

A close-up photograph of a person's hands using black chopsticks to pick up a piece of salmon nigiri sushi. The sushi is held in the air, showing the orange salmon and white rice. In the background, there are blurred bowls of other sushi and a person's face, suggesting a restaurant setting. The lighting is warm and focused on the food.

# KANTAR

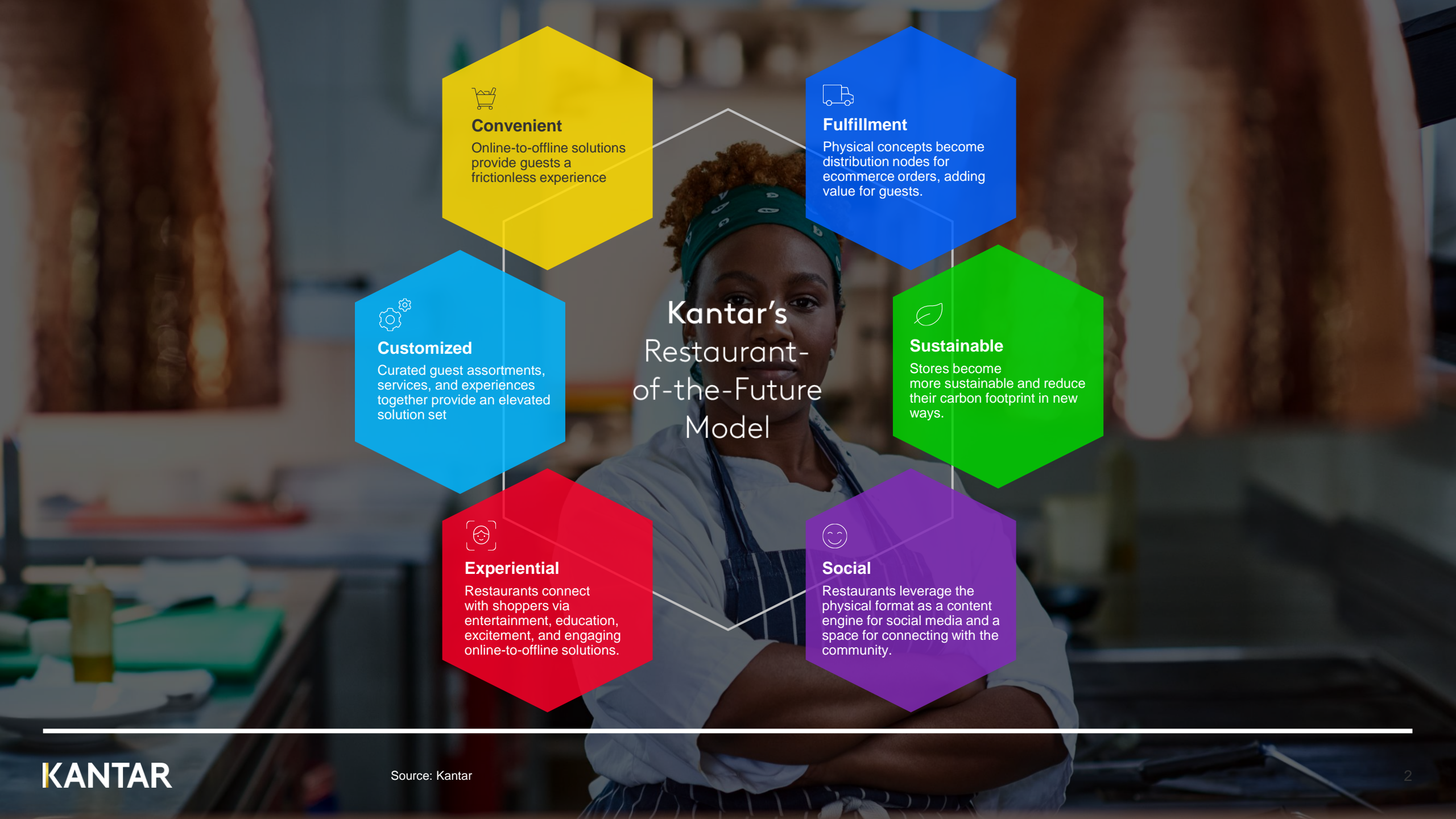
## Global restaurants of the month: October 2023

Spotlighting restaurants  
from around the world  
to inspire and educate

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October 2023  
REGION: GLOBAL





# Kantar's Restaurant- of-the-Future Model



## Convenient

Online-to-offline solutions provide guests a frictionless experience



## Fulfillment

Physical concepts become distribution nodes for ecommerce orders, adding value for guests.



