



Celebrating 60 Years of Service
1947-2007

2008 Restaurant Industry Sales % Growth Over 2007

■ HAWAII

- 2008 Sales in Billions: \$3.1 Billion
 - 2008 Sales Growth: 4.0%
 - Job Growth: 6.7%
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Driver of Nation's Economy in 2008

- 17th consecutive year of real sales growth
 - Outlets: 945,000
 - Sales: \$558 billion (+4.4%)
 - Employees: 13.1 million (+400,000)
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Consumers

- Spend 48% of their food budgets in restaurants
 - Buy a meal or snack 5.8 times per week (Americans; on average)
 - Annual spending away from home: \$1,078 per person
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Consumers Want

- Value
 - Convenience
 - Eating-on-the-go
 - Changing meals occasions and types
 - Health, nutrition
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Trends

- Small, bite-size
 - Small plates, tapas
 - Locally grown produce
 - Sustainable seafood
 - Grass-fed
 - Free-range
 - Alternatives to red meat
 - Ethnic cuisines
 - Specialty alcohol
 - Control over dining experiences
 - Going green
 - Food-to-go
 - Ordering options
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Impacts

- Increasing energy and gas prices
 - Cost of food and beverage: $1/3^{\text{rd}}$ of every dollar
 - Labor costs: $1/3^{\text{rd}}$ of all restaurant sales
 - Hawaii: Marginal visitor industry growth
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Openings



Others . . .

- Cassis
 - Nobu Waikiki
 - Formaggio
 - Elua
 - Downtown
 - The Yard House
 - Holokai Grill
 - Senor Frog's
 - Blu
 - West Maui Baking Company
 - Fiesta Time
 - WM
 - Lahaina Store Grille & Oyster Bar
 - Tango (opening)
 - Gyotaku (opening)
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Said “Good-bye” to . . .

Palomino

TGIF

The Bistro

Flamingo

OnJins

Shanghai Bistro

Kaikodo

Hawaii's Restaurant Industry

- Locations: 3,033
 - 2007 Sales: \$3.0 billion
 - Employment: 84,100
 - Projected employment: 90,200 (2017; +7.3%)
 - Every \$1 spent in restaurants generated an additional \$0.99 in sales for other industries.
 - Each additional \$1 million spent generates an additional 36.9 jobs.
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Mahalo!