

✉ EMAIL |

# Consumer Picks: Top 10 limited-service chains

September 2, 2011

## CONSUMER PICKS

*This is part of NRN's Consumer Picks special report, produced in partnership with WD Partners. The study rates top restaurant chains in the limited-service and full-service segments based on customer preferences. [Visit Consumer](#)*

*[Picks on NRN.com](#) for more information. For the full report, including detailed rankings on more than 100 chains, pick up the Sept. 5th issue of Nation's Restaurant News.*

### RELATED CONTENT

[Where the foodservice buyers are](#)

[The NRN audience. All year. All here.](#)

[Meet the Master Sommeliers](#)

[A closer look at the new Burger King breakfast](#)

[NPD: Breakfast perks up restaurant traffic](#)

Limited-service restaurant chains — whether quick service or fast casual — often hold the most heated relationships with consumers. Brands elicit some love, some hate and very little in between.

Consumers have created cult followings around Chick-fil-A, In N Out Burger and Chipotle, for example, while some of the oldest restaurant brands in foodservice, from McDonald's to KFC, continue to arouse consumer likes and dislikes decades after they took foodservice by storm.

In the inaugural Consumer Picks study from Nation's Restaurant News and WD Partners, the limited-service survey field included 92 restaurant chains, including both quick-service and fast-casual brands. It is one of the first consumer surveys to include some of the newest brands to take the restaurant industry by storm, from Five Guys Burgers & Fries to Potbelly Sandwich Shop.

Consumers frequenting a limited-service restaurant said they find cleanliness the most important attribute of dining out, followed by food quality, value, service and menu variety.

- [Learn more about Consumer Picks methodology](#)
- [Visit the Consumer Picks homepage](#)

The full results for each of the 92 chains can be found in the full Consumer Picks special report in the September 5th issue of Nation's Restaurant News. The magazine also outlines the foodservice industry's full-service sector, and mid-scale, family-dining segment.

SEARCH

EMAIL |

## Consumer Picks: Top 10 limited-service chains

September 2, 2011

*Continued from page 7*

### #4 McAlister's Deli



**Headquarters:** Ridgeland, Miss.

**No. of units:** 305

**Leadership:** Chief executive Frank Paci

**Known for:** Sandwiches, salads, fresh ingredients.

**Survey strengths:** McAlister's received the highest rating for cleanliness among limited-service restaurants.

Page 8 of 11

[Post a Comment](#)

#### RELATED CONTENT

[Where the foodservice buyers are](#)

[The NRN audience. All year. All here.](#)

[Meet the Master Sommeliers](#)

[A closer look at the new Burger King breakfast](#)

[NPD: Breakfast perks up restaurant traffic](#)

Related Terms: [Quick Service](#) [Scottsdale](#) [St. Louis](#) [Restaurant News](#) [WD Partners](#) [Employment Relation](#) [Cold Stone Creamery Headquarters](#) [Cold Stone Creamery](#) [Deli Headquarters](#) [Jason's Deli](#) [Panera Bread Headquarters](#) [Restaurant News](#) [food](#) [food quality](#) [Arizona](#) [Aylwin Lewis](#) [Business](#) [CEO](#) [Chairman](#) [chairman and chief executive](#) [Chick-fil-A](#) [Chicken sandwich](#) [chief executive](#) [chief executive and president](#) [Cold Stone Creamery](#) [Executive chairman of the board](#) [Fast casual restaurants](#) [Fast food](#) [Food and drink](#) [Foodservice](#) [Franchises](#) [Häagen-Dazs](#) [Human Interest](#) [Jason's Deli](#) [Joe Tortorice, Jr.](#) [Kahala-Cold Stone](#) [KFC](#) [Labor](#) [Lafayette County, Mississippi](#) [Law](#) [McAlister](#) [McAlister's Deli](#) [McDonald's](#) [Missouri](#) [Panera Bread](#) [QSR](#) [Restaurant](#) [Ronald M. Shaich](#) [S. Truett Cathy](#) [Sandwiches](#) [Submarine sandwich](#) [Susan Sutherland](#) [Texas](#) [Types of restaurants](#) [William W. Moreton](#)