## Customized

Curated guest assortments, services, and experiences together provide an elevated solution set



## Sustainable

Stores become more sustainable and reduce their carbon footprint in new ways.



## Experiential

Restaurants connect with shoppers via entertainment, education, excitement, and engaging online-to-offline solutions.








## Social

Restaurants leverage the physical format as a content engine for social media and a space for connecting with the community.

# Kantar restaurants of the month: October 2023



## Featured restaurants this month

		Convenient	Customized	Experiential	Social	Sustainable	Fulfillment
	Burger King's new Sizzle prototype puts guest experience front and center with an improved guest experience.	✓	✓	✓	✓	✓	✓
	Taco Bell tests new Go Mobile design focused on digital, and delivery for the growing off-premise business.	✓	✓				✓
	Shingley's Do-Nuts goes from Houston mom-and-pop to a national chain with a contemporary donut shop concept.	✓	✓	✓	✓		✓
	Duck Donuts makes its Qatar debut with the Printemps Doha city outlet with a hyper community centric design.	✓	✓	✓	✓		✓
	KFC China celebrates its 500th store in Shanghai with an innovative guest experience including a library for guests.	✓	✓	✓	✓		✓

## Kantar's restaurants of the month

This month's stores reflect all of our store-of-the future characteristics: convenient, customized, experiential, social, sustainable, and fulfillment

### In the spotlight this month:

1.  (US)
2.  (US)
3.  (US)
4.  (QA)
5.  (CN)





# Burger King: US

## Burger King's new Sizzle prototype puts guest experience front and center



### Context

The prototype, labeled “Sizzle,” was designed not only for the evolution of Burger King, but for where the consumer has taken quick service as a whole.

The new concept was developed by both the franchisor and one of the largest franchisee groups.

Two outlets have come to market in Marion, North Carolina, and Las Vegas.

The new concept restaurant aligns with the brands “reclaim the flame” strategy and omni-commerce needs of today’s QSR guest.

### Characteristic

“Sizzle” is a warm and inviting décor package, where guests and operators instantly feel the modern take.

Yet the real unlock comes with guest experience. The format allows new modes like kiosk and in-store mobile order and pickup, as well as mobile order and pickup at the drive-thru.

The back of the house also cuts down on steps for employees and flowed layout toward more efficient service.

Overall, the concept aligns with a more off-premise centric guest experience.

### Conclusion

Burger King worked in lockstep with franchisees to create “Sizzle.” It took more than a year of ideation compared to the four-to-six-month windows the brand experienced at past shops.

“Everybody that does it is excited about it, because franchisees helped us on it,” Burger King says.

The Reclaim the Flame investment will help accelerate the remodel pace over the next few years.

The chain knows having this exciting format and design is going to probably accelerate the business.

# Taco Bell: US

The new El Paso, Texas Taco Bell tests new Go Mobile design focused on digital, and delivery for off-premise sales



## Context

Taco Bell is testing a new Go Mobile prototype designed primarily for digital orders and third-party delivery, said Scott Mezvinsky, Taco Bell's managing director for North America.

These units can be built on lots as small as half an acre, in contrast to the three-quarters of an acre needed for the chain's traditional outlets, saving on the cost of development and entering new markets.

This restaurant model was designed in response to Taco Bell's operational challenges.

## Characteristic

The 1,600-square-foot design features a walk-up window for digital and delivery orders and no dining room in a bid to ease late-night operational challenges and trim development costs.

The new Taco Bell Go Mobile model includes dedicated parking spaces for third-party delivery drivers and digital orders.

This space, combined with the walk-up window set aside for those orders, have "been a big win for our team members," the firm states.

## Conclusion

Growing volumes of delivery orders at night, when Taco Bell closes its dining rooms for safety reasons, shunted delivery drivers into the drive-thru lane, creating delays for drivers and headaches for workers who had to manage those orders alongside regular drive-thru orders.

The smaller footprint which is smaller than a traditional Taco Bell by about 900 square feet could help the chain penetrate new markets and increase density in existing markets.



