

Restaurant Brands Show Staying Power

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QSR magazine highlights quick-serve anniversaries, Jared Fogle's ten years of weight-loss success

In celebration of its 11th birthday, QSR magazine, a business-to-business publication for foodservice executives and operators, is featuring quick-service anniversaries in its latest issue. Anniversaries highlighted in the September issue range from seafood specialist Ivar's 70th to unconventional start-up Cereality's 5th and even include the ten-year anniversary of Subway spokesman Jared Fogle's weight loss. In an exclusive interview with QSR, Fogle looks back on the last decade and how his success has affected the rest of the industry.

"Thriving in the restaurant industry is no small feat," says Sherri Daye Scott, editor of QSR magazine. "There is much to be learned from the brands featured in our September issue. They provide a snapshot of where the industry has been and where it is going."

Spotlights on concepts like 50-year-old Pizza Hut, which was started by two brothers in Wichita and this year expanded into pasta offerings, are found in the issue. Other industry giants in the anniversary coverage include 20-year-old Cold Stone Creamery, which is under the Kahala Corp. umbrella and putting new emphasis on sales growth, and 25-year-old Panda Express which plans to debut a new store design.

In addition to the 20 featured anniversaries, September's cover story 'Subway's Savior' has company spokesman Fogle addressing the role restaurants play in the obesity crisis and how fast food has changed in the last ten years. 'I think [Subway's campaign] forced a number of restaurants out there to up their number of healthier options,' Fogle tells QSR.

Coverage of Jared's time with Subway is also available on the magazine's Web site at www.QSRmagazine.com.

The issue also includes an in-depth look at the importance of product origins in the feature 'What's Your Story.' Now more than ever, customers are clamoring to hear the story behind each menu item and smart brands are already providing that information.

Other topics covered in the issue are culinary trend mapping, energy drinks, and the growing value of yellow grease.

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