

## APPENDIX A

### 2002 FOOD SERVICE INTERVIEW SITE DESCRIPTIONS

CHAIN	TYPE	AREA	CITY	DESCRIPTION
A	CASUAL	CINCINNATI	CINCINNATI, OH	Located in strip mall in a suburb of Cincinnati near a Home Depot and car lot, primarily white middle to upper class clientele
		ATLANTA	CONYERS, GA	Stand-alone restaurant in middle-class suburban area near Atlanta, mix of working class and professionals
B	FAMILY-STYLE	CINCINNATI	CINCINNATI, OH	Mid-scale mall location in suburban Cincinnati, mixed ethnicity and age clientele
		ATLANTA	COLLEGE PARK, GA	Located in a strip mall in suburban Georgia near airport, approximately 10 miles South of downtown Atlanta, mixed ethnicity and age clientele
C	CASUAL	BOSTON	CAMBRIDGE, MA	Located in an older strip mall in a lower to middle class suburb of Boston, primarily older clientele
		BOSTON	BRIGHTON, MA	Stand-alone restaurant near theater, recently renovated with patio dining, small suburb of Boston, primarily white middle-class clientele
D	FAMILY-STYLE	SEATTLE	KENT, WA	Located in a strip mall, lower income area, small suburb south of Seattle, primarily working class clientele, some professionals, older building
		PORTLAND	PORTLAND, OR	Stand-alone restaurant near airport and hotels, newer development and building, middle class clientele about 5 miles from downtown Portland

**APPENDIX B  
APPETIZER & ENTRÉE DESCRIPTIONS BY CHAIN**

**APPETIZERS**

**CHAIN 1 (Casual)**

<b>*** Combo Appetizer</b>	<b>\$8.79</b>
A sampler of delicious Fried Cheese Wedges, Chicken O' Tenders and our Loaded Potato Skins, served with dipping sauces. It's huge!	
<b>Spinach Artichoke Dip</b>	<b>\$6.79</b>
A creamy blend of spinach and artichoke hearts topped with parmesan cheese. Served warm with crisp tortilla chips.	
<b>Three Cheese Shrimp Dip</b>	<b>\$6.79</b>
A creamy blend of Asiago cheese, sun-dried tomatoes and shrimp with melted Monterey Jack & cheddar cheeses. Served warm with crisp tortilla chips.	
<b>Chips and Salsa</b>	<b>\$3.99</b>
A generous serving of tortilla chips served with our homemade spicy salsa. Seconds are on us!	
<b>Steak &amp; Mushroom Quesadilla</b>	<b>\$7.49</b>
Sirloin steak marinated in herbs and spices topped with sautéed mushrooms and onions and smothered in a blend of Monterey Jack and Cheddar cheese -- served in a toasted tortilla with shredded lettuce and our special spicy salsa.	

**CHAIN 2**

<b>Bruschetta</b>	<b>\$5.49</b>
Garlic toast served with diced Roma tomatoes in garlic and basil, sprinkled with Parmesan cheese.	
<b>Crab Stuffed Mushrooms</b>	<b>\$6.99</b>
Jumbo fresh mushrooms, stuffed with a savory blend of crab and cream cheese, oven roasted and served bubbling hot.	
<b>Spicy Buffalo Wings</b>	<b>\$5.99</b>
Fiery plump wings (10), your choice of mild or hot, are a great beginning to your meal.	
<b>Spinach Con Queso</b>	<b>\$5.69</b>
A spicy blend of creamy cheese, spinach, and sun-dried tomatoes served with unlimited tortilla chips.	
<b>Super Sampler Platter</b>	<b>\$7.99</b>
Chicken Tenders, Jack 'n Cheddar Potato Skins and Fried Cheese Sticks.	

