

CKE Restaurants, Inc. Blended same-store sales increased 1.2 percent

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

CKE Restaurants, Inc. (NYSE:CKR) announced today period nine same-store sales for the four weeks ended Oct. 6, 2008, for Carl's Jr.(R) and Hardee's(R).

Brand	Period 9		Year to Date	
	FY 2009	FY 2008	FY 2009	FY 2008
Carl's Jr.	+1.6 %	-1.1 %	+3.2 %	+0.7 %
Hardee's	+0.8 %	+1.3 %	+1.0 %	+2.3 %
Blended	+1.2 %	+0.1 %	+2.2 %	+1.5 %

Commenting on the Company's performance, Andrew F. Puzder, president and chief executive officer, said, "Blended same-store sales increased 1.2 percent for period nine of fiscal 2009. We believe competitors' aggressive discounting continued to negatively impact both brands sales results. Deep discounting is a tactic we choose not to employ because it negatively impacts consumer perceptions of food quality as well as profitability for both company-owned restaurants and franchisees. Hardee's sales were also negatively impacted by the aftermath of Hurricane Ike which closed refineries in the Gulf making it extremely difficult to get gas in the Southeast where most gas stations were closed for a period of time. Both brands featured new products near the end of the period with television advertising support only during the final week of period nine. As such, this period's results reflect only a partial contribution from these products. For the fiscal year to date, blended same- store sales have increased 2.2 percent. As of the end of period nine, our blended average unit volume for our company-operated stores was \$1,216,000, a \$54,000 increase from the end of fiscal 2008."

"Carl's Jr. reported a same-store sales increase of 1.6 percent for period nine, versus a 1.1 percent decrease in the prior year period. During the period's final week, Carl's Jr. expanded its line of Guacamole Bacon burgers. We prepare our guacamole fresh daily and include real salsa, which may explain why the Six Dollar Burger version of the burger has remained on our everyday menu since 2003. The Guacamole Bacon Six Dollar Burger features a charbroiled, 100 percent Black Angus beef patty topped with guacamole, two strips of bacon, two slices of pepper-Jack cheese, Santa Fe sauce, red onions, tomato and lettuce on a seeded bun," Puzder continued. "Guests can also order the burger on a single or double beef patty platform. Carl's Jr. promoted the Jalapeno Chicken Sandwich as well as the Monster Breakfast Sandwich(TM) during the breakfast daypart," said Puzder. "As of the end of period nine, the trailing 13-period average unit volume at Carl's Jr. was \$1,529,000, a \$36,000 per unit increase since the end of fiscal 2008 and an all-time high for the brand."

"Hardee's same-store sales increased 0.8 percent versus positive same- store sales of 1.3 percent last year for a two year cumulative increase of 2.1 percent. During the period's final week, Hardee's introduced Little Thickburgers, a quarter-pound sized version of both our standard one-third pound Thickburger(R) and our Cheese Thickburger. With a mid-range starting suggested retail price of \$1.99 for the Little Cheese Thickburger, the burger's smaller size and price appeals to those consumers who consider our original Thickburgers too big or too expensive in the current economic environment," Puzder continued. "During the breakfast daypart, Hardee's introduced the Pork Chop 'N' Gravy Biscuit on Sept. 24. We top a boneless, breaded pork chop with our popular sausage gravy on one of our Made From Scratch(TM) buttermilk biscuits," added Puzder. "As of the end of period nine, the trailing 13-period average unit volume at Hardee's was \$978,000, a \$25,000 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 nine average unit volume was higher than any comparable period as far back as we can check."

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

Carl's Jr.	\$ 46.4 million
Hardee's	\$ 38.0 million
Total	\$ 84.4 million

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