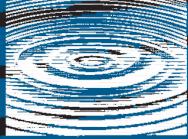




KING CASEY



## KING-CASEY INSIGHTS

Lessons from Best-Practice Strategies

Client: Krispy Krunchy Chicken®



### CLIENT CASE STUDY

# UNLOCKING THE FULL POTENTIAL OF MENU COMMUNICATIONS

Combining Hard Metrics, Strategic Menu Modeling and Creative Magic  
To Optimize Menu Communications for Krispy Krunchy Chicken®

## KING-CASEY INSIGHTS

These client case studies are intended to provide valuable insights regarding best-practices and innovative solutions that have been successfully implemented by restaurant and foodservice brands.

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ABOUT KING-CASEY

## OVERVIEW & OBJECTIVES

Krispy Krunchy Chicken® (KKC) is a unique success story. The biggest chicken chain you may never have heard of was founded about 30 years ago, but has experienced most of its rapid growth in the last decade. It now has 2,500 outlets in 46 U.S. states and Mexico and is adding roughly 10 outlets per week. Most of these outlets are C-stores who are licensed to offer KKC's products, which are prepared fresh, and hand-battered and cooked throughout the day in the same store it is sold.

Despite steady growth through 2017, KKC wanted to continue the growth of its core chicken business.

Based on this, they brought in King-Casey to optimize the brand's menu and menu communications to increase business performance and improve the customer experience.





