

DINEAmerica

The Opportunity

How would you like an opportunity to cash in on what may be the most rock solid, consistent and growing industry in America? That's EXACTLY what DineAmerica offers. Now, until or unless your area is taken, you can become a part of this booming industry for a tiny percentage of the cost and risk of owning a restaurant. First, look at some of the statistics listed below.

Facts and Statistics on American's Dining Habits

The typical American age 8 and older consumes an average of 4.2 commercially prepared meals per week, according to *Meal Consumption Behavior — 2000*, a recent report by the National Restaurant Association. That figure translates to more than 1 billion commercially prepared meals consumed per week and 53.5 billion per year.

Average annual consumption of commercially prepared meals has increased by roughly 15 billion meals since 1981, when an average of 3.7 meals per person, per week were consumed — an annual total of 38.4 billion meals.

Lunch topped the list as the meal most likely to be commercially prepared, accounting for half of the typical individual's average commercial-meal consumption.

Men are more likely than women to consume commercially prepared meals. According to the survey, men eat an average of 4.6 commercially prepared meals per week, compared with 3.8 for women.

12.8 percent of men report eating a commercially prepared lunch an average of six to seven times per week, compared with 8.5 percent of women.

Age is a major factor influencing eating behavior. Males between the ages of 25 and 34 eat commercially prepared meals most frequently — an average of six times per week. Males between the ages of 18 and 34 average 5.8 commercially prepared meals per week. In contrast, women age 65 and older average only 3.1 commercially prepared meals per week. Females under age 18 eat an average of more than five commercially prepared meals per week, the highest average among females.

Income also is an important driver of commercially prepared meal consumption. Individuals with higher household incomes are generally more likely than those with lower incomes to dine out. Consumers with a household income of \$75,000 or more eat an average of 4.9 commercially prepared meals per week, compared with 3.2 meals for those with an income of less than \$15,000. Close to two-thirds of individuals with a household income of \$75,000 or more report eating at least one commercially prepared lunch per week, compared with one out of five consumers with an income of less than \$15,000. The previous are National Restaurant Association statistics from 2000.

WASHINGTON, Nov. 20--More and more Americans are eating out, according to the U.S. Department of Agriculture's latest nationwide food consumption survey, "What We Eat in America."

The study found that the number of Americans who eat at least one food or beverage obtained away from home in the course of a day is 33 percent higher than in 1977-78.

And, fast-food establishments, including pizza parlors, have passed restaurants as the most frequent source of outside food.

"In 1994-95, 57 percent of Americans consumed meals and snacks away from home on any given day," said Catherine E. Woteki, Acting Under Secretary for Research, Education and Economics. "Seventeen years ago, by comparison, 43 percent of Americans ate away from home. Given the prevalence of two-career families, the lack of time available for home cooking, and the wide variety of choices available for meals away from home, the increase is not surprising."

Did you know that about 46% of America's food dollar is spent in restaurants? Of this, about half of restaurant traffic goes to take-out and delivery—and more than 10% to breakfast. Annually, Americans eat about 225 meals (about 20%) away from home. Surprised? Just count how many meals and snacks you eat out in a typical week! Why do we eat out so much? First the obvious ... busy work schedules, business and leisure travel and hectic lifestyles take us away from home. When we get home, being time-pressed leaves little time for food prep. Then there's the enjoyment and adventure of restaurant dining. [.krafthealthyliving.com](http://krafthealthyliving.com)

DINEAmerica

Money Money Money

Americans are eating out more than ever before, spending more money eating at restaurants than eating at home. So what's happening in the restaurant industry? Just look in the phone book. More than attorneys, more than physicians, restaurants take up more pages in the phone book of an average city than any other category! Don't believe it? Go to your phone book and look. More people eating out more often and more restaurants popping up everywhere means lots of money is being spent. Restaurants are spending big bucks to attract customers and customers are spending big bucks eating out.

Our Piece of the Pie

People **have to** eat, and more and more they choose to eat at restaurants or have it delivered from restaurants or pick it up from restaurants. With all the competition among restaurants most are asking the same question. How do I attract the frequent diner to **MY** establishment and keep him from going to the competition?

On the other hand, as never before with the cost of gas so high and many other costs rising people are trying to find ways to save money. But still they would rather eat out than at home or by brown bagging it.

That's where DineAmerica comes in. If, for about the price of a nice dinner for two, you offer the customer the opportunity to save money EVERY time they eat out, the response is an overwhelming "sign me up".

And what restaurant likes to spend thousands of dollars on TV, radio and print ads? Which method of advertising works best for them? It's trial and error at best. How many TV, radio or newspapers will tell the restaurant "We're so confident our advertising will bring results that you don't have to pay until you see paying customers from our ad"? NONE! So when DineAmerica comes along and offers restaurants guaranteed advertising the response is "sign me up". Only DineAmerica gives such a guarantee. "It doesn't cost you anything unless you see paying customers from our ad." That's our motto and our guarantee and nobody else offers it.

Now, how would you like to make money with the extras you offer the restaurant that in most cases they can't find anywhere else, and then make additional money from the diners who are ecstatic to save money EVERY time they dine out?

Some Of The Services We Offer Restaurants

Features	Benefits
Guaranteed Advertising	No cost until they have a paying customer
Tile or Banner Ad on DA Website	Increases "hits" and visibility to their site
Free DA Membership	Savings when they dine out
Free Listing On DA Website	Attracts new customers
Web Design	Convenience for customers
Health Insurance	Easy Simple Affordable Protection
Customer Loyalty Programs	Increases Repeat Visits of Customers
New Customers & Repeat Customers	More Income
Best Rate Credit Card Processing	Save money
(with free terminal)	Save money
Mystery Shopping	Feedback on employees etc.
Star Rating (if they earn it)	Prestige
Spotter Service	Saves Lost Revenue
Email Blasts of Restaurants Ads or Promo	Increases Customer Visits
Savings on printer, copier & fax supplies	Save money
Online Ordering for Customers	Customer Ease Convenience and Satisfaction
Free Menu's, Placemats & Carryout Menus	Save money
Full Menu Listing On DA Website	Convenience for Customers & New Customers
Coupons On DA Website	Advertising and Attracting New Customers

DINEAmerica

Why Become A DineAmerica Affiliate

- ◆ Earn income on every membership sale
- ◆ Earn income helping fund raising groups raise funds
- ◆ Earn income providing desired services to restaurants
- ◆ Become part of a nationwide Affiliate program
- ◆ With every city or state added to the Affiliate program DineAmerica becomes stronger and more desirable because...
- ◆ DineAmerica members can now use their “DiningCard” when they go on vacation
- ◆ Business people can use their “DiningCard” when they travel
- ◆ If a DineAmerica member moves to another area they can still benefit from their membership
- ◆ With a nationwide network of restaurants the DineAmerica membership becomes far more valuable to DineAmerica members
- ◆ Restaurant chains can now benefit from DineAmerica in more areas of the country
- ◆ You get support from DineAmerica EVERY step of the way because...
- ◆ Our philosophy is, “the more successful you are the more successful we are” or put another way...
- ◆ The more money you make the more money we make. So...
- ◆ We help you make as much money as you want...
- ◆ All it takes is hard work and determination
- ◆ And there are so many side benefits like...
- ◆ Mystery Shopping
- ◆ Spotter Service
- ◆ Get-A-Way Specials
- ◆ Free meals
- ◆ And much more