

Restaurants Industry

Consumer Conference Takeaways: CMG, FWRG, JACK, PTLO, QSR, SG, TXRH

Price Objective Change

CMG: Throughput, LTOs, loyalty

Throughput remains an opportunity: 50% of stores were fully staffed in 4Q - from 30% in 3Q - but well below 2014/15 (70%+). Service speed amplifies traffic drivers like LTOs (relaunch of Chicken al Pastor) and loyalty (suggestive selling, incentives to drive frequency). CMG will test robotics - Hyphen, Autocado - in store this year (see link to [Restaurants Technology: Automating restaurants](#)).

PTLO: Strong value prop, portable concept

The Sunbelt will account for 80% of PTLO's unit growth with AZ, TX, and FL underpinning a 3 yr AUV of \$7.3-7.45mm (present sunbelt avg of \$6.8mm includes stores predating the current RE strategy). PTLO's prices compare favorably to other fast casuals (~\$13 avg check vs ~\$15-\$17) and PTLO is leaning in to menu news (salads).

SG: QTD demand strong; IK benefits bottom and top line

Ex-weather and calendar shifts, 4Q momentum carried into 1Q (seeing LDD comps) and traffic continues to benefit from throughput, innovation, and healthier new markets. Infinite Kitchen drives labor savings (700 bps to margin) with potential added benefits to topline (throughput). We raise our PO from \$21 to \$24 on a higher terminal multiple (26x vs 22x prior) in line with mature growth restaurant peers as market multiples have expanded.

JACK: Smashed Jack supports comp; unit growth to accel

JACK's softer start to C24 reflects weather and competition, but also a gap in marketing as the Smashed Jack launch was delayed to ensure sufficient supply (without ads, it mixed MSD, the same as prior ad-supported launches). AUVs in white space (Salt Lake) remain high; expect growth from new devt commitments to ramp (16 mos build time).

QSR: Ops, remodels in US, NRG in int'l

As QSR aims to reaccelerate unit growth (of 5% LT vs 3.9% in F23 and ~4.5% in F24E), its focus is on encouraging China licensees to ramp (but not funding growth for BK China and Tim Horton's China). In the US QSR expects to spend \$300mm to support franchisee remodels but is focused on ops rather than deep discounts to drive sales NT.

FWRG: Culinary, value drive growth in competitive mkts

While FWRG's 1Q started soft, the absence of check management suggests no change to consumer spending trends. Innovation (5 LTOs per year) remains a key traffic driver while tech (pay at table) is helping serve unmet demand. Market research, unit economics support growth even in competitive markets like Las Vegas and New England.

TXRH: LT traffic share gains, op leverage emerging

TXRH relies heavily on managers in the markets to help determine market-appropriate pricing; despite CDR promos, traffic continues to gap out. As TXRH again leverages labor (labor hours growth <50% traffic growth) and favorable commodities we see earnings upside. TXRH reiterated its 900 store target, but small market success suggests to us that could tick higher.

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Stock symbol key:

CMG: Chipotle
PTLO: Portillo's
SG: Sweetgreen
JACK: Jack in the Box
QSR: Restaurant Brands Int'l
FWRG: First Watch
TXRH: Texas Roadhouse

Glossary of terms:

LDD – low double digit

MSD- mid-single digit

AUV- average unit volume

CDR- casual dining restaurant

LT- long term

NT- near term

LTO- limited time offer

RE- real estate

IK- infinite kitchen

Consumer Conference Takeaways

We hosted 9 restaurant companies during BofA's Consumer and Retail Conference on March 12-13th in Miami, FL. We highlight company specific takeaways below.