**CHAIN 3**

**Potato Skins** **\$5.99**  
Smothered in melted cheeses and bacon.

**Savory Sautéed Mushroom Quesadilla** **\$7.49**  
Sautéed whites and/or combination of sautéed whites and criminis/Portabellas

**Chicken Quesadilla** **\$7.79**  
Roasted chicken, melted cheeses, pico de gallo, bacon and our special ranchero sauce with seasoned sour cream, guacamole and salsa.

**Pot of Gold** **\$8.29**  
Mozzarella cheese sticks, Chinese egg rolls and onion rings. Served with marinara and mandarin orange sauces

**Triple Sampler** **\$9.49**  
A generous sampler of guest favorites: crisp potato skins, Buffalo tenderloins and mozzarella cheese sticks.

**CHAIN 4**

**Sautéed Mushrooms** **\$2.99**

**Cascade Platter** **\$2.99**  
Mozzarella Cheese Sticks and Seasoned Fries.

**Mozzarella Cheese Sticks** **\$3.99**  
*Served with marinara sauce.*

**Savory Sautéed Mushroom Quesadilla** **\$4.99**  
Fresh sautéed white mushrooms smothered in melted cheese topped with sour cream, guacamole, and salsa.

**“You Pick” Appetizer Platter** **\$7.59**  
Build your own giant appetizer! Pick four of the following:  
5 mozzarella sticks, 3 buffalo chicken strips, 3 southern-style chicken strips, 4 king-size onion rings, calamari, seasoned fries.

## ENTREES

### CHAIN 1

**\*\*\* Southern Fried Chicken Salad \$7.99**

Fried Chicken Tenders, Monterey Jack & cheddar cheeses, tomatoes and mushrooms, served on a bed of fresh salad greens with our special-recipe honey mustard dressing. Topped with chives.

**\*\*\* Chicken Tenders \$9.99**

Filets of boneless chicken breast, hand breaded and cooked to order. Served with our special-recipe honey mustard dressing.

**Petite Sirloin \$10.49**

A 7 oz. lightly seasoned, aged Choice sirloin. For the light appetite.

**The \*\*\* Club \$6.99**

Turkey, bacon, ham, cheddar cheese, Monterey Jack cheese, lettuce and tomato on toasted wheat-berry bread. Served with our special-recipe honey mustard dressing.

**\*\*\* Black & Bleu Sirloin Steak \$13.49**

Blackened sirloin steak topped with sautéed white, mushrooms, crisp bacon and crumbled bleu cheese.

### CHAIN 2

**Bacon Cheeseburger \$6.99**

Smothered with American cheese and crisp bacon.

**Sonora Chicken Pasta \$9.99**

Penne pasta tossed in our spicy Southwestern cheese sauce. Topped with sliced chicken breast, spicy black bean salsa and garlic-basil tomatoes.

**Shrimp & Mushroom Pasta \$12.99**

Sautéed shrimp and fresh sliced mushrooms tossed with a delicate lemon herb sauce, served over angel hair pasta, topped with Parmesan cheese.

**Church Street Chicken \$10.99**

Seared chicken breast smothered with garlic-sautéed mushrooms, bacon and melted Swiss cheese. Served with fresh steamed broccoli and rice pilaf topped with Jack 'n Cheddar cheeses and diced tomatoes.

**3-Way Platter \$10.99**

A trio of favorites: Classic Fried Shrimp, Barbecue Steak Skewers and Chicken Tenders. Served with Onion straws, fries, cole slaw, honey-mustard and cocktail sauce.

### CHAIN 3

**1/3 lb. Burger with Cheese** **\$5.59**

Our one-third pounder with your choice of American, Swiss or cheddar cheese, lettuce, sliced tomatoes and pickles.

**Buffalo Tenderloins Platter** **\$7.99**

Our tenderloins with blue cheese dressing. Served with cole slaw and French fries.

**8 oz. Sirloin Steak** **\$10.59**

An 8 oz. version of our center cut.

