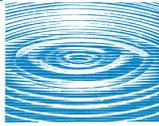


KING·CASEY



BRAND·RETAIL INNOVATORS

# King · Casey CASE STUDY

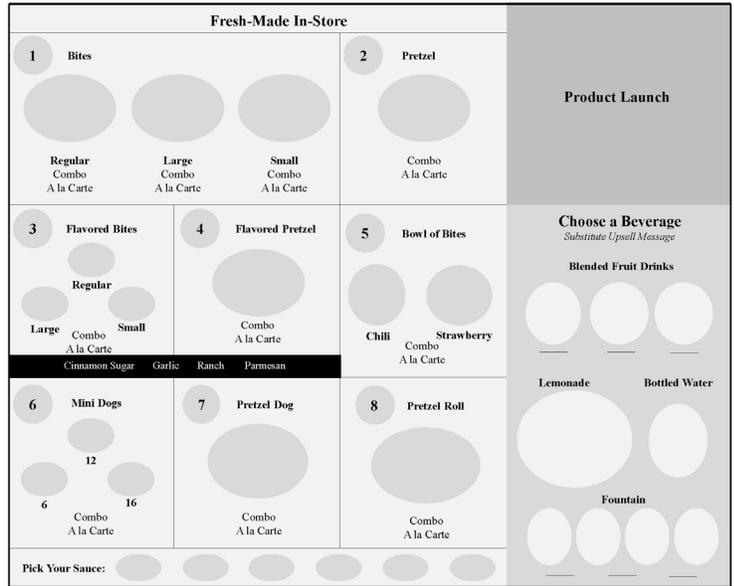
Insights from Client Best-Practice Strategies and Results



Pretzelmaker's Optimized Menuboard  
Increase Business Performance



Following a systematic analysis of the old menuboard and agreement on the desired business objectives, King-Casey developed a black and white schematic (right) showing the optimized placement, layout and space allocation of menu items. After reviewing this new architecture with Pretzelmaker, King-Casey developed a color rendering (below) illustrating the design direction for the new menuboard strategy. This was used as a blueprint by Pretzelmaker's graphic team as they developed the mechanicals that went into production.



**CHOOSE Your COMBO** | COMBO includes Regular Fountain Beverage & Sauce. Upgrade to **Fresh Lemonade** for \$0.30. Add 180-240 Cal.

<b>1 Pretzel Bites</b> <small>*available without salt</small>	<b>2 Flavored Pretzel</b> <small>*choose your flavor below</small>	<b>3 Pretzel</b> <small>*available without salt</small>																																		
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<b>4 Flavored Pretzel</b> <small>*choose your flavor below</small>	<b>5 Mini Pretzel Dogs</b> <b>100% REAL ANGUS BEEF</b>	<b>6 Pretzel Dog</b> <b>100% REAL ANGUS BEEF</b>																																		
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<ul style="list-style-type: none"> <li>CINNAMON SUGAR</li> <li>GARLIC</li> <li>RANCH</li> <li>PARMESAN</li> </ul>	<ul style="list-style-type: none"> <li>CHEDDAR CHEESE 70 Cal.</li> <li>CREAM CHEESE 100 Cal.</li> <li>PIZZA SAUCE 35 Cal.</li> <li>VANILLA GLAZE 190 Cal.</li> </ul>																																			

DISCLAIMER 2,000 calories a day is used for general nutrition advice, but calorie needs vary. Written nutrition information is available upon request.

**CHOOSE a BEVERAGE**

**Fresh Lemonade**

LARGE \$3.69	REGULAR \$3.39	SMALL \$	REGULAR \$4.39
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Original | Flavored

140-290 Cal. | 240 Cal.

**Fountain Drinks**

LARGE \$3.29	REGULAR \$3.09	SMALL \$
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**Bottled Water**

REGULAR \$3.59
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0 Cal. | 130-280 Cal. | 0 Cal.

The new menuboard has resolved all previous issues and has generated significant and measurable business improvement, as a result of King-Casey's proven analytical approach to menuboard optimization. "There is good science behind a great menuboard", says Howland Blackiston, Co-Principal of King-Casey.

## About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, packaging design, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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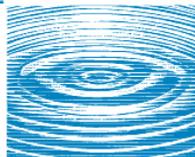
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