

25
YEARS

SANDELMAN
&
ASSOCIATES

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Sandelman & Assoc. celebrates 25 years in research business

SAN CLEMENTE, CALIF. — Sandelman & Associates, a leading provider of consumer insights to the restaurant industry, is pleased to announce that this month marks its first 25 years in business.

To recognize this milestone, Sandelman & Associates in late July celebrated its 25th anniversary with its employees and their families in Jackson, Wyo.

Since opening its doors in summer 1988, Sandelman & Associates' attitude, awareness and usage studies have delivered indispensable insights to the nation's restaurant chain marketing leaders.

Sandelman & Associates was founded by advertising executive Robert Sandelman, who today has more than 40 years of marketing, advertising and market research experience. After he cut his teeth at General Foods Corp and Procter & Gamble, Sandelman served as marketing manager at Hunt-Wesson Foods. But it was in executive roles at Ogilvy & Mather and keye/donna/pearlstein advertising agencies where Sandelman uncovered the need for syndicated market-level consumer insights for the restaurant industry, a niche his company has filled for 25 years.

Starting with the founder's first client, Carl's Jr., Sandelman & Associates has grown into a multimillion dollar business providing consumer insights to more than 50 of the industry's most successful quick-service and casual-dining restaurant brands. Sandelman also hired some of the industry's best and brightest, including president Jeffrey Davis, executive vice president Chris Miller and a team of professionals who all bring extensive advertising, marketing and restaurant industry experience to the company.

“Over the past quarter century, the state of the restaurant industry has changed dramatically,” said Robert Sandelman, CEO of Sandelman & Associates. “There has been an explosion of regional and local chains and an entirely new subsegment, fast-casual, has emerged. Though there are many factors to our success, including hiring the best people and providing a great environment in which to work, our unwavering commitment to meet our customers' needs is paramount.”

At the celebration at Spring Creek Ranch in Jackson, Wyo., Sandelman shared with the company his Top 10 Keys to Sandelman & Associates' Success. Among them: "We found a niche: Providing media market-level consumer insights to the restaurant industry. We have been loyal to our niche and have strived to be the very best at it. Other companies have been incredibly successful by sticking to their niche, including our longtime client In-N-Out Burger. Like them, we don't try to be all things to all people. Bill Cosby summed it up well when he said, 'I don't know the key to success, but the key to failure is to try to please everyone.' "

To commemorate its 25th anniversary, Sandelman & Associates also released celebratory logos.

For more information, contact Andrew Postell at (888) 897-7881 option 2 or andrew@sandelman.com.

About Sandelman & Assoc.

Sandelman & Assoc. is a San Clemente, Calif.-based independent research company that provides chain restaurants with reliable and easy-to-use consumer insights. For 25 years Sandelman & Assoc. has produced insightful attitude, awareness and usage studies for the quick-service and casual-dining restaurant industries. Its syndicated tracking studies Quick-Track[®] and Casual-Track[®] provide marketers with affordable and reliable consumer insights they use to improve their marketing strategy. Sandelman interviews over 100,000 restaurant users in over 90 U.S. media markets annually, encompassing 1.5 million restaurant visits.

Sandelman & Associates also conducts a wide variety of proprietary foodservice research programs to fit individual customer needs. Projects range from brand image, brand loyalty and customer satisfaction to psychographic studies, promotion tracking and trade-area studies.