouse® No. Brooklyn's Brewing Co. \$2.99</p> <p>Wine Check out the menu board for our complete selection.</p> <p>Stand For Something Good® • We pride ourselves on sourcing premium ingredients. Sourcing all our Shake is made in-house. • Our menu is completely free of artificial trans fats. All other than gluten free options. • 100% of our shrimp recipe is sourced through Sustainable Fishing Practices, supporting wild fisheries in the United States. • We use energy efficient equipment and compost all of our kitchen food waste. • We are proud, sustainable and committed to our building being a green building.</p> <p>Give Some Shack Gift Cards Get one on the Shack or on our website at shackshack.com. Shack Swag Check out our store at ShackStore.com</p>



Shake Shack

The social networks

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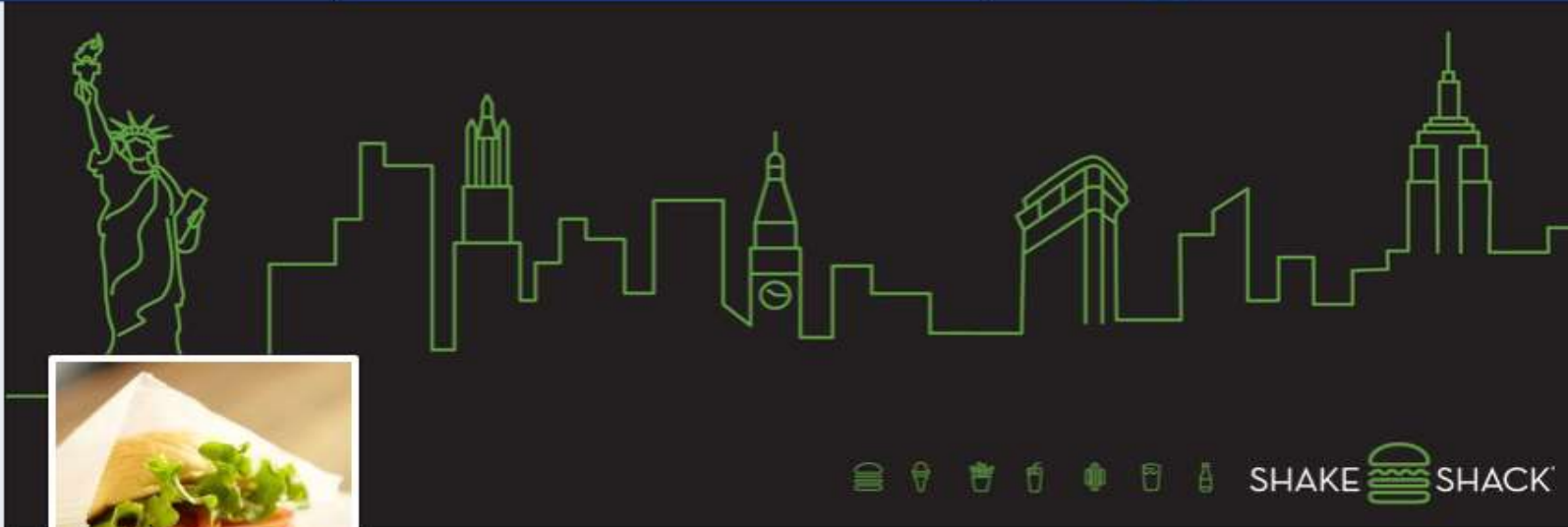
SHARING IS CARING!



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foursquare





Shake Shack - Official Page

54 105 J'aime · 3 479 personnes en parlent

J'aime

Message



Alimentation/Boissons

Shake Shack is a modern day "roadside" burger stand serving the most delicious burgers, fries, hot dogs, frozen custard, beer, wine and more!

À propos – Suggérer une modification



Photos

54 105

Mentions J'aime



Twitter



Instagram



Twitter interface showing the profile of @shakeshack. The profile includes a bio: "Official Shake Shack Account! Modern day version of a roadside burger stand serving delicious burgers, hot dogs, shakes, frozen custard, beer, wine & more" and a website link: http://www.shakeshack.com. It also displays statistics: 2 817 tweets, 256 abonnements, and 11 389 abonnés. A tweet from @shakeshack is visible at the bottom.

Shake Shack



For Dogs

\$3.75 Pooch-ini®
A chilly treat for those with four feet. ShackBurger dog biscuits, peanut butter sauce and vanilla custard. Includes dairy, sugar and nut products. Not intended for small dogs.

\$7.50 Bag O' Bones
A real doggie bag: handful of ShackBurger dog biscuits to go.

www.shakeshack.com





CHIPOTLE

MEXICAN GRILL



Today

- ▣ 1000 restaurants
- ▣ 26000 people
- ▣ 75000 customers per day



Menu and nutrition

- ▣ Mexican's specialty food
- ▣ Vegan food also
- ▣ Kid's menu
- ▣ « Nutrition calculator »





Corporate responsibility

- ▣ 1999, S.E begins to get interested in the meat he offers
- ▣ He didn't want animal suffering to be part of the success
- ▣ 2000, naturally raised pork
- ▣ 2002, naturally raised chicken
- ▣ 2004, zero trans fat frying oil
- ▣ 2007, naturally raised beef



ENVIRONMENT

- ▣ Waste
- ▣ Organic food
- ▣ Family farms
- ▣ Local food







