

YOUR #1 CHOICE BY CERTIFIED SURVEYS 17 YEARS IN A ROW!

Food Industry News

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★ FOLLOW THE STAR FOR EMPLOYERS RECOMMENDED READING **■ FOLLOW THE BOX FOR EMPLOYEES RECOMMENDED READING**

Zagat's Most Popular Chains*

Fast Food - Large Chains	Fast Food - Mega Chains	Best Burger
1. Panera Bread	1. Subway	1. In-N-Out Burger
2. Chipotle	2. Wendy's	2. Wendy's
3. In-N-Out Burger	3. McDonald's	3. Burger King
4. Chick-fil-A	4. Taco Bell	4. McDonald's
5. Au Bon Pain	5. Burger King	5. Whataburger

*Defined as chains cited most often as being surveyors' favorite among all chains in a particular category. Large Chains = Up to 5,000 U.S. locations, Mega Chains = More than 5,000 U.S. locations. Source: Zagat Fast-Food Survey, 2009

BRAVO BAYLESS

A guy who was "raised in a barbecue restaurant in Oklahoma City" became a Top Chef Master. Chicago chef Rick Bayless told the story of his career in food to win the finale of Bravo TV's "Top Chef Masters." Bayless, chef and co-owner of *Frontera Grill* and *Topolobampo*, relied on his mastery of Mexican regional cooking to beat competitors specializing in the cuisines of France (Hubert Keller of Fleur de Lys in San Francisco and Las Vegas) and Italy (Michael Chiarello of Bottega in California's Napa Valley). So many fans requested the finale's winning menu that it was added to Bayless' *Topolobampo's* menu through Oct. 10.

His \$100,000 prize goes to the charity he helped found, *Frontera Farmer Founda-*



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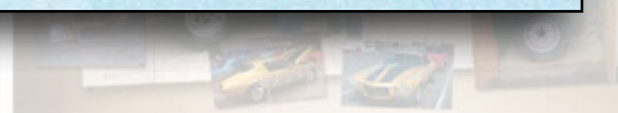
How has your dining behavior changed in the past 12 months?

Researching best dining deals/using coupons	72%
Buying prepared foods instead of eating out	72%
Splitting entrées more often	40%

Source: Olson Communications, Culinary Visions Panel™ Online Survey

...mannered kick, "my heart was pounding. I was totally blown away." "The competition, the camaraderie in the kitchen was unbelievable. I've made friends that, now, won't just be professional acquaintances, but honest-to-God lifelong friends."

Bayless noted on Bravo that his wife prefers his cooking at home to dining out. "And now she's never gonna let me take her out to eat. Now, she's always gonna keep me in the kitchen, cooking for her..."



With the help of a \$250,000 reward, the founder of Papa John's located his beloved 1971 Z28 Camaro he sold more than 25 years ago to help his dad's tavern stay afloat and ultimately launch Papa John's.

In celebration of "Papa" John Schnatter finding his Camaro, Papa John's gave

out a free large, one-topping pizza to anyone who drove to their nearby Papa John's restaurant in their Camaro to order and pick up their free pizza.

The nationwide search was chronicled online at www.papasroadtrip.com, where thousands of people logged on to help Schnatter find his car.