**Sirloin Steak with Mushrooms** **\$11.59**

Sirloin steak topped with sautéed mushrooms and crumbled blue cheese.

**Triple Fajitas** **\$12.99**

Grilled strips of seasoned steak and juicy chicken with broiled Cajun-spiced shrimp served sizzling hot over peppers and onions. Served with seasoned sour cream, fresh pico de gallo and shredded cheeses.

### CHAIN 4

**The "Original" \*\*\* Country Fried Steak** **\$8.29**

Seasoned beef, lightly breaded and fried to a crisp golden brown. Covered with delicious country sausage gravy. Served with creamy garlic mashed potatoes and a hot vegetable.

**Traditional Fish & Chips** **\$8.29**

Homestyle batter-dipped cod fillets fried to a crisp golden brown. Served with French fries, coleslaw and tartar sauce.

**Captain's Platter** **\$9.59**

Four breaded jumbo shrimp, calamari and a batter-dipped cod fillet all golden fried. Served with tartar and cocktail sauce.

**\*\*\* Black & Bleu Sirloin Steak** **\$9.99**

Blackened 10-ounce sirloin steak topped with sautéed white mushrooms, crisp bacon and crumbled bleu cheese.

**Prime Rib** **\$9.99**

Sliced and served to your request along with focaccia bread and your choice of two side dishes.

**APPENDIX C  
2002 FOOD SERVICE SURVEY RESPONSE FREQUENCIES**

**AREA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BOSTON	50	25.0	25.0	25.0
	CINCINATTI	50	25.0	25.0	50.0
	ATLANTA	50	25.0	25.0	75.0
	SEATTLE	25	12.5	12.5	87.5
	PORTLAND	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

**CITY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CAMBRIDGE, MA	25	12.5	12.5	12.5
	BRIGHTON, MA	25	12.5	12.5	25.0
	CINCINATTI, OH	50	25.0	25.0	50.0
	CONYERS, GA	25	12.5	12.5	62.5
	COLLEGE PARK, GA	25	12.5	12.5	75.0
	KENT, WA	25	12.5	12.5	87.5
	PORTLAND, OR	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

**CHAIN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A	50	25.0	25.0	25.0
	B	50	25.0	25.0	50.0
	C	50	25.0	25.0	75.0
	D	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

**TIMES AT CHAIN PAST YEAR**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3	60	30.0	30.0	30.0
	4-5	38	19.0	19.0	49.0
	6-7	25	12.5	12.5	61.5
	8+	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

**# OF PEOPLE IN PARTY**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	15	7.5	7.5	7.5
2	113	56.5	56.5	64.0
3	28	14.0	14.0	78.0
4	24	12.0	12.0	90.0
5 OR MORE	20	10.0	10.0	100.0
Total	200	100.0	100.0	

**HOW OFTEN ORDER APPETIZER AT CHAIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ALWAYS	31	15.5	15.5	15.5
SOMETIMES	92	46.0	46.0	61.5
RARELY	42	21.0	21.0	82.5
NEVER	35	17.5	17.5	100.0
Total	200	100.0	100.0	

**WHO ORDER APPETIZER FOR**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FOR SELF	10	5.0	5.0	5.0
FOR SELF & OTHERS	140	70.0	70.0	75.0
BOTH	15	7.5	7.5	82.5
DON'T ORDER APPETIZER	35	17.5	17.5	100.0
Total	200	100.0	100.0	

