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The Competitive Advantage

By Jennifer LeClaire

Who did what since our last all-encompassing look at the industry?

Snacks

The snacks category is perhaps the most dynamic in this year's QSR 50. Starbucks is still the star of the segment with 38.3 percent sales gains and an overall ranking of ninth. Dunkin' Donuts posted a 15 percent gain, while Baskin-Robbins enjoyed a 4.9 percent boost. But the real story is on the outer edge of the list. Jamba Juice broke through this year at number 49 with a 22.5 percent sales gain (ninth overall). But Cold Stone Creamery took the cake, making its first appearance on the list with the fastest growing sales of any quick-serve. Cold Stone posted an 86.2 percent system-wide sales gain and ranked first in unit growth overall. Look out Baskin-Robbins.

Snack/Beverage		
QSR 50 Rank	Chain	2004 System-wide Sales (\$ Mil)
9	Starbucks	\$4,804.1
10	Dunkin' Donuts	\$3,380.0
31	Baskin-Robbins	\$535.0
49	Jamba Juice	\$285.0
50	Cold Stone Creamery	\$283.0