



Restaurant brands are reconsidering their recipes, their footprint, their sustainability practices, and their HR approach. How do you connect the appeal of freshness with the move toward nutritious? Can one location successfully house two different concepts? Does saving the environment translate into business revenue? How can you integrate an increasingly diverse employee base into your brand?

Clearly, the game is changing in the restaurant industry. From drive-in chains to upscale destinations, restaurants are finding innovative ways to stay relevant, drive traffic, and build a profitable business by connecting with customers, employees, and the environment.

At The Pert Group, we've seen change re-energize some of the biggest brands in the industry. We also understand that decision-making in these tumultuous times can be discomfoting. From our perspective, that's where fact-based insights really pay off, guiding innovation and decisions for strategic change.

What game changers work best for your brand? Now's the time to find out.

In This Issue:

- 1 Restaurant Game Changers
- 2 Leadership Perspectives
- 4 SUBWAY®: 10 Questions
- 6 Feature Story: Nutrition
- 7 About The Pert Group
- 8 Insights: Winning the Game



The Pert Group point of view? Opportunities exist for the restaurant industry. With our **“organized curiosity”** and resulting **insights**, you'll identify those opportunities.