CMG: Maintaining focus on throughput, LTOs drive traffic

Chipotle (CMG) continues to focus on driving faster throughput on its front make lines during peak periods and is seeing positive results, with the mix of stores that have at least four people on the make line improving to 50% in 4Q from 30% in 3Q. Improved throughput positions CMG well to introduce a new LTO (CMG announced the relaunch of Chicken al Pastor – one of its most successful LTOs – on Tuesday 3/12). CMG is confident in driving transactions through a combination of improved throughput in the restaurants, menu innovation with LTOs, and the digital flywheel (loyalty program supports higher frequency, suggestive and personalized upselling on digital channels drive higher check). As we highlighted in some of our recent work (see link to [Restaurants Technology: Automating restaurants](#)), CMG is testing automation in restaurants with investments in Hyphen (digital make line) and co-bots (Chippy, Autocado). CMG continues to apply a test and learn approach in rolling out new technology, with a focus on maintaining (if not improving) team member and customer experience and culinary rather than just reducing labor.

PTLO: Sunbelt supports growth runway; value prop strong

Portillo's (PTLO) reaffirmed its long-term growth algorithm which calls for i) 12-15% unit growth, ii) low single-digit same-restaurant sales, iii) mid-teens revenue growth, and iv) low teens adjusted EBITDA growth. PTLO continues to target the Sunbelt for most of its new unit openings as brand awareness and population tailwinds sustain demand. To this point, PTLO provided incremental information regarding AUVs by region. In its core Chicagoland market where penetration and brand awareness are high, AUVs of \$11.4mm are well above the company average. In the Sunbelt, where brand awareness and population growth are advantageous (and therefore supportive of high near-term unit growth), AUVs are \$6.8mm. In the Midwest, AUVs are lowest at \$5.8mm; while brand awareness is high, population trends (flat to declining) is less supportive to unit growth. While competitive intensity has ramped in limited service more broadly, PTLO remains committed to retaining a strong value proposition, leaning into its everyday value rather than discounting. PTLO's value proposition looks compelling relative to peers, with average check of ~\$13 versus ~\$15-\$17 for comparable fast casual offerings.

SG: QTD demand strong; IK benefits bottom and top line

Sweetgreen (SG) highlighted demand trends QTD, noting that excluding impacts from weather (which impacted January and first week of February) and calendar shifts (New Year's Day and Easter holidays fall into 1Q24), momentum exiting 4Q has carried into 1Q and traffic remains healthy. In the past few weeks, SG has seen low double-digit SSSG (vs 6% in 4Q). SG attributes the strength in q/q improvement to improved throughput (largely driven by better labor scheduling and deployment), traffic driving initiatives (Protein Plates, better attach), and healthier performance in new markets (i.e., more effective marketing, menu expansion broadening appeal). SG's rollout of the Infinite Kitchen (IK) – an automated robotic makeline – continues to make progress. SG reiterated first order benefits from labor savings and is actively assessing the potential of second order benefits to topline growth from higher throughput (especially from retrofitting high volume stores that could benefit most from increased capacity enabled by IK's faster production capabilities; we note SG's F24 unit growth guidance embeds 2-4 retrofits with IK).

We are raising our PO from \$21 to \$24 as we apply a higher terminal multiple (26x vs 22x prior, in line with mature growth restaurant peers after adjusting for SG's domestic, company-operated status) as market multiples have expanded. Based on \$2.8mm AUVs, 18% RLMs, and 8% G&A ratio, we estimate EBITDA of \$274mm. Applying a 26x terminal multiple (vs 22x prior), we arrive at an enterprise value of \$7.1 bb. Discounted back, we

arrive at a price objective of \$24 (vs \$21 prior). We reiterate our Buy rating as we continue to see a long growth runway for SG to open new stores and improve expense leverage over time.

