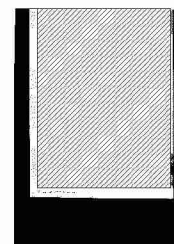


TOP 400 RESTAURANT CHAINS			2007 sales (\$ millions)	Change from '06	2007 units	Change from '06	Average unit volume	Average check	4 R&I	The Buzz
Rank	Previous Rank	Chain, Headquarters								
1	1	McDonald's Oak Brook, Ill.	63,554.0	11.9%	31,377	-0.1%	\$2,200,000**	N/A		Built breakfast with the additions of McSkillet Burrito and Southern-Style Chicken Biscuit; preparing for Beijing Olympics push.
2	2	KFC Louisville, Ky.	14,575.0**	2.6%	14,892	4.4%	\$1,000,000**	N/A		Smoky Chipotle Crispy is the chain's first new chicken flavor in two decades; continuing its expansion in China.
3	3	Burger King Miami	13,200.0	6.3%	11,283	1.4%	\$1,193,000	N/A		Burger King is getting its old swagger back as it rebuilds sales and franchisee relations; "Indiana Jones" tie-in will help summer sales.
4	4	Starbucks Seattle	12,900.0**	25.2%	15,011	20.7%	\$900,000**	N/A		Howard Schultz returned as CEO and is making his presence felt: Food is being scaled back and service is getting renewed attention.
5	5	Subway Milford, Conn.	11,300.0	12.4%	28,546	6.1%	\$410,000**	N/A		Battles for budget-conscious consumers with \$5-footlong promotion; the chain is expanding its presence in Wal-Mart stores.
6	6	Pizza Hut Dallas	9,500.0**	2.2%	12,877	1.5%	\$820,000**	N/A		The 50-year-old chain's change to Pasta Hut was temporary but the chain is serious about broadening its menu with pasta entrées.
7	7	Wendy's Dublin, Ohio	9,025.0**	2.4%	6,645	-0.4%	\$1,333,000	N/A		The long uncertainty about the chain's future ended with a buyout by Arby's parent Triarc: Can the two QSR concepts co-exist?
8	8	Taco Bell Irvine, Calif.	6,400.0**	-1.5%	5,820	-0.4%	\$1,100,000**	N/A		Food-safety problems made 2007 a difficult year for the quick-service Mexican chain; a new value menu may help regain its customers.
9	9	Domino's Pizza Ann Arbor, Mich.	5,437.0**	6.6%	8,624	3.1%	N/A	N/A		The pizza chain has focused on technology as it adopts online and cellphone ordering capabilities.
10	10	Dunkin' Donuts Canton, Mass.	5,220.0**	A	7,988	9.5%	N/A	N/A		Doughnuts barely get a mention as the chain introduces espresso drinks and oven-toasted sandwiches.
11	11	Applebee's Neighborhood Grill & Bar Overland Park, Kan.	4,507.0	-4.0%	1,976	2.4%	\$2,500,000**	N/A		Mike Archer took over as CEO as Applebee's adjusts to IHOP ownership and seeks ways to boost sales.
12	12	Chili's Grill & Bar Dallas	3,790.0**	1.6%	1,260	A	\$3,100,000**	N/A		The chain's new Bottomless Express Lunch includes chips and salsa, soup and salad served immediately with unlimited refills.
13	13	Sonic Oklahoma City	3,608.0	8.6%	3,343	4.9%	\$1,132,000	N/A		Island Fire burger, Blackberry Iced Tea and 99-cent shakes are the latest menu additions. Note: Sales data is for fy ended 8/31/07.
14	15	Arby's Atlanta	3,400.0**	6.3%	3,688	2.9%	\$900,000**	N/A		Two of a kind: Arby's says it's "Saving the World From Ordinary Fast Food" while sibling Wendy's is "Waaaay Better Than Fast Food."
15	18	Jack in the Box San Diego	3,110.0**	9.9%	2,132	2.5%	\$1,430,000	\$6.00**		Does any other chain change its menu more often? Jack's latest additions included Kona coffee shakes and a BBQ Bacon Sirloin Burger.
16	17	Outback Steakhouse Tampa, Fla.	3,020.0**	A	916**	A	\$3,300,000**	N/A		Prime Rib and Crab Cake Mixed Grill and Cracked-Peppercorn Salmon were among recent business-builder entrées.



*Company estimate; **R&I estimate; (A) no comparison with '06 data due to estimates or change in methodology; (NA) not available.