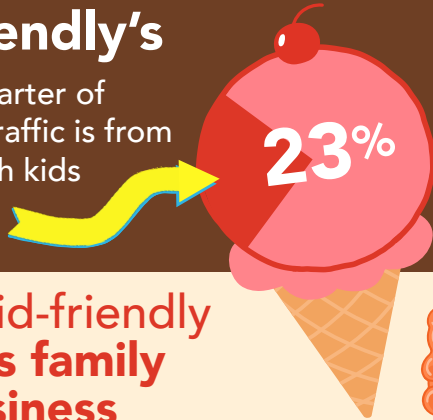


Friendly's

How investing in kids with Friendly's Fun Packs makes an impact

Kids are big business for Friendly's

About a quarter of Friendly's traffic is from families with kids under 13.



And when kids are present at Friendly's, check is

2.5x

times higher!

Source: Circana, Inc./CREST®, year ending Dec 2024.

Being kid-friendly drives family business



3 in 4 parents

say a restaurant's kid-friendliness is VERY important when they're choosing where to eat. (74% very important, 22% somewhat important)

What makes a restaurant kid-friendly?

#1

FOOD

(kids' menu or kids' meal)

#2

ENTERTAINMENT

(toys, activity menus, crayons, fun!)



Kids have influence

91% of parents say their child influences restaurant choice.

Source: YouthBeat 2021, n=1283 parents of kids in grades 1-4.

Which of the following do parents expect from a kid-friendly casual sit-down restaurant?

75%



Crayons

79%



Activity Menu

59% of kids are disappointed when restaurants don't have activity menus or crayons.

Source (unless otherwise noted): C3 Kid-Friendly Restaurant Study, Aug 2020, N=578 Parents of kids 4-10.

The benefit of kids' entertainment at Friendly's:

Friendly's Fun Packs add excitement to the restaurant experience and create new and fun memories for children, bringing families a **moment of JOY.**



Scan the QR code or visit c3orders.com to order Friendly's Fun Packs for your restaurant! Each pack includes a fun-filled activity booklet, two crayons and a Cone Head color-changing spoon!