JACK: Portfolio yields synergies, pricing to offset CA wage

Jack in the Box (JACK) is seeing benefits from its acquisition of Del Taco (completed 3/22) as the company can leverage menu innovation and marketing across both of its brands (core JIB and DT). On marketing, JACK expects a return to a more normal cadence of advertising and LTOs in F24 which should support traffic share gains (breakfast and late night dayparts are in focus). As quick service peers are leaning more into value messaging (promotions are mostly on digital channels), JACK is focused on targeting all income cohorts by highlighting both value offerings (lower price point) and more premium offerings (like Smashed Jack), and add-on items in between to capture trade up. With AB1228 set to take effect April 1, JACK expects to take price increases more moderately to offset CA wage inflation. Pricing analytics help identify opportunity to take price in each market (i.e., can see pricing for LSR chicken category within a market and determine specific pricing levers).

QSR: Focus on Int'l unit growth, franchisee profitability

Restaurant Brands Int'l (QSR) has a stated long term unit growth target of 5% (vs 3.9% in F23 and ~4.5% in F24E). As QSR aims to reaccelerate unit growth, uncertainties remain in the Middle East, and in China, a key growth market. With a softer consumer environment in China, QSR does not anticipate funding growth for either of its equity partners (BK China and Tim Horton's China). Although near-term challenges are pressuring development, QSR expects unit openings to ramp up towards the end of F24 – with potential upside to development should China recover faster than expected. In the US, the BK turnaround remains a key area of focus. QSR expects to spend \$300mm in Capex, TI (tenant inducements), and BK remodels in F24 to advance the turnaround.

FWRG: Scale and labor advantages underpin share gains

After slowness in January, FWRG is seeing a return to typical traffic, with little signs of check management as PPA continues to outpace pricing. Scale and labor act as distinct competitive advantages enabling traffic gains. FWRG's scale versus smaller, regional competitors translates to more favorable supplier terms (and ability to raise prices more modestly). FWRG also continues to see benefits from lower labor turnover versus the industry average, with more favorable scheduling (FWRG restaurants run 7am-2:30pm) and competitive benefits important factors. Investments into technology are yielding benefits (recent roll outs of the digital waitlist and pay at the table option reduce congestion in the restaurants, alleviating friction for staff and customers alike and reducing risk of turning away potential traffic). Overall, compelling unit economics underpin FWRG's plans to open new units in new markets with strong breakfast culture like Las Vegas and New England, with additional room in existing markets to reach scale (around 25 stores in a market). Although new stores are a drag on system margins (margins are typically 5-8% lower initially due to higher labor), they reach mature margins within about a year.

TXRH: Focus NT on margins, LT on growth runway

Texas Roadhouse (TXRH) emphasized its strong value proposition as a competitive advantage in an environment where consumers are more discerning with their spending. TXRH is committed to maintaining its price gap to the industry while pricing to offset inflation, with a methodical approach that incorporates local market dynamics to inform company level pricing action. TXRH has also taken price more surgically at the item level (e.g., taking more price on Porterhouse cut where inflation has been outsized). TXRH's value extends beyond price into experience (convenience and consistency, both in restaurants and in the off-premise channel); digital investments that add efficiency (i.e., pay-at-the-table) amplify customer experience. The midpoint of TXRH's margin guidance assumes modest traffic growth and pricing; leveraging labor productivity (labor hours/traffic growth fell <50% in 4Q, turnover has improved vs pre-COVID levels) and



benefitting from a more favorable commodities backdrop (likely in 1H vs 2H given beef cycle / inflation cadence) pose potential upside. As TXRH continues to demonstrate industry-leading traffic and strong brand resonance, the company sees potential for 900 stores systemwide.