# ShipleY Do-Nuts: US

ShipleY's Do-Nuts goes from Houston mom-and-pop to national chain



## Context

Fast-growing ShipleY Do-Nuts, is the maker of gourmet, made-fresh-daily do-nuts for more than 85 years.

Founded in Texas in 1936, ShipleY is an iconic brand with more than 340 locations across 12 states, selling more than 60 varieties of do-nuts.

The chains is on a rapid expansion plan as it added 100 new stores in 2022.

ShipleY is ranked No. 131 on Entrepreneur magazine's Franchise 500® 2023 list, the highest in its category.

## Characteristic

The chain emphasizes handcrafted do-nuts and kolaches, ensuring they are freshly made every day.

Their products aim to provide customers with joyful experiences, leading them to their "happy place".

The new 2,300-square-foot shop format offers more than 60 varieties of freshly made do-nuts, including its iconic plain glazed, as well as coffee, cinnamon rolls, bear claws, fritters, kolaches and more.

The new shops offer mobile pick-up options, and drive-thru off-premise capabilities.

## Conclusion

ShipleY Do-Nuts might be 85 years old, but they are still on a roll, making the brand one of the fastest-growing QSR franchises.

Their ranking in the 2022 Fast Casual Top 100 demonstrates the growth potential of the brand.

ShipleY Do-Nuts prides itself on offering a delectable array of donuts and pastries that consistently exceed customer expectations.

ShipleY is bringing a new contemporary and high-quality donut experience to the sweets restaurant sector.

# Duck Donuts: Qatar

Duck Donuts makes Qatar debut with Printemps Doha outlet



## Context

Qatar is the US donut and coffee chain's fifth international market and second in the Middle East, with new franchisee Printemps Qatar Group expected to open four further stores by 2027.

Located at Printemps Doha, the largest department store in the Middle East at 40,000m<sup>2</sup>, the outlet is the first of five Duck Donuts stores to be rolled-out over the next four years.

The brand focuses on delighting guests and consistently providing a superior product and exceptional customer service in an authentic manner.

## Characteristic

Duck Donuts Qatar features a more sophisticated look with a colorful interior. Printemps Doha aims to connect families to a new level of shopping experience.

One of the main focuses within the Kidswear department is the Children's Creative Hub, a fun and interactive hotspot for playful learning and entertainment.

Located in the middle of the Kids department store adjoining Duck Donuts, this one-of-a kind lab encourages little ones to channel their inner creativity and bring their artistic flair to life via fun activities.

## Conclusion

Duck Donuts operates 126 stores in the US, with its Doha outlet adding to the brand's single-store presence in Canada, Egypt and Saudi Arabia.

Further international expansion is on the cards for the donut and coffee chain, with franchise agreements in place to open stores in the UK, Thailand, Australia, Iraq and the Bahamas.

Duck donuts is one the fastest growing donut shops in the world. As such, many international franchisee organizations are interested in helping the brand expand into their markets.



# KFC: China

KFC China celebrates its 500th store in Shanghai with an innovative guest experience



## Context

KFC China has celebrated the opening of its 500th store in Shanghai.

KFC opened its first store in Shanghai in 1989. 34 years later, Shanghai becomes the first city in China to reach 500 KFC stores.

Since entering China in 1987, the brand has been committed to meeting the evolving needs of consumers with great food and delightful dining experience.

KFC is committed to promoting positive social change and the 500th KFC store in Shanghai has some unique features that support this.

## Characteristic

Partnering with the Shanghai Library, the new store features a dedicated reading area which has a diverse collection of books.

The store will also hold a series of parent-child reading events

In collaboration with the Pudong New Area Disabled Persons' Federation, the store is KFC's first "Angel Restaurant" in Shanghai.

The "Angel Restaurants" initiative aims to create an inclusive and welcoming work environment for individuals with special needs.

## Conclusion

KFC is the leading and the largest quick-service restaurant brand in China, with over 9,200 stores in 1,800 cities across China.

Over the years, menu innovation has been a strategic focus for KFC China. By combining Chinese and Western elements in its menu and offerings, KFC is establishing deeper connections with Chinese consumers.

The brand has built out an ecosystem business model which includes stores, digital connections like its website, app, loyalty program and more.

A close-up photograph of a person's hand using a silver fork to pick up a piece of green broccoli from a plate. The plate also contains sliced radishes and other vegetables. In the background, another plate with a burger and fries is visible. The image is dimmed and serves as a background for the contact information.

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