

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

Restaurant: Easiest and most efficient restaurant operating platform

Company: Modern company platform that unlocks speed and innovation

