



# Drive Thru Restaurant – Naperville, IL



## 1 Customer Experience    2 Tapestry    3 Sales Distribution

- Maximize My Time
- No Dining Room

### Trade Area Drivers

#### Customer Life Mode 1: Affluent Estates

- Established wealth—educated, well-traveled married couples.
- Married-couple families with children ranging from grade school to college.
- Expect quality and invest in time-saving services.
- Participate actively in their communities.
- Active in sports and enthusiastic travelers.

### LifeMode 1 Affluent Estates

- 50% - 1B Professional Pride
- 34% - 1C Boomburbs

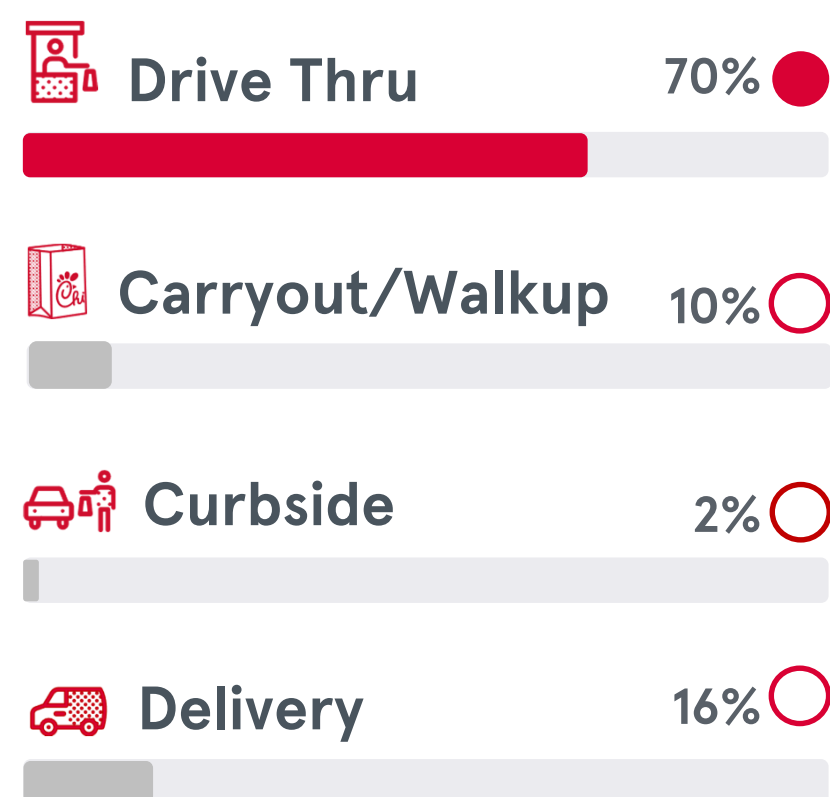
#### 1B Professional Pride

- Most households own three or more vehicles; long commutes are the norm
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.
- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- Life here is well organized; routine is a key ingredient to daily life.

#### 1C Boomburbs

- Young families are married with children; average household size is 3.25.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average
- Well-educated young professionals, 55% are college graduates (Index 178).
- High labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Well connected, own the latest devices and understand how to use them efficiently