## THE PROCESS

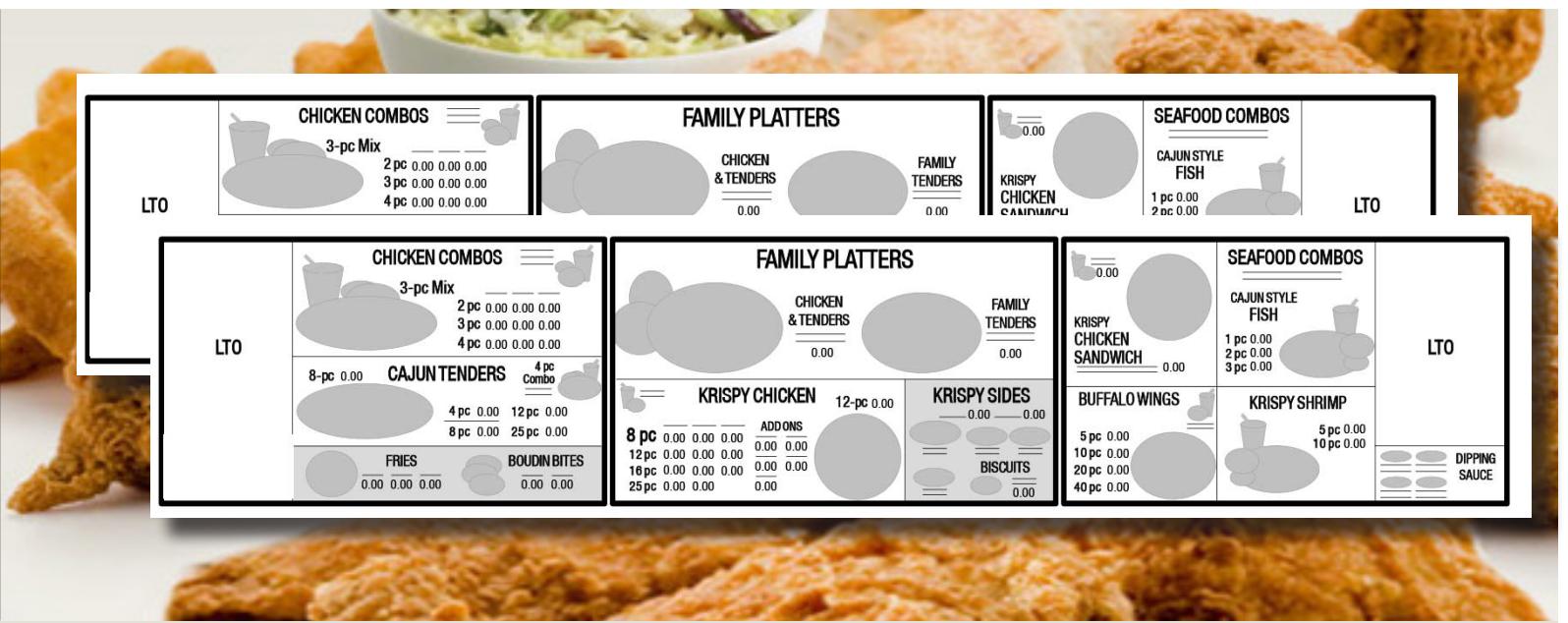
### THE PROCESS STARTED WITH THE CREATION OF A DATA-DRIVEN MENU STRATEGY

**Developing a Menu Strategy is similar to strategic business planning...setting goals; prioritizing goals; and translating the plan into specific actions**

KKC's "Menu Strategy" established how each of their menu items will help them grow their business. Creating and agreeing on a Menu Strategy is a critical first step in how optimized menu communications are developed. Each item on the KKC menu was evaluated and prioritized based on hard data about sales, profits, industry trends and consumer research. The Menu Strategy helped KKC identify what new menu items should be developed, and which current items should be eliminated. Tactics were established for each food category and item that would allow the brand to realize their targeted business objectives. Menu Strategy now guides what products are offered, their relative priority to the business, and how to develop optimized menu communications to achieve their desired business results.

KKC's Menu Strategy established the following business objectives:

- Grow profitability by focusing on high volume, high margin products
- Grow average check through increased incidence of family platters (bulk sales)
- Increase sales of bone-in chicken and tenders
- Increase ticket by growing incidence of side orders



**Guided by the new Menu Strategy, the organization, space allocation and placement of menu items was established and the optimized communications were developed in schematic form**

A strategy and architecture (menu organization) were developed specifically to achieve the business objectives in KKC's new Menu Strategy. King-Casey developed a range of strategic schematics for KKC's Menu Communications illustrating the organization, layout, product placement, space allocation and key communications.

These schematics provided a "blueprint" for how KKC's optimized Menu Communications would be organized. It expressed in words and diagram form how the menu will be organized to achieve the business goals and objectives set forth in the menu strategy. Several variations of the new Menu Communications layout were developed before a couple were finalized and approved.

The approved schematics were then developed into color renderings illustrating what the new Menu Communications might look like.

There's just enough detail in these color renderings (visuals, graphics, copy, branding, colors) to conduct quantitative consumer research that quickly and objectively assesses the validity of the new Menu Communications strategies, and identifies which one outperforms the others.

**NEXT CAME THE DEVELOPMENT OF AN OPTIMIZED MENU COMMUNICATIONS STRATEGY AND ARCHITECTURE**



## SIDES to Choose

### Fries

Small XXX/380 Cal  
Large XXX/490 Cal  
FamilyXXX/1020 Cal



### Honey Butter Biscuits

Each .XX/250 Cal  
3 For XXX/750 Cal  
6 For XXX/1500 Cal



### Favorites

Small XXX  
Large XXX

Mashed Potatoes & Gravy  
450/1310 Cal

Jambalaya  
260/680 Cal

Red Beans & Rice  
190/520 Cal

Mac-N-Cheese  
240/640 Cal

Boudin Bites  
Each .XX/130 Cal

Rice, pork, & a blend of Cajun seasonings, rolled & battered to perfection!

## THE RESULTS

**SALES ACROSS THE SYSTEM HAVE INCREASED BY DOUBLE DIGITS**

Once consumer validation identified the optimization strategy that outperformed the rest, final refinements were made. Then the new Menu Communications were distributed to all 2500 locations, and loaded onto the stores' digital menuboards.

The payback for Krispy Krunchy Chicken® was immediate and has been ongoing. Their new Menu Strategy and optimized Menu Communications are contributing to the following:

- Double digit sales growth
- Increased sales of high profit, high priority menu items
- Growth in sales of sides

## CHICKEN to Sh

### Family Meals

#### Chicken & Tenders

12-pc Chicken Mix  
6-pc Cajun Tenders  
6 Biscuits & Family Fries  
XXX/6540 Cal



### Tenders

12-pc Cajun Tenders  
6 Biscuits & Family Fries  
XXX/4450 Cal

### Wings

Traditional - Krispy Cajun Sweet & Sour  
8-pc XXX/1880 Cal  
12-pc XXX/2820 Cal  
16-pc XXX/3760 Cal  
20-pc XXX/5960 Cal  
25-pc XXX/5960 Cal  
40-pc XXX/3070-4380 Cal

Dark  
8-pc XXX/1880 Cal  
12-pc XXX/2820 Cal  
16-pc XXX/3760 Cal  
20-pc XXX/5960 Cal  
25-pc XXX/5960 Cal  
40-pc XXX/3070-4380 Cal

### Add Ons

LegXXX/150 Cal

KRUNCHY FOODS, LLC

are

es 4-6

Add sides to  
your order!



