

YOUR #1 CHOICE BY CERTIFIED SURVEYS 17 YEARS IN A ROW!

# Food Industry News

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First Annual Fall Food Show Oct. 7 See Page 33

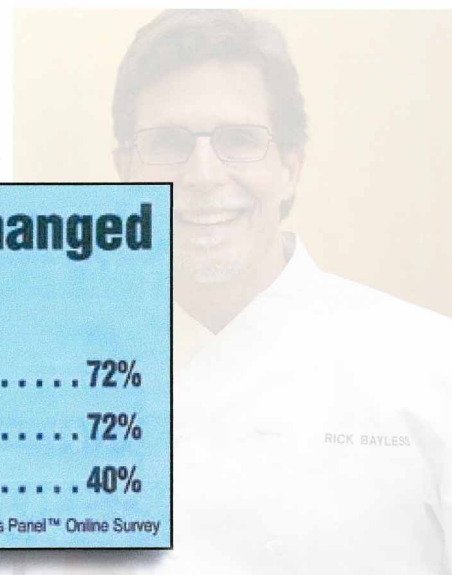
## Zagat's Most Popular Chains\*

Fast Food - Large Chains	Fast Food - Mega Chains	Best Burger
1. Panera Bread	1. Subway	1. In-N-Out Burger
2. Chipotle	2. Wendy's	2. Wendy's
3. In-N-Out Burger	3. McDonald's	3. Burger King
4. Chick-fil-A	4. Taco Bell	4. McDonald's
5. Au Bon Pain	5. Burger King	5. Whataburger

\*Defined as chains cited most often as being surveyors' favorite among all chains in a particular category. Large Chains - Up to 5,000 U.S. locations, Mega Chains - More than 5,000 U.S. locations. Source: Zagat Fast-Food Survey, 2009

# BRAVO BAYLESS

A guy who was "raised in a barbecue restaurant in Oklahoma City" became a Top Chef Master. Chicago chef Rick Bayless told the story of his career in food to win the finale of Bravo TV's "Top Chef Masters." Bayless, chef and co-owner of *Frontera Grill* and *Totipotamba*, relied on his mastery of Mexi...



RICK BAYLESS

## How has your dining behavior changed in the past 12 months?

Researching best dining deals/using coupons	72%
Buying prepared foods instead of eating out	72%
Splitting entrées more often	40%

Source: Olson Communications, Culinary Visions Panel™ Online Survey

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in his six seasons of the critically acclaimed *MEXICO - One Plate at a Time* on PBS. WTTW will premiere the new season on October 9, the Friday night primetime slot after *Check, Please!*

"When the scores were announced," said the mild-mannered Rick, "my heart was pounding. I was totally blown away." "The competition, the camaraderie in the kitchen was unbelievable. I've made friends that, now, won't just be professional acquaintances, but honest-to-God lifelong friends."

Bayless noted on Bravo that his wife prefers his cooking at home to dining out, "And now she's never gonna let me take her out to eat. Now, she's always gonna keep me in the kitchen, cooking for her..."

## Papa John's \$250,000 Camaro Finally Comes Back Home



With the help of a \$250,000 reward, the founder of Papa John's located his beloved 1971 Z28 Camaro he sold more than 25 years ago to help his dad's tavern stay afloat and ultimately launch Papa John's.

In celebration of "Papa" John Schnatter finding his Camaro, Papa John's gave

out a free large, one-topping pizza to anyone who drove to their nearby Papa John's restaurant in their Camaro to order and pick up their free pizza.

The nationwide search was chronicled online at [www.papasroadtrip.com](http://www.papasroadtrip.com), where thousands of people logged on to help Schnatter find his car.