



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 the communities whom we serve  
and where we work

FACTS



**\$27B+**  
in Global  
System Sales



**65+**  
Countries



**32,000**  
Restaurants



**2<sup>nd</sup> Largest**  
Restaurant Company  
in the U.S.



**3,200+**  
Franchisees



**650,000+**  
Company & Franchise  
Team Members

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**



**3,500+** Restaurants  
**8** Countries  
**80,000+** Company & Franchise Team Members  
**\$4.3B** System Sales



**7,700+** Restaurants  
**52** Countries  
**80,000+** Company & Franchise Team Members  
**\$2.1B** System Sales



**1,200+** Restaurants  
**9** Countries  
**77,000+** Company & Franchise Team Members  
**\$3.2B** System Sales



**12,700+** Restaurants  
**40** Countries  
**250,000+** Company & Franchise Team Members  
**\$9.4B** System Sales



**2,600+** Restaurants  
**43** States  
**79,000+** Company & Franchise Team Members  
**\$1.9B** System Sales



**3,500+** Restaurants  
**46** States  
**90,000+** Company & Franchise Team Members  
**\$5.7B** System Sales