

## Restaurants & Institutions Announces 2008 Consumers' Choice in Chains Winners

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### 3,100+ Consumers Rate Chain Restaurants on Specific Dining Attributes

Restaurants & Institutions ([www.rimag.com](http://www.rimag.com)) has announced the winners of its 28th annual Consumers' Choice in Chains study. The award winners are selected by a thorough and rigorous consumer polling process.

As part of its mission to provide industry insights and intelligence, R&I annually commissions exclusive consumer research, polling more than 3,100 chain-restaurant patrons. For each of the chains they have visited, respondents are asked to assess eight attributes that factor into the total dining experience: food quality, service, convenience, cleanliness, value, menu variety, atmosphere and reputation. Those chains with the top scores in each of 13 industry segments are named R&I's Consumers' Choice in Chains winners.

The 2008 Consumers' Choice in Chains winners include:

**BURGERS:** In-N-Out Burger Platinum Winner  
Gold Winner  
Fuddruckers Silver Winner

**CAFETERIA/BUFFET:** Sweet Tomatoes/Souplantation Platinum Winner  
Luby's Gold Winner  
Golden Corral Silver Winner

**CASUAL DINING:** The Cheesecake Factory Platinum Winner  
Mimi's Cafe Gold Winner  
P.F. Chang's China Bistro Silver Winner

**CHICKEN:** Chick-fil-A Platinum Winner  
Zaxby's Gold Winner  
El Pollo Loco Silver Winner

**COFFEE/SNACKS:** Starbucks Platinum Winner  
Krispy Kreme Doughnuts Gold Winner  
Cinnabon Silver Winner

**FAMILY DINING:** Cracker Barrel Old Country Store Platinum Winner  
Bob Evans Gold Winner  
Marie Callender's Silver Winner

**ITALIAN:** Carrabba's Italian Grill Platinum Winner  
Olive Garden Gold Winner  
Romano's Macaroni Grill Silver Winner

**MEXICAN:** On The Border Mexican Grill & Cantina Platinum Winner  
Moe's Southwest Grill Gold Winner  
Chipotle Mexican Grill Silver Winner

**PIZZA:** Papa Murphy's Take 'N Bake Pizza Platinum Winner  
Round Table Pizza Gold Winner  
Papa John's Silver Winner

**SANDWICH:** Panera Bread Platinum Winner  
Jason's Deli Gold Winner  
Jimmy John's Silver Winner

**SEAFOOD:** Bonefish Grill Platinum Winner  
Red Lobster Gold Winner  
Joe's Crab Shack Silver Winner

**STEAKHOUSE:** LongHorn Steakhouse Platinum Winner  
Outback Steakhouse Gold Winner  
Tony Roma's Silver Winner

**TREATS:** Jamba Juice Platinum Winner  
Cold Stone Creamery Gold Winner  
Ben & Jerry's Silver Winner

'Consumers' Choice in Chains awards are hard-earned prizes, proud and important accomplishments that reflect relentless dedication to all aspects of excellence,' says Patricia Dailey, Publisher and Editorial Director of R&I magazine. 'These awards represent the most important restaurant metric there is - customer satisfaction.'

All winners were honored in an Aug. 18 ceremony at The Ritz-Carlton, Laguna Niguel, in Dana Point, Calif.

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