

Accelerating the Arches

Strategic Plan

Our Purpose
Feed and foster communities

Our Mission
Making delicious feel-good moments easy for everyone

Our Values

Serve:
We put our customers and people first

Inclusion:
We open our doors to everyone

Integrity:
We do the right thing

Community:
We are good neighbors

Family:
We get better together

Our Growth Pillars

Maximize our Marketing
• Brand
• Affordability

Commit to the Core
• Burger
• Chicken
• Coffee

Double Down on the 4Ds
• Delivery
• Digital
• Drive Thru
• Development

Our Platforms

Consumer: One of the world's largest consumer platforms to fuel engagement

Restaurant: Easiest and most efficient restaurant operating platform

Company: Modern company platform that unlocks speed and innovation

