



PURPOSE:

IGNITE & NOURISH
flavorful EXPERIENCES

VISION:

INVIGORATE
GREAT BRANDS
&
SUPERCHARGE
THEIR LONG-TERM GROWTH

WE ARE:

MAVERICKS

Doing what has never been done before

ALLIES

Collaborating to win

VISIONARIES

Having foresight and imagination

ACHIEVERS

Getting it done, and having fun doing it

GOOD CITIZENS

Elevating each other and the communities we serve

FACTS



We are creating a family of brands with maverick qualities, each with their own distinct positioning, guest experience, and product offering.

ARBY'S – Largest Sandwich Drive-Thru Chain in the U.S.

BASKIN-ROBBINS – Largest Ice Cream Specialty Shop Chain in the World

BUFFALO WILD WINGS – Largest Sports Bar Chain in the U.S.

DUNKIN' – Largest Coffee & Donuts Brand in the U.S.

JIMMY JOHN'S – Largest Owned Delivery Sandwich Brand in the U.S.

SONIC DRIVE-IN – Largest National Drive-In Chain in the U.S.

STRATEGIC PRIORITIES:

Foster a
**winning culture
and organization**

Deliver
extraordinary support
to the brands that serve
our guests

Curate and grow
a portfolio of distinct
highly-valued brands

Be the
partner of choice

