

# Four C's: Perkins' Restaurant

Analyzes a brand by looking at the Company, Consumer, Category, and Culture. Includes real-time data around market share and demographics, but also creative outputs around positioning and cultural impact.

## Company

## Origin Story

- Origin Story: Perkins was established in 1957 by Matt and Ivan Perkins, initially named Smithies Pancake House in Cincinnati, Ohio. The chain expanded as a franchise in 1958 and underwent several transformations, including a name change to Perkins 'Cake & Steak' and later to Perkins Family Restaurants [\[173\]](#).
- Founders' Values: The founders emphasized quality and value, focusing on American comfort food and a welcoming dining experience. These values have been integral to the brand's identity and continue to influence its evolution [\[171\]](#)[\[172\]](#).

## Recent news

- Rebranding and Name Change: Perkins Restaurant & Bakery has rebranded to Perkins American Food Co. as part of a major overhaul [\[42\]](#)[\[44\]](#)[\[45\]](#). This change was announced on June 24, 2024 [\[45\]](#).
- New Fast-Casual Concept: Perkins is launching a fast-casual version called Perkins Express, with smaller locations ranging from 1,000 to 1,500 square feet [\[46\]](#)[\[49\]](#). This concept is expected to debut in Canada this fall [\[45\]](#).
- Restaurant Redesign: The chain is updating its restaurant designs, logos, and menu offerings to create a "new vibe" [\[41\]](#)[\[43\]](#)[\[44\]](#).

- Leadership Changes: James O'Reilly was appointed CEO of Ascent Hospitality Management, the parent company of Perkins, effective June 19, 2023 [\[152\]](#)[\[153\]](#)[\[155\]](#).

## Market Share

- Casual Dining Market Size: The global casual dining market was valued at USD 485.30 billion in 2023 and is projected to grow at a CAGR of 4.9%, reaching USD 122.50 billion by 2030 [\[61\]](#).
- Perkins' Market Share: Perkins Restaurant & Bakery's annual revenue was \$352.3 million in 2023 [\[34\]](#). Given the U.S. full-service restaurant industry's annual revenue of about \$300 billion [\[69\]](#), Perkins holds a market share of approximately 0.12%.
- Growth Status: Perkins has experienced fluctuations, including a Chapter 11 filing in 2019 [\[32\]](#), but recent efforts like rebranding suggest attempts at growth [\[36\]](#).

## Employee / Consumer Satisfaction

- Employee Satisfaction:
  - Positive Work Culture: 62% of Perkins employees report positive experiences, particularly in the Sales team [\[92\]](#).
  - Supportive Management: Some managers are noted for going above and beyond to address employee concerns [\[119\]](#).
- Consumer Satisfaction:
  - Service Excellence: Perkins is committed to delivering 100% satisfaction through excellent service and positive dining experiences [\[91\]](#).
  - Diverse Menu: Consumers appreciate the diverse, moderately priced menu featuring breakfast, lunch, dinner, and bakery offerings [\[93\]](#).
  - Accommodating Staff: Many customers have praised the accommodating staff and attentive management [\[119\]](#)[\[120\]](#).

## Expert Opinion

- **Established Legacy:** Perkins was founded in 1957 by Matt and Ivan Perkins, initially named Smithies Pancake House, and has since evolved into a well-known brand in the casual dining sector [\[173\]](#).
- **Founders' Values:** The brand has consistently emphasized quality, value, and American comfort food, which remain central to its identity [\[171\]](#)[\[172\]](#).
- **Market Position:** Perkins holds a market share of approximately 0.12% in the U.S. full-service restaurant industry, with annual revenue of \$352.3 million in 2023 [\[34\]](#)[\[69\]](#).
- **Recent Developments:** Perkins has rebranded to Perkins American Food Co., introduced a fast-casual concept called Perkins Express, and is updating its restaurant designs and menu offerings [\[42\]](#)[\[44\]](#)[\[45\]](#)[\[46\]](#)[\[49\]](#).

