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 900 in 42 U.S. states and Asia, of which approximately 300 are co-branded with KFC or Long John Silver’s. The remaining are single-brand A&W units, including nearly 100 gas and convenience store locations.

A&W has opened more than 60 restaurants since 2011, focusing on single-brand and gas and convenience units with drive-thrus. Canada locations are separately owned and operated.


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, as well as the popular fried Wisconsin White Cheddar Cheese Curds. Treats include famous Floats, Polar Swirls and a variety of shakes and sundaes. A&W’s current Chairman Dale Mulder invented the Bacon Cheeseburger in 1963.

Headquarters: Lexington, Ky.

Key Executives: Dale Mulder, Chairman
Kevin Bazner, CEO
Paul Martino, President & COO
Bill Fry, SVP, Restaurant Support Services & Supply Chain Management

May 2021
AUV: $1,100,600 (free-standing units with drive-thru; source: 2021 FDD Item 19)

Sales: $235,331,846 (U.S. 2020)
$ 94,910,941 (international, excluding Canada, in U.S. dollars, 2020)
Comp-sales increased for the ninth straight year in 2020; they are up 51% since 2011.

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://www.awrestaurants.com
https://www.awfranchising.com

Pressroom: https://www.awrestaurants.com/press

Social Media: https://www.facebook.com/awrestaurants
https://www.instagram.com/awrestaurants/
https://twitter.com/awrestaurants
https://www.youtube.com/user/awmugclub

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