**APPETIZER CHOICE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COMBO APPETIZER	23	11.5	11.5	11.5
	SPINACH ARTICHOKE DIP	9	4.5	4.5	16.0
	THREE CHEESE SHRIMP DIP	6	3.0	3.0	19.0
	CHIPS & SALSA	3	1.5	1.5	20.5
	STEAK & MUSHROOM QUESADILLA	7	3.5	3.5	24.0
	BRUSCHETTA	11	5.5	5.5	29.5
	CRAB STUFFED MUSHROOMS	16	8.0	8.0	37.5
	SPICY BUFFALO WINGS	6	3.0	3.0	40.5
	SPINACH CON QUESO	5	2.5	2.5	43.0
	SUPER SAMPLER PLATTER	12	6.0	6.0	49.0
	POTATO SKINS	4	2.0	2.0	51.0
	SAVORY SAUTEED MUSHROOM QUESADILLA	10	5.0	5.0	56.0
	CHICKEN QUESADILLA	12	6.0	6.0	62.0
	POT OF GOLD	6	3.0	3.0	65.0
	TRIPLE SAMPLER	15	7.5	7.5	72.5
	SAUTEED MUSHROOMS	10	5.0	5.0	77.5
	CASCADE PLATTER	7	3.5	3.5	81.0
	MOZZARELLA CHEESESTICKS	6	3.0	3.0	84.0
	SAVORY SAUTEED MUSHROOM QUESADILLA	13	6.5	6.5	90.5
	U PICK APPETIZER PLATTER	13	6.5	6.5	97.0
	NO APPETIZER	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

**WHY CHOOSE APPETIZER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOUNDS GOOD/HAVE TASTE FOR	27	13.5	13.5	13.5
	LIKE INGREDIENTS	29	14.5	14.5	28.0
	LIKE MUSHROOMS	32	16.0	16.0	44.0
	PRICE	2	1.0	1.0	45.0
	LIKE VARIETY	46	23.0	23.0	68.0
	LOW CALORIE/HEALTHY	7	3.5	3.5	71.5
	FAVORITE/USUALLY GET	23	11.5	11.5	83.0
	TRIED BEFORE & LIKED	3	1.5	1.5	84.5
	OTHER	26	13.0	13.0	97.5
	NOT APPLICABLE/NO APPETIZER	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

**ENTREE CHOICE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOUTHERN FRIED CHICKEN SALAD	10	5.0	5.0	5.0
	CLUB SANDWICH	2	1.0	1.0	6.0
	CHICKEN O'TENDERS	6	3.0	3.0	9.0
	PETITE SIRLOIN	15	7.5	7.5	16.5
	BLACK & BLUE SIRLOIN STEAK	17	8.5	8.5	25.0
	BACON CHEESEBURGER	3	1.5	1.5	26.5
	SONORA CHICKEN PASTA	11	5.5	5.5	32.0
	SHRIMP & MUSHROOM PASTA	16	8.0	8.0	40.0
	CHURCH ST. CHICKEN	12	6.0	6.0	46.0
	3-WAY PLATTER	6	3.0	3.0	49.0
	1/3 LB BURGER W/CHEESE	6	3.0	3.0	52.0
	BUFFALO TENDERLOINS PLATTER	4	2.0	2.0	54.0
	8 OZ SIRLOIN STEAK	7	3.5	3.5	57.5
	SIRLOIN STEAK W/MUSHROOMS	12	6.0	6.0	63.5
	TRIPLE FAJITAS	16	8.0	8.0	71.5
	COUNTY FRIED STEAK	8	4.0	4.0	75.5
	FISH & CHIPS	7	3.5	3.5	79.0
	CAPTAIN'S PLATTER	7	3.5	3.5	82.5
	BLACK & BLEU SIRLOIN STEAK	12	6.0	6.0	88.5
	PRIME RIB	15	7.5	7.5	96.0
	NO ENTREE	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

**WHY CHOOSE ENTREE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOUNDS GOOD/HAVE TASTE FOR	35	17.5	17.5	17.5
	LIKE INGREDIENTS	67	33.5	33.5	51.0
	LIKE MUSHROOMS	17	8.5	8.5	59.5
	PRICE	1	.5	.5	60.0
	FOR VARIETY	3	1.5	1.5	61.5
	HEALTHY/LOW CALORIE	13	6.5	6.5	68.0
	USUALLY				
	ORDER/FAVORITE	21	10.5	10.5	78.5
	TRIED IT BEFORE & LIKED	2	1.0	1.0	79.5
	OTHER	34	17.0	17.0	96.5
	NO ENTREE SELECTED	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

