



# 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.

**OWNERSHIP:** A partnership of domestic and international franchisees bought A&W in late 2011 from YUM! Brands, Inc. Today, A&W is the only U.S. restaurant chain entirely owned by franchisees. Keurig Dr Pepper owns the A&W bottle and can business.

**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

**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://awrestaurants.com>  
<https://www.awfranchising.com>

**SOCIAL MEDIA:** <https://awrestaurants.com>  
<https://www.awfranchising.com>

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## 2021 MEDIA COVERAGE

HEADLINE	DATE PUBLISHED	COVERAGE DETAILS
<b>A&amp;W Wants to Make Chicken Tender Lovin' Not Chicken Sandwich War</b>	February 2021	<a href="https://awrestaurants.com">AWRestaurants.com</a>
<b>A&amp;W Franchise Restaurants Achieve Ninth Straight Year of Comp Sales Growth</b>	March 2021	<a href="https://awrestaurants.com">AWRestaurants.com</a>
<b>From Frappuccino's™ to Floats: Franchise Partner Shares Tips on Successful Conversions</b>	April 2021	<a href="https://awrestaurants.com">AWRestaurants.com</a>
<b>A&amp;W Inks Five Franchise Deals in First Quarter As Same Store Sales Surge 22%</b>	May 2021	<a href="https://awrestaurants.com">AWRestaurants.com</a>
<b>Chicago Real Estate Developer Puts Fizz Into A&amp;W's Growth Strategy with Plans for Five Restaurants</b>	August 2021	<a href="https://awrestaurants.com">AWRestaurants.com</a>

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