

Measure Need to Offer Antibiotic-Free Meat at a Major QSR Chain

Background

- A major QSR chain receiving mixed messages on patron desires for antibiotic-free meat at its restaurants
- Shift to antibiotic-free meats would have huge impact on supply chain by raising costs, potentially sacrificing quality and limiting availability
- Client retained Q1 Consulting to determine if it needed to make the shift to antibiotic-free
- Transformation could cost company \$100 million-plus



Engagement Objectives

- Determine the level of concern about beef raised with antibiotics among away-from-home burger consumers
- Determine the level of interest in antibiotic-free beef among AFH burger consumers
- Determine interest in other hot-button issues to disguise the sponsor and to be able to cross-tab

Approach



ONLINE INTERVIEWS Q1 interviewed 500 past-month AFH hamburger consumers via online interviews

RESULTS

- 1** Q1 learned that the chain's customers were more interested in the quality, service and brand experience than in antibiotic-free meats
- 2** Q1 cautioned social consciousness likely would grow and recommended the chain move toward antibiotic-free meat, but not at the expense of quality and customer loyalty
- 3** Q1 suggested the chain start to vet suppliers and prepare them for the coming need for meat without antibiotics and set a timeframe to announce to the public
- 4** In short, a few thousand spent on due diligence saved the client potentially millions of dollars

Questions?

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