## Reasons to Believe

- **Long-standing History:** Perkins was established in 1957, showcasing a rich history and experience in the restaurant industry [\[173\]](#).
- **Founders' Commitment:** The founders, Matt and Ivan Perkins, emphasized quality and value, focusing on American comfort food and a welcoming dining experience [\[171\]](#)[\[172\]](#).
- **Brand Evolution:** The brand has undergone several transformations, including name changes and expansions, reflecting its adaptability and growth [\[173\]](#).
- **Customer Perception:** By maintaining its core values and continuously evolving, Perkins creates a perception of reliability, quality, and a family-friendly dining environment [\[171\]](#)[\[172\]](#)[\[173\]](#).

## Category

# Advertising Cliches in Casual Dining

- Happy Families: Ads often show smiling families enjoying meals together.
- Perfectly Plated Food: Dishes are always impeccably presented, often unrealistic.
- Diverse Group of Friends: A mix of friends from different backgrounds having fun.
- Friendly Staff: Overly enthusiastic and attentive waitstaff.
- Buzzing Atmosphere: Restaurants are depicted as lively and bustling.
- Fresh Ingredients: Emphasis on farm-fresh, high-quality ingredients.
- Special Offers: Frequent mention of discounts, happy hours, or special deals.
- Nostalgic Vibes: Ads often evoke a sense of nostalgia or tradition.

## Positioning Among Peers

- Schoolyard Analogy: Perkins Restaurant is like the reliable, friendly kid in the schoolyard who has been around for a while. While not the most popular or the biggest kid on the block, they are known for their consistency and comfort. Despite facing some tough times, like a Chapter 11 filing in 2019, they are making efforts to reinvent themselves with a new name and fresh look, much like a kid getting a new wardrobe and attitude to fit in better with their peers [\[32\]](#)[\[36\]](#)[\[42\]](#)[\[44\]](#)[\[45\]](#).

## Category Issues & Opportunities

What Doesn't Make Sense:

- High Overhead Costs: Maintaining large dining spaces and extensive staff despite fluctuating customer traffic.
- Uniform Menus: Limited menu innovation, failing to cater to evolving consumer tastes and dietary preferences.

- Inconsistent Quality: Variability in food and service quality across different locations. Biggest Issues:
- Competition: Intense competition from fast-casual and delivery services.
- Labor Shortages: Difficulty in hiring and retaining skilled staff.
- Economic Pressures: Rising food and operational costs impacting profitability.
- Consumer Preferences: Shift towards healthier, more convenient dining options.

## Category Evolution

- Technological Integration: Increased adoption of digital ordering, contactless payments, and QR codes for menus [\[123\]](#)[\[126\]](#).
- Health and Sustainability Awareness: Growing consumer preference for healthy and sustainable food options [\[101\]](#)[\[105\]](#).
- Economic Factors: Inflation impacting food prices and consumer spending habits [\[11\]](#)[\[5\]](#).
- Resurgence Post-Pandemic: Casual dining sales have surpassed pre-pandemic levels, driven by higher prices [\[3\]](#).
- Consumer Preferences: Shift towards healthier menu options and sustainable practices [\[101\]](#)[\[105\]](#).
- Economic Pressures: Inflation and rising food costs affecting the industry [\[11\]](#)[\[5\]](#).

## Consumer

### Consumer Demographics

- Demographic Profile: Perkins' current consumers are likely to be family-oriented individuals, including millennial parents who favor fast-casual and quick-service dining options [\[25\]](#)[\[27\]](#).

- Behavioral Traits: These consumers prefer moderately priced dining in a relaxed atmosphere, often seeking convenience and value [\[26\]](#)[\[146\]](#).
- Attitudinal Insights: They value brand loyalty, health-conscious menu options, and a pleasant dining experience [\[142\]](#)[\[145\]](#).
- Interests and Needs:
  - Convenience: Interest in fast-casual dining models and quick service [\[23\]](#)[\[24\]](#).
  - Health and Sustainability: Growing awareness and preference for healthier and sustainable food options [\[142\]](#).
  - Family-Friendly Environment: Desire for a welcoming atmosphere suitable for families [\[27\]](#)[\[150\]](#).

