







# Seafood

	Platinum	Gold	Silver	
Overall Score				
	<b>72.3</b>	<b>68.5</b>	<b>60.8</b>	
The Chain	Headquarters: Tampa, Fla. President: John Cooper Units: 130 R&I Top 400 Chains rank: 91 Respondents aware of chain: 20% Respondents who visited in previous 12 months: 4% Respondents who visited in previous 12 months and plan to return: 81%	Headquarters: Orlando President: Kim Lopdrup Units: 680 R&I Top 400 Chains rank: 20 Respondents aware of chain: 92% Respondents who visited in previous 12 months: 28% Respondents who visited in previous 12 months and plan to return: 90%	Headquarters: Houston CEO: Ray Blanchette Units: 97 R&I Top 400 Chains rank: 104 Respondents aware of chain: 50% Respondents who visited in previous 12 months: 7% Respondents who visited in previous 12 months and plan to return: 76%	
	Why It Won	Consumer cachet: Though this upscale-casual seafood specialist gets high marks for its food quality, it also draws in consumers via other channels. The chain partnered with Los Angeles-based Ovation TV to produce Bonefish Grill's Notes from the Road, a music series shot at the restaurants and featuring singer-songwriters such as Jason Mraz.	Consumer cachet: Multimedia exposure continues with this well-known seafood chain. Tapping into consumers' growing attraction to food shows, Red Lobster partnered with the Food Network for the reality series "The Next Food Network Star." The winning dish from the fresh-fish challenge, a macadamia-crusted tilapia, was added to Red Lobster menus nationwide.	Consumer cachet: Seafood with attitude: that's what this eclectic chain seeks to serve up at locations spanning 28 states. In addition to serving up classics such as the Steampot Bucket with crab, shrimp, sausage, potatoes and corn, Joe's has diversified its menu, adding a 12-ounce rib-eye steak entrée as well as crab cakes and mussels marinara appetizers.
				



## Seafood: Who Goes Most

● 47% of consumers visited at least one seafood concept included in R&I's Consumers' Choice in Chains survey in the past year. Boomers, Southerners, blacks and whites are among those most likely to patronize these chains.

## What Consumers Want

Consumers were asked how they rate—on a scale of 1 (not very important) to 5 (very important)—the importance of eight attributes in choosing a chain. The chart below shows how seafood-chain patrons' evaluations of the importance of each attribute have changed in the past five surveys.

ATTRIBUTE	2008	2004
1. Food Quality	4.53	4.48
2. Cleanliness	4.36	4.35
3. Value	4.23	4.14
4. Service	4.24	4.17
5. Convenience	3.87	3.76
6. Menu Variety	4.11	4.01
7. Reputation	3.94	3.83
8. Atmosphere	3.83	3.74

Consumers Rate Seafood Chains	Overall Score	Atmosphere	Cleanliness	Convenience	Food Quality	Good Reputation	Menu Variety	Service	Value
1. Bonefish Grill	72.3	80%	86%	48%	82%	82%	67%	74%	45%
2. Red Lobster	68.5	65	70	53	78	78	74	72	48
3. Joe's Crab Shack	60.8	69	56	45	69	66	64	62	52
4. Long John Silver's	46.2	31	40	47	52	50	46	44	52
5. Captain D's Seafood Kitchen	45.4	34	41	48	50	49	45	42	49

Note: Overall Score is an index; percentages for each attribute represent respondents who rated the chain a 4 or 5 on a scale of a low of 1 to 5.

### Choice Tidbit

# 38

Varieties of seafood covered in the "Fish 101" educational section on Bonefish Grill's Web site; consumers can also browse by regional or seasonal availability.