### Cajun Tenders

8-pc X.XX/1290 Cal  
12-pc X.XX/1940 Cal  
25-pc X.XX/4050 Cal

### Chicken

Mix X.XX/2040 Cal  
0 Cal X.XX/2190 Cal  
0 Cal X.XX/3050 Cal  
0 Cal X.XX/3290 Cal  
0 Cal X.XX/4070 Cal  
0 Cal X.XX/4630 Cal  
Wing X.XX/160 Cal Thigh X.XX/320 Cal  
Breast X.XX/390 Cal Tender X.XX/160 Cal



# MEALDeals

Meal Deals include 1 Honey Butter Biscuit

Add Small  
Side X.XX



### Chicken

	Dark	Mix	White
2-pc	X.XX /720 Cal	X.XX /710 Cal	X.XX /800 Cal
3-pc	X.XX /1040 Cal	X.XX /950 Cal	X.XX /950 Cal
4-pc	X.XX /1190 Cal	X.XX /1270 Cal	X.XX /1340 Cal

### Cajun Fish

1-pc X.XX /660 Cal  
2-pc X.XX /1080 Cal  
3-pc X.XX /1490 Cal



### Krispy Shrimp

5-pc X.XX /540 Cal  
10-pc X.XX /840 Cal  
16-pc X.XX /1190 Cal



### Cajun Tenders

4-pc X.XX /900 Cal  
6-pc X.XX /1220 Cal



### Chicken Sandwich

\*Does not include biscuit  
X.XX /520 Cal



Additional nutrition information available upon request. 2,000 calories a day is used for general nutrition advice, but calorie needs vary. Calorie counts based on Krispy Krunchy® packaging and menu items.



**" WORKING HAND-IN-HAND WITH OUR SENIOR TEAM, KING-CASEY GUIDED THE DEVELOPMENT OF OUR NEW MENU STRATEGY, AND THE EFFECTIVE OPTIMIZATION OF MENU COMMUNICATIONS. THIS WORK HAS CONTRIBUTED SIGNIFICANTLY TO OUR GROWTH IN SALES AND PROFITS AND STRENGTHENED OUR OVERALL BRAND IDENTITY. "**

Neal Onebane  
Founder/President  
Krispy Krunchy Chicken®

# KING-CASEY IS THE FIRM THAT THE WORLD'S LEADING RESTAURANT AND FOODSERVICE BRANDS COME TO WHEN THEY WANT RESULTS

King-Casey, founded in 1953, provides practical, analytics-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, turn-key Menu Optimization Services that increase Sales and Profitability.

Our team of industry professionals provides a suite of totally integrated menu optimization services. Collectively, our services provide advanced solutions that enable our clients to unlock the full potential of their menu communications, and achieve significant, measurable business results. No other firm provides such comprehensive menu optimization analytics and solutions.

## Our Suite of Services Include

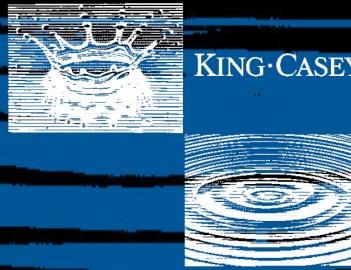
- Consumer insights analytics
- Attitude and usage research
- TURF analysis
- PMIX analysis
- Menu performance analytics
- Menu Operations analysis
- Menu engineering
- Menu strategy
- Menu communications analytics
- Path-to-purchase communications analytics
- Total Store Communications

## The Benefits Are Immediate and Meaningful

- Increased sales and profitability
- Improved customer experience (P2P)
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

## Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or e-mail Tom at: [tcook@king-casey.com](mailto:tcook@king-casey.com). Take the first step in optimizing your menu and increasing your business performance.



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