



We Didn't Invent The Chicken,
Just The Chicken Sandwich.®

It has been more than 35 years since Chick-fil-A—the #1 drive-thru in America*—became one of the first users of foam cups for cold beverages. Their success, which is reflected by their mission statement “to be America’s best quick-service restaurant at winning and keeping customers,” is obvious by their \$1.37 billion in sales.

The attributes of Dart foam cups help to maintain Chick-fil-A’s excellent quality that gives this company a reputation for their extraordinary customer satisfaction!

Randy Smith, Field Operations Management Consultant, stated, **“From an operational standpoint, the temperature retention of the Dart foam cup is what differentiates us from**

the competition! The beverages have less ice melt, keeping them colder for longer and tasting better!”

Out of Chick-fil-A’s 1080 units, a portion of their stores are located in malls. Steve Hester, Senior Director of Purchasing, stated, **“Dart’s insulating properties prevent the cup from sweating and make it possible for mall employees to purchase a beverage and keep it all day long. The soft drink maintains its great taste and quality throughout the day because of less ice melt!”**

Chick-fil-A offers an assortment of foam cups and containers that are used for a variety of applications. In the middle of 2000, a switch to the 32 ounce pedestal



cup was an enhancement to their entire program. **Since switching, there has been a dramatic increase in the 32 ounce drink sales when compared to the overall sales mix.**

With much of Chick-fil-A’s growth coming from their freestanding units, the easier dispensing and handling of the pedestal cup has added to their quick service success! Randy stated, **“The solid construction yet flexible hand feel enables you to have a firm grip on the cup which prevents it from slipping out of the hands of our workers and our customers.”**

Chick-fil-A’s internal market research, based on customer feedback, consistently has the highest approval ratings on their beverage program in which Dart foam cups play an integral part. With Dart foam cups, everyone is happy!



* QSR Magazine, October 2008, “America’s Best Drive-Thru 2008”



DART CONTAINER CORPORATION
The Industry Standard of Excellence
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