## Consumer Problem & Goal

- Consumer Problem Solved: Perkins Restaurant addresses the need for quality, affordable American comfort food in a welcoming dining environment [\[171\]](#)[\[172\]](#).
- Higher Order Consumer Goal: It achieves the higher order goal of providing a reliable and enjoyable dining experience that fosters a sense of community and comfort [\[171\]](#)[\[172\]](#).

## Consumer Mindset

- Current Consumer Mindset:
  - Value Perception Issues: Casual dining, including Perkins, has seen a significant dip in value perception, which is troubling for the segment [\[136\]](#).
  - Satisfaction with Fast Casual: Consumers are generally more satisfied with fast-casual restaurants, which may be drawing them away from traditional casual dining options like Perkins [\[135\]](#).
- Consumer Opinions on Perkins:

- Positive:
  - High Ratings: Perkins has received high ratings for casual dining, with many customers praising the service and food quality [\[71\]](#)[\[72\]](#)[\[73\]](#).
  - Loyalty to Staff: Customers appreciate the friendly and familiar service from staff members [\[76\]](#).
- Negative:
  - Mixed Reviews: Some locations have mixed reviews, indicating inconsistency in service and food quality [\[75\]](#)[\[78\]](#).

## Culture

## Audience Focus

- Target Audience: Perkins American Food Co. is targeting customers who seek the convenience and speed of fast food combined with the quality and dining experience of casual dining [\[82\]](#)[\[165\]](#). This includes individuals looking for fresh, quickly served food at a reasonable price [\[82\]](#)[\[165\]](#).
- Cultural Fight: Perkins' audience is fighting for a balance between quality and convenience in their dining experiences. They desire fresh, high-quality meals that can be enjoyed quickly without compromising on the dining experience [\[82\]](#)[\[165\]](#).

## Macro Forces

- Macro Cultural Forces Impacting Perkins' Restaurant:
  - Technological Advancements: Increased adoption of digital ordering, contactless payments, and QR codes for menus [\[123\]](#)[\[126\]](#).
  - Health and Sustainability Awareness: Growing consumer preference for healthy and sustainable food options [\[101\]](#)[\[105\]](#).

- Economic Factors: Inflation impacting food prices and consumer spending habits [\[11\]\[5\]](#).
- Overarching Trends in the Casual Dining Industry:
  - Resurgence Post-Pandemic: Casual dining sales have surpassed pre-pandemic levels, driven by higher prices [\[3\]](#).
  - Technological Integration: Enhanced speed and efficiency through new tech implementations [\[123\]\[124\]](#).
  - Consumer Preferences: Shift towards healthier menu options and sustainable practices [\[101\]\[105\]](#).
  - Economic Pressures: Inflation and rising food costs affecting the industry [\[11\]\[5\]](#).

## Muses

- Cultural Muses: Perkins' audience is inspired by the desire for a balance between quality and convenience in dining. They seek fresh, high-quality meals that are served quickly, reflecting a cultural preference for both efficiency and a satisfying dining experience [\[82\]\[165\]](#).

## Subcultures

- Family-Friendly Dining: Perkins is part of the family-friendly dining subculture, attracting families with its welcoming atmosphere and comfort food. The unspoken rules include a focus on value, quality, and a kid-friendly environment [\[171\]\[172\]](#).
- Senior Citizens: Perkins also appeals to senior citizens, offering senior discounts and a menu that caters to their preferences. The unspoken codes involve providing a comfortable, quiet dining experience and value-oriented meals [\[171\]\[172\]](#).
- Casual Dining Enthusiasts: This subculture includes individuals who enjoy relaxed dining experiences with consistent quality. The unspoken rules emphasize a casual dress code, friendly service, and a familiar menu [\[171\]\[172\]](#).



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