



**CONTACTS:** Mark Baldwin  
Chick-fil-A, Inc.  
(404) 684-8598

Kristal McKanders  
Jackson Spalding for Chick-fil-A  
(404) 214-3558

## **Chick-fil-A Continues Sales Growth Momentum in 2010**

*Chain Surpasses \$3.5 billion in Annual Sales, Opens 90 New Restaurants in 2011*

**ATLANTA (Feb. 21, 2011)** – In a year of major new product introductions, geographic expansion and new store openings, Chick-fil-A® announces yet another year of consecutive sales growth. The Atlanta-based chain finished strong in 2010, reporting system-wide sales of \$3,582,473,798, an 11.37 percent increase over the chain's 2009 overall sales performance and a same-store sales increase of 5.92 percent. The company's record sales performance in 2010 continues a trend of year-over-year growth the chain has sustained since its inception in 1967.

"We have been very blessed with our sales performance, which is a testament to our family of franchise Operators who remain committed to the business and dedicated to attracting the very best restaurant team members," said Chick-fil-A President and Chief Operating Officer Dan T. Cathy. "Their dedication to go above and beyond our customers' expectations with warm, friendly service and gracious hospitality is key to sustaining our momentum. It's said, 'build a strong brand and sales will follow,' and we believe the Chick-fil-A brand will continue to thrive as long as we continue to focus on providing exceptional customer service and high-quality products."

Chick-fil-A's sales performance complemented a number of other business achievements in 2010:

- Introduced two new products to the menu: the Spicy Chicken Sandwich®, the chain's first new sandwich to hit menu boards since the Chargrilled Chicken Sandwich was introduced in 1989. Chick-fil-A sold more than 10 million Spicy sandwiches in less than two months after becoming available on the menu in June.
- Continued its deliberate restaurant expansion strategy:
  - Opened 80 new restaurants, including 66 stand-alone restaurants, two mall/in-line locations and 12 licensed outlets (e.g. college campuses, hospitals, airports, businesses and industrial sites), a year-over-year increase of 5 percent.
  - Celebrated the opening of the chain's 1,500th store location in downtown Los Angeles, adjacent to the University of Southern California.
  - Entered the Chicagoland area for the first time, opening three restaurants in Aurora, Orland Park and Wheaton.
  - Dedicated reinvestment resources to renovate 164 of its existing restaurants.
- Provided nearly 4,500 new job opportunities through restaurant growth.
- Recognized with a number of prominent industry awards, including:
  - 2010 Zagat Fast Food Survey's "Best Value" and "Best Milkshakes"
  - 2010 J.D. Power and Associates Restaurant Satisfaction Study "Top Restaurant Brands in Customer Satisfaction"
  - 2010 Advertising Age "Marketer of the Year" Runner-Up

- Awarded more than \$1.5 million in scholarships to Chick-fil-A restaurant team members.
- Chick-fil-A awarded 54 franchise Operators new cars as part of the chain's Symbol of Success sales incentive program. Through the program, franchisees are awarded a new Ford vehicle of their choice for meeting individual annual sales goals.

## **What to Expect in 2011**

From expanding the breakfast menu to continued growth into new markets, Chick-fil-A has a number of initiatives planned to help sustain its sales momentum in 2011. Following are highlights of key initiatives Chick-fil-A believes will help continue to grow the business in 2011:

- **New Product Introductions:** In January, the chain introduced a new Spicy Chicken Biscuit<sup>®</sup>, featuring a hand-breaded boneless breast of chicken seasoned with a fiery blend of peppers and spices, pressure-cooked in 100 percent refined peanut oil and served on a made-from-scratch buttermilk biscuit. In March, Chick-fil-A will introduce a new Banana Pudding Milkshake<sup>®</sup> as a limited-time flavor.
- **Restaurant Growth/New Market Expansion:** Chick-fil-A will add 90 new locations to its restaurant portfolio, including 71 stand-alone locations, four mall/in-line restaurants and 15 licensed outlets.
- **Restaurant Reinvestments:** In addition to opening new restaurants, Chick-fil-A will dedicate reinvestment resources to renovate more than 200 of its existing locations in an effort to enhance the guest experience and introduce new efficiencies that will help attract and accommodate greater sales volumes.
- **Scholarship Donations:** In 2011, Chick-fil-A will award \$1.6 million in scholarships to its restaurant employees.
- **Celebrating the Great Legacy of S. Truett Cathy:** In March, Chick-fil-A will host a tribute in honor of the 90<sup>th</sup> birthday and life of Chick-fil-A founder S. Truett Cathy.

### **About Chick-fil-A, Inc.**

Atlanta-based Chick-fil-A, Inc. is the nation's second-largest quick-service chicken restaurant chain (based on sales), with more than 1,540 restaurants in 39 states and Washington D.C. Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House<sup>®</sup> and Truett's Grill<sup>®</sup> full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain's websites, located at [www.chick-fil-a.com/pressroom](http://www.chick-fil-a.com/pressroom), or through Facebook at [www.facebook.com/ChickfilA](http://www.facebook.com/ChickfilA) or Twitter: [www.Twitter.com/ChickfilA](http://www.Twitter.com/ChickfilA).

# # #