



MEDIA FACT SHEET

CONCEPT: A&W Restaurants, one of the country's best-known and most beloved quick-service brands, is experiencing a dramatic resurgence as more Americans discover – or rediscover – its famous Root Beer and high-quality All American Food® favorites. Based on the original 1919 recipe, A&W's signature Root Beer is made fresh in each restaurant with real cane sugar, water, and a proprietary blend of herbs, bark, spices, and berries and served in a frosty mug.

LOCATIONS: Over 850 restaurants in 35 U.S. states and Asia, of which over 600 are single-brand A&Ws and 230 are co-branded with KFC or Long John Silver's.

Since 2011, A&W has opened more than 80 restaurants, focusing on single-brand units with drive-thrus. Canada locations are separately owned and operated.

OWNERSHIP: A partnership of domestic and international franchisees bought A&W in late 2011 from YUM! Brands, Inc. Today, A&W is the only U.S. restaurant chain entirely owned by franchisees. Keurig Dr Pepper owns the A&W bottle and can business.

MENU: In addition to its made-fresh Root Beer, A&W's high-quality menu items include signature Papa Burgers, Hand-Breaded Chicken Tenders, Coney and Coney Cheese Dogs, and the popular fried Wisconsin White Cheddar Cheese Curds. Treats include famous Floats, Polar Swirls, and a variety of shakes and sundaes.

HEADQUARTERS: Lexington, KY

KEY EXECUTIVES: Kevin Bazner | Chairman & CEO
Betsy Schmandt | President & COO
Liz Bazner | VP, Marketing & Innovation
Randy Cordray | VP, Operations & Training

AUV: \$1,299,627 (Free-standing units with drive-thru. Source: 2023 FDD Item 19)

U.S. SALES: \$261 million (US system sales, 2023).

Comp-sales for single-brand A&Ws are up 83% since 2011, and all concepts are up 62% since 2011. Comp-sales have increased for 11 out of the last 12 years.

HISTORY: In 1919, Roy Allen set up a roadside Root Beer drink stand in Lodi, California, at a parade in honor of returning World War I veterans. An instant success, Allen and partner Frank Wright named the beverage A&W Root Beer. A few years later, Allen started franchising roadside stands, making A&W America's first franchised restaurant chain. Food was added in the late 1920s.

WEBSITES: <https://awrestaurants.com>
<https://www.awfranchising.com>

SOCIAL MEDIA: Follow us @awrestaurants



2024 MEDIA COVERAGE

HEADLINE	DATE PUBLISHED	COVERAGE DETAILS
A&W Is Giving Anyone Over 100 Free Root Beer Floats...For Life	June 2024	AWRestaurants.com
A&W: Building Customer Loyalty Through Data-Driven Insights – Loyalty360	June 2024	AWRestaurants.com
A&W's Digital Transformation With PAR Technology – Enterprisetalk	May 2024	AWRestaurants.com
Savor Summer With A&W's French Onion Double Cheeseburger & Strawberry Watermelon Cream Freeze	April 2024	AWRestaurants.com
A&W Restaurant Franchise Celebrates 4 New Franchise Owners	February 2024	AWRestaurants.com
New Menu Item: Quarter Pound Cod Sandwich Combo	January 2024	AWRestaurants.com

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