

Top Chain/National Accounts

Ranked by Brand Sales

Top Chain/National account gives the overall share of the selected brand for all chains in the database.

Brand	Channel	Month	Share
Fresno Vineyards	ON PREMISE	NOV 2006	1.5%

Top Chain/National Account report lists the top chains for the selected brand by volume.

Gives the share of the selected brand for each individual chain.

Click account name for more detail

Rank	Account	Brand Sales				Share		Competitive Sales			
		12M	LY 12M	+/-	% Chg	12M	LY 12M	12M	LY 12M	+/-	% Chg
1	Red Lobster	4,260	4,529	-269	-5.9%	12.1%	12.0%	35,201	37,892	-2,691	-7%
2	Cocos Bakery Restaurant	2,936	2,934	2	0.1%	39.4%	37.9%	7,444	7,747	-303	-4%
3	Black Angus Restaurant	1,324	1,085	239	22.0%	11.9%	9.0%	11,103	12,083	-980	-8%
4	Carrows Restaurant	1,074	1,177	-104	-8.8%	26.7%	28.7%	4,023	4,107	-83	-2%
5	Sizzler	1,001	1,044	-42	-4.1%	11.9%	11.3%	8,434	9,202	-768	-8%
6	Romanos Macaroni Grill	944	1,695	-751	-44.3%	1.1%	2.1%	83,136	79,630	3,507	4%
7	ESPN Zone	624	427	197	46.0%	10.0%	5.6%	6,228	7,568	-1,340	-18%
8	Hilton	537	246	291	118.1%	1.9%	0.8%	28,886	32,073	-3,187	-10%
9	Heartland Brewery	531	0	531	0.0%	23.4%	0.0%	2,266	1,814	452	25%
10	Applebees Grill & Bar	509	437	72	16.4%	1.1%	1.1%	46,791	39,186	7,605	19%
11	Tgi Fridays	450	926	-476	-51.4%	2.9%	4.9%	15,312	18,882	-3,570	-19%
12	Kings Fish House	416	269	147	54.6%	8.8%	7.3%	4,736	3,671	1,065	29%
13	Spirit City Cruises	414	358	56	15.5%	37.4%	32.8%	1,106	1,091	15	1%
14	Old Spaghetti Factory					4.0%	5.5%	8,193	9,174	-981	-11%
15	Outback Steakhouse					0.4%	3.4%	62,928	42,311	20,617	49%
16	Hungry Hunter					9.4%	8.3%	2,893	3,194	-301	-9%
17	Marriott Hotels & Resorts	265	315	-50	-15.8%	0.5%	0.5%	55,734	67,015	-11,281	-17%
18	Sportservice	255	0	255	0.0%	9.3%	0.0%	2,744	2,651	93	4%
19	Elephant Bar Restaurant	242	422	-180	-42.7%	2.2%	3.9%	10,856	10,735	121	1%
20	Mortons Of Chicago	239	231	9	3.8%	3.2%	2.8%	7,513	8,295	-782	-9%
21	Courtyard By Marriott	155	152	3	1.9%	4.0%	2.6%	5,921	5,888	33	1%
22	Charlestons Restaurant	229	0	229	0.0%	26.4%	0.0%	870	686	184	27%
23	Keg Steakhouse & Bar	201	227	-26	-11.5%	10.9%	14.7%	1,847	1,544	303	20%
24	Hooters	192	98	94	96.1%	2.7%	1.8%	7,060	5,441	1,619	30%
25	Streets Of New York	187	195	-8	-4.0%	15.9%	15.4%	1,174	1,264	-90	-7%
26	Holiday Inn	179	185	-6	-3.0%	1.9%	1.9%	9,336	9,719	-383	-4%
27	Elks Lodge	172	141	30	21.5%	0.6%	0.5%	27,600	26,306	1,293	5%
28	Best Western	140	81	59	72.0%	2.4%	1.8%	5,745	4,639	1,106	24%
29	American Legion	138	104	34	32.1%	0.7%	0.6%	19,170	18,787	383	2%

Elephant Bar Restaurant is off 180 cases Year on Year.
Fresno Vineyards Brand's Share is down from 3.9% to 2.2%.
Competitive sales are steady year on year.
Click on Elephant Bar to drill into the Chain Overview

Click here to drill down to the Elephant Bar Restaurant