**MUSHROOMS TRIED--WHITES**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	1	.5	.5	.5
	YES-UNAIDED	111	55.5	55.5	56.0
	YES-AIDED	88	44.0	44.0	100.0
	Total	200	100.0	100.0	

**MUSHROOMS TRIED--CRIMINIS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	166	83.0	83.0	83.0
	YES-UNAIDED	8	4.0	4.0	87.0
	YES-AIDED	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

**MUSHROOMS TRIED--PORTABELLAS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	42	21.0	21.0	21.0
	YES-UNAIDED	81	40.5	40.5	61.5
	YES-AIDED	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

**MUSHROOMS TRIED--SHIITAKES**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NO	110	55.0	55.0	55.0
YES-UNAIDED	40	20.0	20.0	75.0
YES-AIDED	50	25.0	25.0	100.0
Total	200	100.0	100.0	

**FAVORITE MUSHROOM**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NONE	1	.5	.5	.5
WHITE	107	53.5	53.5	54.0
CRIMINI	2	1.0	1.0	55.0
PORTABELLA	74	37.0	37.0	92.0
SHIITAKE	10	5.0	5.0	97.0
ALL VARIETIES	4	2.0	2.0	99.0
OTHER	2	1.0	1.0	100.0
Total	200	100.0	100.0	

**AGE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid UNDER 18	1	.5	.5	.5
18-29	40	20.0	20.0	20.5
30-39	40	20.0	20.0	40.5
40-49	52	26.0	26.0	66.5
50-59	42	21.0	21.0	87.5
60+	22	11.0	11.0	98.5
REFUSED TO ANSWER	3	1.5	1.5	100.0
Total	200	100.0	100.0	

**MARITAL STATUS**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SINGLE	57	28.5	28.5	28.5
MARRIED	125	62.5	62.5	91.0
DIVORCED/SEPARATED	11	5.5	5.5	96.5
DOMESTIC PARTNER	3	1.5	1.5	98.0
WIDOWED	4	2.0	2.0	100.0
Total	200	100.0	100.0	

**HOUSEHOLD INCOME**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid UNDER \$12,500	4	2.0	2.0	2.0
\$12,500-\$25,000	8	4.0	4.0	6.0
\$26,000-\$50,000	52	26.0	26.0	32.0
\$51,000-\$75,000	47	23.5	23.5	55.5
\$76,000-\$100,000	30	15.0	15.0	70.5
\$100,000+	42	21.0	21.0	91.5
REFUSED TO ANSWER	17	8.5	8.5	100.0
Total	200	100.0	100.0	

**SEX**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	84	42.0	42.0	42.0
FEMALE	116	58.0	58.0	100.0
Total	200	100.0	100.0	

**RACE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BLACK	23	11.5	11.5	11.5
WHITE	173	86.5	86.5	98.0
ASIAN	1	.5	.5	98.5
HISPANIC	3	1.5	1.5	100.0
Total	200	100.0	100.0	

**APPENDIX D**  
**2002 FOOD SERVICE SURVEY DEMOGRAPHICS BY CHAIN**

**AGE OF RESPONDENT\* CHAIN**

Crosstab

			CHAIN				Total
			A	B	C	D	
AGE	UNDER 18	Count	1				1
		% within CHAIN	2.0%				.5%
	18-29	Count	10	9	8	13	40
		% within CHAIN	20.0%	18.0%	16.0%	26.0%	20.0%
	30-39	Count	11	9	14	6	40
		% within CHAIN	22.0%	18.0%	28.0%	12.0%	20.0%
	40-49	Count	15	13	13	11	52
		% within CHAIN	30.0%	26.0%	26.0%	22.0%	26.0%
	50-59	Count	6	13	9	14	42
		% within CHAIN	12.0%	26.0%	18.0%	28.0%	21.0%
	60+	Count	7	4	6	5	22
		% within CHAIN	14.0%	8.0%	12.0%	10.0%	11.0%
	REFUSED TO ANSWER	Count		2		1	3
		% within CHAIN		4.0%		2.0%	1.5%
Total		Count	50	50	50	50	200
		% within CHAIN	100.0%	100.0%	100.0%	100.0%	100.0%

