



## AVERAGES OF SELECTED OPERATING DATA OF A SAMPLE OF OUTER BANKS RESTAURANTS

To better understand the business characteristics and dynamics of the Outer Banks restaurant we compiled data averages from a composite of full service restaurants we serve. This info useful because it allows local restaurateurs, and other users, to compare the results of operation industry averages rather than national or state averages.

The sample size is relatively small and obviously there is not perfect consistency and uniformity reporting among the sample establishments. At the same time, from an "interested user perspective" feel the results are very informative. All restaurants included in this survey are "dining seats;" are counted as 1/2 seat.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
<b>Annual Sales Per Seat</b>	\$ 14,256	\$ 15,214	\$ 13,898	\$ 11,617	\$ 12,006	\$ 11,353	\$ 11,766	\$ 10,917
<b>Sales Composition (%):</b>								
Food	75.1%	74.7%	74.1%	74.3%	76.6%	77.6%	76.0%	77.5%
Beer & Wine	15.0%	14.9%	15.1%	14.9%	13.5%	13.7%	14.5%	14.4%
Liquor	9.9%	10.4%	10.8%	10.8%	9.9%	8.7%	9.5%	8.1%
Total Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>OPERATING PERCENTAGES:</b>								
<b>Cost of Sales</b>								
Food	35.1%	35.0%	34.8%	35.0%	37.2%	36.1%	36.0%	37.8%
Beer & Wine	32.9%	32.9%	32.4%	33.5%	34.7%	34.0%	33.2%	36.5%
Liquor	31.3%	32.1%	31.3%	33.1%	31.8%	30.1%	30.6%	31.5%
<b>Total Cost of Sales</b>	34.8%	35.2%	34.6%	35.4%	36.9%	35.9%	32.9%	37.3%
<b>Non-Owner Labor</b> (includes payroll taxes and employee benefits)	28.5%	28.6%	28.6%	29.2%	29.4%	28.5%	27.6%	26.8%
<b>Rent</b>	6.7%	6.4%	7.2%	7.3%	6.1%	7.1%	7.5%	7.0%
<b>Advertising</b>	2.8%	3.1%	3.2%	3.4%	3.7%	3.7%	3.6%	3.4%

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