

CKE Restaurants, Inc. Same-Store Sales Up

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CKE Restaurants, Inc. Reports Positive Period Six Blended Same-Store Sales

CKE Restaurants, Inc. (NYSE:CKR) announced today period six same-store sales for the four weeks ended July 14, 2008, for Carl's Jr.(R) and Hardee's(R).

Brand	Period 6		Year to Date	
	FY 2009	FY 2008	FY 2009	FY 2008
Carl's Jr.	+4.9%	+3.1%	+3.8%	+1.0%
Hardee's	+5.7%	+1.1%	+1.0%	+1.8%
Blended	+5.2%	+2.1%	+2.5%	+1.4%

Commenting on the Company's performance, Andrew F. Puzder, president and chief executive officer, said, "We are very pleased to report positive blended same-store sales of 5.2 percent for period six of fiscal 2009 and 2.5 percent for the year to date. On a two year basis, blended same-store sales for period six were up 7.3 percent. As of the end of period six, our blended average unit volume for our company-operated stores was \$1,200,000, a \$38,000 increase from the end of fiscal 2008."

"We believe these results support our belief that consumers still desire innovative, premium quality products -- even in a challenging economy -- and that we can still redefine value perceptions in relation to sit-down restaurant fare rather than merely with low prices and inferior quality products."

"During the period, both brands featured the distinctively premium quality and premium priced Prime Rib Burger. In fact, this is our highest priced Six Dollar Burger(TM) or Thickburger(R) to date. Our latest 'meat-as-a-condiment' creation is made by topping a charbroiled, 100 percent Black Angus beef patty with thinly-sliced prime rib, horseradish sauce, Swiss cheese, and grilled onions all on a toasted Ciabatta roll," Puzder continued. "The advertising for the product is part of our 'Fake Restaurant' campaign, in which people willingly paid \$14 or more for a variety of Carl's Jr. Six Dollar Burgers and Hardee's Thickburgers. The commercials and additional video content can be viewed on the microsite <http://www.fakerestaurant.com/>."

"Carl's Jr. achieved a 4.9 percent same store sales increase over positive same store sales of 3.1 percent last year for a two year cumulative increase of 8.0 percent. We began selling the Prime Rib Burger on June 18, the second day of the period. In addition, Carl's Jr. introduced Natural Cut French Fries on July 2. These thicker fries with the potato skin left on them mirror the kind of premium-quality fries found at sit-down restaurants," said Puzder. "Carl's Jr. also promoted the Jalapeno Chicken Sandwich and Chili Cheese Fries during the period. As of the end of period six, the trailing 13-period average unit volume at Carl's Jr. was \$1,523,000, a \$29,000 per unit increase since the end of fiscal 2008 and an all-time high for the brand. In addition, our period six average unit volume for Carl's Jr. was higher than any comparable period six ever." Revenue for period six from company-operated Carl's Jr. restaurants (exclusive of franchise-related revenue and royalties) was approximately \$49.4 million.

"Hardee's same-store sales increased 5.7 percent versus positive same-store sales of 1.1 percent last year for a two year cumulative increase of 6.8 percent. In addition to the Prime Rib Thickburger(R), Hardee's promoted the Red Burrito Taco Salad(TM) during the period," Puzder continued. "Hardee's also debuted the delicious Strawberry Biscuits during the breakfast daypart on June 17, the first day of period six. Sliced strawberries and strawberry syrup are ladled onto our Made from Scratch buttermilk biscuits with icing drizzled on top," added Puzder. As of the end of period six, the trailing 13-period average unit volume at Hardee's was \$970,000 a \$16,000 per unit increase since the end of fiscal 2008, and the highest figure for the brand since fiscal 1995, which is as far back as we can check. In addition, Hardee's period six average unit volume was higher than any comparable period as far back as we can check." Revenue for period six from company-operated Hardee's restaurants (exclusive of franchise-related revenue and royalties) was approximately \$40.0 million.

For period six, consolidated revenue from company-operated restaurants (exclusive of all franchise-related revenue and royalties) was approximately as follows:

Carl's Jr.	\$49.4 million
Hardee's	\$40.0 million
Total	\$89.4 million

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