## MARITAL STATUS \* CHAIN

Crosstab

			CHAIN				Total
			A	B	C	D	
MARITAL STATUS	SINGLE	Count	9	11	18	19	57
		% within CHAIN	18.0%	22.0%	36.0%	38.0%	28.5%
	MARRIED	Count	37	35	23	30	125
		% within CHAIN	74.0%	70.0%	46.0%	60.0%	62.5%
	DIVORCED/SEPARATED	Count	2	1	7	1	11
		% within CHAIN	4.0%	2.0%	14.0%	2.0%	5.5%
	DOMESTIC PARTNER	Count		1	2		3
		% within CHAIN		2.0%	4.0%		1.5%
	WIDOWED	Count	2	2			4
		% within CHAIN	4.0%	4.0%			2.0%
Total		Count	50	50	50	50	200
		% within CHAIN	100.0%	100.0%	100.0%	100.0%	100.0%

## HOUSEHOLD INCOME \* CHAIN

Crosstab

			CHAIN				Total
			A	B	C	D	
HOUSEHOLD INCOME	UNDER \$12,500	Count	1	1	2		4
		% within CHAIN	2.0%	2.0%	4.0%		2.0%
	\$12,500-\$25,000	Count	2	2		4	8
		% within CHAIN	4.0%	4.0%		8.0%	4.0%
	\$26,000-\$50,000	Count	14	10	12	16	52
		% within CHAIN	28.0%	20.0%	24.0%	32.0%	26.0%
	\$51,000-\$75,000	Count	11	10	11	15	47
		% within CHAIN	22.0%	20.0%	22.0%	30.0%	23.5%
	\$76,000-\$100,000	Count	9	10	6	5	30
		% within CHAIN	18.0%	20.0%	12.0%	10.0%	15.0%
	\$100,000+	Count	10	15	13	4	42
		% within CHAIN	20.0%	30.0%	26.0%	8.0%	21.0%
	REFUSED TO ANSWER	Count	3	2	6	6	17
		% within CHAIN	6.0%	4.0%	12.0%	12.0%	8.5%
Total		Count	50	50	50	50	200
		% within CHAIN	100.0%	100.0%	100.0%	100.0%	100.0%

## SEX \* CHAIN

Crosstab

			CHAIN				Total
			A	B	C	D	
SEX	MALE	Count	17	22	22	23	84
		% within CHAIN	34.0%	44.0%	44.0%	46.0%	42.0%
	FEMALE	Count	33	28	28	27	116
		% within CHAIN	66.0%	56.0%	56.0%	54.0%	58.0%
Total		Count	50	50	50	50	200
		% within CHAIN	100.0%	100.0%	100.0%	100.0%	100.0%

## RACE \* CHAIN

Crosstab

			CHAIN				Total
			A	B	C	D	
RACE	BLACK	Count	2	14	7		23
		% within CHAIN	4.0%	28.0%	14.0%		11.5%
	WHITE	Count	48	36	41	48	173
		% within CHAIN	96.0%	72.0%	82.0%	96.0%	86.5%
	ASIAN	Count				1	1
		% within CHAIN				2.0%	.5%
	HISPANIC	Count			2	1	3
		% within CHAIN			4.0%	2.0%	1.5%
Total		Count	50	50	50	50	200
		% within CHAIN	100.0%	100.0%	100.0%	100.0%	100.0%