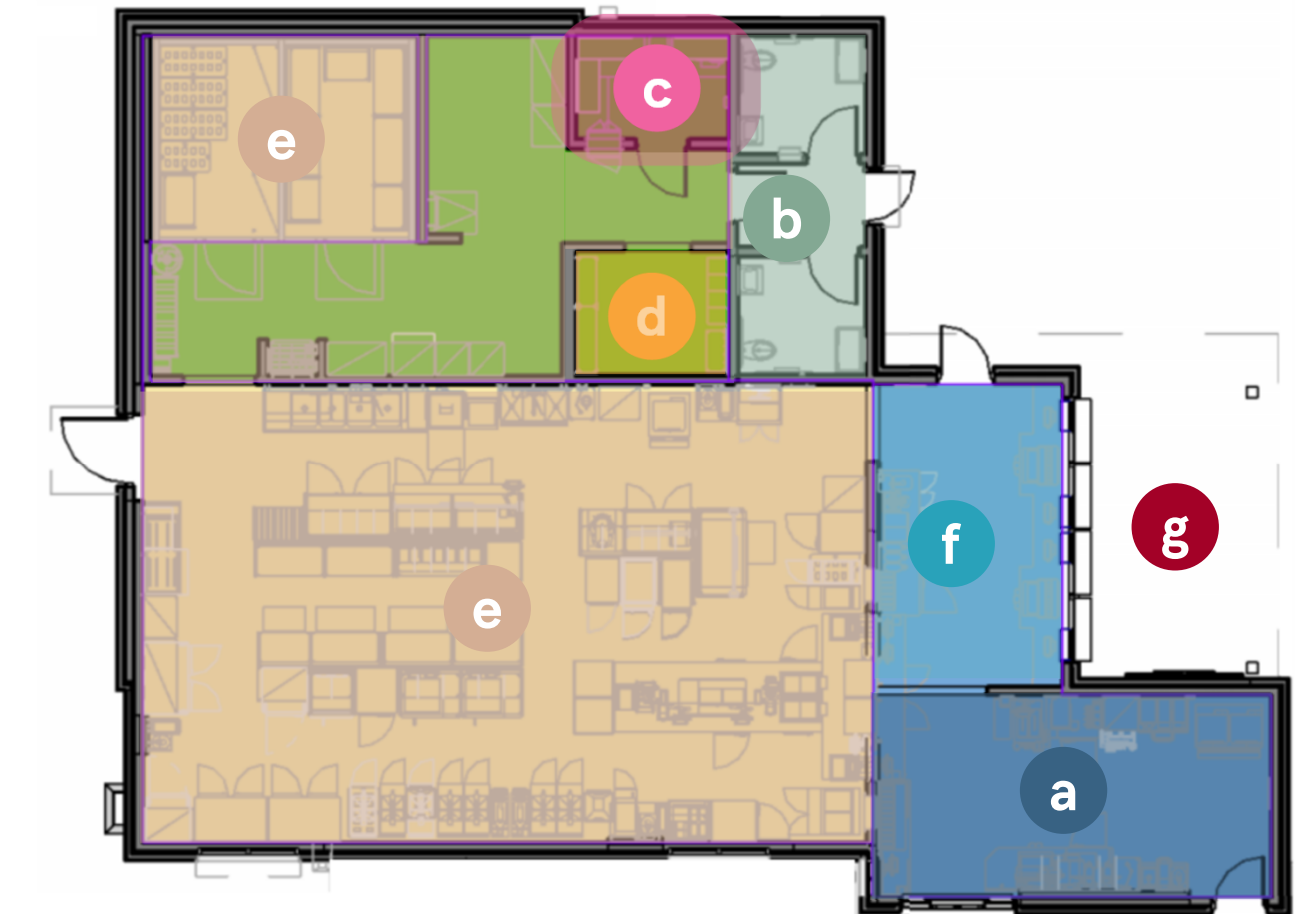
### Dine In



## 4 Building Design Parameters

### Overview

- 2,936 Total GSF
- Continuous Drive-Thru Dual Flex Lanes (2:2:2)
- Isolated DT Layout
- 40 Recommended Min Parking Spaces



- a Meal Fulfillment
- b Restrooms
- c Office
- d Multi-Function
- e Kitchen
- f Service Area
- g Walk-Up Area

## Key Interior Components

### Service Area

- Walk-Up Order Window
- Pick-Up Window
- Dedicated Door for Curbside and Delivery

### Multi-Function Space

- Seats for Team Member Breaks
- Team Member Lockers
- TV Monitor

### Meal Fulfillment

- Dedicated Drink, Dessert & Staging Stations
- Small Work Triangles
- Minimal Team Member Crossover

### Walk-Up Area

- Carryout
- Third-Party Delivery

### Restrooms

- Customer Accessible with Keycode
- Direct Employee Access

### Outdoor Dining

- Optional area based on site layout and market need
- 20 min seats required

NOTE: Channel percentages based on designed channel mix; operators have freedom to optimize the mix to local conditions