



Restaurants & Institutions
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Consumers' Choice in Chains: Leaders of the Pack

Papa Murphy's Take 'N' Bake Pizza

Even as Papa Murphy's Take 'N' Bake Pizza continues to grow in size and popularity, the chain looks to its customers for suggestions about new product offerings. As long as they stay true to the bake-at-home platform, their ideas will be considered.

Four-time Consumers' Choice in Chains winner Papa Murphy's has been wowing customers for years with its versions of assembled pizzas. But it happily turns to guests to find the perfect additions to its menu. In recent years, the concept has added salads and cookie dough to its menu for customers looking to round out meals. Now, the chain is testing several varieties of take-and-bake pastas that customers can eat as entrée or side dish.

"We listen to customers when we develop new products," says President Mark Laramie. "We are seeing our customers coming back more often during the week or they take care of a couple meal occasions at the same time, which boosts our ticket average."

Like all new products at Papa Murphy's, the idea for pasta menu additions was the result of findings by Papa Murphy's focus groups and anecdotal reports from stores where customers have asked for such items, Laramie says. About 200 of Papa Murphy's 1,000 stores currently sell ziti and lasagna. But the chain is crafting new pasta dishes, mostly from ingredients its stores already have on hand, including vegetables, and tomato and Alfredo sauces.

If the pastas are successful at the test level, they will be rolled out to all stores as limited-time offers, according to Laramie. Depending on sales, pasta may well be a permanent menu item. Even though the current offerings are standardized, it is expected that in the future customers will be able to design their own pasta dishes, selecting from meats, sauces and vegetables offered at each store.

"The consumer's taste is always changing, and more extreme spicing profiles and more innovative and ethnic flavors are part of what America wants today," Laramie says. "As society changes, so does its taste."



Headquarters	Vancouver, Wash.
CEO	Terry Collins
Units	924
Check average	NA
Average unit volume	NA
R&I Top 400 Chains rank	81
Respondents aware of chain	22%
Respondents who visited in previous 12 months	7%
Percent of customers who plan to go back	90%
Age group with highest return intent: Matures (age 60 and older)	97%
Demographic with highest mean score (scale of 1 to 5) for key attributes:	
● Food quality: (Household income \$20,000 or less)	4.21
● Service: Gen X (ages 27 to 41)	4.01
● Value: Asian diners	4.26