Exhibit 1: Stocks mentioned

Prices and ratings for stocks mentioned in the report

BofA Ticker	Bloomberg ticker	Company name	Price	Rating
CMG	CMG US	Chipotle Mex Grill	US\$ 2722.69	B-1-9
FWRG	FWRG US	First Watch	US\$ 24.22	C-1-9
JACK	JACK US	Jack in the Box	US\$ 73.1	C-1-7
PTLO	PTLO US	Portillo's Inc.	US\$ 13.08	C-1-9
QSR	QSR US	Restaurant Brands In	US\$ 82.75	B-3-7
YQSR	QSR CN	Restaurant Brands In	C\$ 111.5	B-3-7
SG	SG US	Sweetgreen	US\$ 21.37	C-1-9

Source: BofA Global Research

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Price objective basis & risk

Chipotle Mexican Grill (CMG)

Our \$3,000 price objective is based on earnings power. At the current unit growth rate, we think Chipotle should be able to reach its targeted 8000 store count in roughly 7 years. By then we'd expect AUVs to exceed \$4mm - under the assumption that comps increase in-line with cost inflation - and margins to be in line with prior peaks of 27%. Assuming a G&A of 5%, which is more similar to mature company operated systems, this system would generate \$7.9bb in EBITDA. At a 20x multiple, consistent with current valuation multiples on high growth companies, the implied EV would be \$173bb, or \$77bb discounted back to today. We then add the current net cash and project out 12 months to derive our price objective of \$3,000.

Downside risks are: 1) lower than expected consumer uptake of new product innovations or digital ordering capabilities, 2) higher than expected food or labor costs that Chipotle is unable to offset with increased pricing, and 3) macroeconomic pressures that slow consumer income growth or otherwise dampen consumption.

First Watch (FWRG)

We believe FWRG should trade a premium consistent with its faster growth and higher returns. FWRG currently trades in line with its peer group of restaurants and retailers with similar above-market growth rates. We believe a valuation in line with other high growth peers is justified owing to FWRG's faster than average topline growth, extended growth runway, as the brand goes national, and higher incremental returns, with restaurant level ROIs of about 40% or 2x other full service restaurants. We apply a 15x multiple to our forward EBITDA estimates (F25, \$134mm) to arrive at our \$31 PO. This target multiple is conservative relative to high growth peers' average of 17x.

Downside risks: higher-than-expected cannibalization of existing restaurants due to new store openings, staffing challenges and/or higher-than-expected wage inflation, higher-than-expected occupancy costs as First Watch ramps-up new stores at a faster rate. Upside risks: higher-than-expected AUVs of new units, faster-than-expected SSS growth, lower labor and G&A costs.

Jack in the Box (JACK)

Our \$104 price objective is based on a 0.7x relative PE multiple (13.8x absolute) applied to our 12 month forward earnings estimates (2Q25-1Q26: \$7.56). This is a material discount to highly franchised peers, given historically slower growth and more capital-intensive ownership model.

Downside risks to our price objective are: 1) sales could soften due to economic or competitive pressures, 2) food and labor costs rise and margins come under renewed pressure, 3) execution risk around speed of service, menu and marketing initiatives which are critical to driving sales at Jack in the Box.

Portillo's Inc. (PTLO)

We set our \$25 PO based on steady state earnings power. We assume PTLO grows its store base at 13% to reach 725 stores in the long term, and that average volumes grow with inflation. At \$7.7 bb in sales, assuming stable RLMs and 8% G&A, PTLO would generate \$1.4 bb in EBITDA. Applying an 11x multiple and discounting back equates to a \$25 fair value in one year.

Risks to our PO: potential industry headwinds from wage inflation (MSD-HSD run rate for the industry) and food cost volatility, inability to fully offset downward pressure on volumes and margins from new store openings, and execution risks as the company looks to sustain a 10% unit growth rate.

Restaurant Brands International Inc. (QSR / YQSR)

We view QSR's 5-yr historical average multiple of 1.1x as appropriate as lagging sales trends and greater investment needs drive lower estimate revisions. We apply this multiple to our 12 months forward EPS estimate (F25) EPS to arrive at a price objective of \$78 (C\$105.83). Our 1.1x relative multiple (vs the S&P 500) translates to an absolute P/E multiple of 20.9x.

Upside risks: better-than-expected results on sales trends and market share gains as a result of investments in stores, technology, and marketing spend. Faster-than-expected turnaround in the Burger King brand. Faster-than-expected growth of the Tim Horton's brand.

Downside risks: Higher-than-expected G&A spending, continued lag in topline growth trends relative to competitors, slower-than-expected recovery in supply chain and/or labor constraints associated with COVID-19.

Sweetgreen (SG)

Our \$24 PO is based on normalized earnings power. Assuming SG is able to reach its long-term target of 1000 stores in ten years, with 18% restaurant-level margin and 8% G&A, we arrive at \$274mm EBITDA. We apply a 26x terminal multiple - consistent with mature growth restaurant peers after adjusting for SG's domestic, company-operated status - to arrive at EV of \$7.1 bb, discounted back to today at 13%.

Downside risks are i) slower SSSG as a result of lower discretionary spending, ii) inability to gain traction in new markets outside of the urban core, iii) failure to offset food and labor cost inflation through pricing and volume growth, iv) worse than expected development challenges (construction costs, permitting) which could limit unit growth.

Texas Roadhouse (TXRH)

We view TXRH's 5-year average of 1.3x (excluding COVID spike) as the appropriate target multiple given TXRH's best-in-class traffic trends and topline growth and our expectations for further operating leverage. Our PO of \$160 is based on a relative multiple of 1.3x (vs the S&P 500 index, or a 24.4x absolute multiple) on our 12-month forward EPS (F25, \$6.54).

Downside risks are: i) lower-than-expected retail beef prices and as a result, decreased value proposition for steakhouses, ii) traffic growth deceleration in response to menu price increases, iii) greater than expected slowdown in consumer spending / macroeconomic risk pressuring discretionary income, iv) slower than expected unit growth at Texas Roadhouse.

Analyst Certification

We, Sara Senatore and Katherine Griffin, hereby certify that the views each of us has expressed in this research report accurately reflect each of our respective personal views about the subject securities and issuers. We also certify that no part of our respective compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

US - Restaurants Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Chipotle Mexican Grill	CMG	CMG US	Sara Senatore
	Darden Restaurants	DRI	DRI US	Sara Senatore
	Domino's Pizza	DPZ	DPZ US	Sara Senatore
	Dutch Bros	BROS	BROS US	Sara Senatore
	First Watch	FWRG	FWRG US	Sara Senatore
	Jack in the Box	JACK	JACK US	Sara Senatore
	Krispy Kreme	DNUT	DNUT US	Sara Senatore
	Papa Johns International	PZZA	PZZA US	Sara Senatore
	Portillo's Inc.	PTLO	PTLO US	Sara Senatore
	Starbucks	SBUX	SBUX US	Sara Senatore
	Sweetgreen	SG	SG US	Katherine Griffin
	Texas Roadhouse	TXRH	TXRH US	Sara Senatore
	Wingstop Inc	WING	WING US	Sara Senatore
NEUTRAL				
	Bloomin Brands	BLMN	BLMN US	Sara Senatore
	McDonald's	MCD	MCD US	Sara Senatore
	Shake Shack	SHAK	SHAK.US	Sara Senatore
	The Cheesecake Factory	CAKE	CAKE US	Katherine Griffin
	Yum Brands Inc	YUM	YUM US	Sara Senatore
UNDERPERFORM				
	Brinker International	EAT	EAT US	Katherine Griffin
	Cracker Barrel	CBRL	CBRL US	Katherine Griffin
	Restaurant Brands International	YQSR	QSR CN	Sara Senatore
	Restaurant Brands International Inc.	QSR	QSR US	Sara Senatore
	Wendy's Co	WEN	WEN US	Sara Senatore

Disclosures

Important Disclosures

Equity Investment Rating Distribution: Restaurants Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships ^{R1}	Count	Percent
Buy	21	58.33%	Buy	10	47.62%
Hold	10	27.78%	Hold	3	30.00%
Sell	5	13.89%	Sell	4	80.00%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships ^{R1}	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

^{R1} Issuers that were investment banking clients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

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