



## MARKET

The restaurant business in Thailand is highly competitive, which means that there are more categories of food competing for market and mind shares, such as Thai cuisine, Japanese food (Suki), Western food (Burgers and Pizzas), Korean BBQ and others.

Although the competition has created a slight growth overall in food demand, there is still some room for the players to enjoy good margins. Japanese cuisine is a suitable example as it is listed to be the fastest growing among the restaurant industry in terms of number of restaurants and revenues.

As a result, the change in food consumption has become a significant factor, causing the number of restaurants in Thailand to increase rapidly, especially for particular market segments or lifestyles.

Recently Thailand's political unrest and threat of natural disasters, such as flooding, have punctured consumers' confidence and prevented them from spending on food and other necessities. This scenario dictates that only the strongest brands could survive through this tough time.

The Western food category is still small; however, there is a potential growth in Western food in Thailand. Sizzler has been growing dynamically over the years, proving itself in

terms of high quality and fresh products, customer brand loyalty and revenues.

## ACHIEVEMENTS

SLRT Limited, operator of Sizzler in Thailand and China, was the back-to-back winner of Sizzler's 'Franchise Partner of the Year' award for 2008 and 2009. The award is given annually by

Sizzler International to a franchise partner who contributed the most to the Sizzler chain. The award takes into account all areas of business operations and is participated in by franchisees from China, Korea, Japan, Singapore, Taiwan and Thailand.

In 2011 Sizzler was one of the winners of "Best Employers in Thailand 2011 in the Hospitality/Restaurants Industry". The award is given to the organisations that have a wide variety of business models, business strategies, work cultures, and human capital programmes.

The award is a testament to the excellent performance of SLRT's personnel from top management to ordinary staff.

The campaign 'the art of eating, the art of living' launched in January 2011, generated 300 million baht extra sales volume, accounting for a 17.6% increase.

The TV commercial acquired the increased E.P.I.C score (measurement of communication effectiveness) including Sizzler's record breaking Empathy and Impact score which also ranked above norm. (Source: Nielsen 2011)

## HISTORY

The global franchise, Sizzler, is categorised as a Western dining restaurant chain. It was first

operated as a family steak house by pioneering restaurateurs Del and Helen Johnson at Culver City in California, USA in 1958. The name 'Sizzler' comes from 'sizzle' which is the sound of steak on the hot plate.

Its original menu was simple with two types of steak, plus a salad and rolls. By the early 1960s Del and Helen added hamburgers and sandwiches to the menu and they expanded to three locations in suburban Los Angeles. Later, Mr. Johnson started operating Sizzler under a franchise concept which proved very successful enabling it to grow rapidly to 140 restaurants in California.

Once the business was settled, Del and Helen decided to retire, in late 1966. They sold Sizzler to Jim Collins, who later became the largest fast food franchise on the US West Coast.

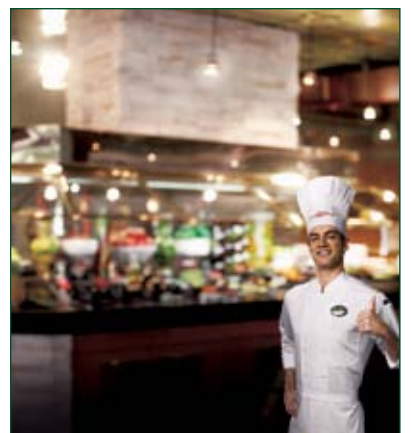
In 1985 Collins Foods International, which owns and manages Sizzler franchise, introduced the brand into the Australian market at its first location in Annerley, a suburb of Brisbane. Later it expanded throughout Queensland, New South Wales, North and West Australia.

In Thailand SLRT Limited, a subsidiary of Thailand's most successful restaurant operator, The Minor Food Group Plc, is Sizzler's franchise holder and operator. It opened its first Sizzler restaurant at the second floor of Fifty-Fifth Plaza on Sukhumvit 55 Road, Bangkok, in January 1992. Sizzler now operates in 39 locations around Thailand of which 26 are located in Bangkok and 13 in major provinces.

## PRODUCT

Sizzler developed the concept of 'casual dining' in Australia and introduced the first Soup, Salad, Pasta, Fresh Fruit and Dessert Bar concept. Nowadays, Sizzler has expanded its 'classic grill' to include, not only steak and seafood, but also delicious chicken dishes, BBQ ribs, combination meals, burgers and unique salad bar. Sizzler offers eclectic selections that make healthily nutritious meals enjoyable. Its marketing strategy of offering 'Variety' and 'freedom to choose' has led Sizzler to be different from other dining experiences.

At all Sizzler stores customers are free to





decide the volume, nutritional balance and variety of each meal by ordering from the grill. They can help themselves to a wide variety of Sizzler's famous soups, salad, pasta, fresh fruits and dessert from the salad bars.

During festive seasons such as on Valentine's Day, Chinese, Vegetarian Day, Father's Day or every quarter, Sizzler introduces special menus to fit the occasion.

Sizzler's distinctively designed, clean, friendly and flexible restaurant ambience offers a 'casual dining' alternative. Its service, healthy variety of high quality, good value and freshly prepared meals, make Sizzler one of the favourite contemporary restaurants for years now.

## RECENT DEVELOPMENTS

Over the past nineteen years of operation in Thailand, Sizzler has always been at the forefront of products and menu developments.

Sizzler launched a campaign called 'the art of eating, the art of living' which is the upscaling of the standard of fresh vegetables that it serves to customers. Sizzler has been sourcing twenty types of fresh vegetables from the Royal Project, which is His Majesty the King of Thailand's private project, located in Chiang Mai province. Starting from the main locations in Chiang Mai, namely at Central Plaza Airport and Kad Suan Kaew shopping mall, the coverage has now expanded to other Sizzler shops nationwide. This is to ensure that

customers will have access to the best quality vegetables at the salad bar and to provide Thais in rural areas with consistent income.

Sizzler continues its on-going development to ensure that only the best quality product is served to its customers. For instance, Imported Premium Angus Beef, Atlantic Salmon and Jacob's Creek Wine.

Recently Sizzler introduced "Grilled Master Competition". The competition was aimed

at motivating staff in the kitchen area to improve their culinary skills and ensure that the quality of the products and menus offered to customers are consistent with Sizzler's international standards. The friendly competition also provided great fun to participants at the same time.

As customers' concerns on health matters have become significant, it has also become Sizzler's standing policy and goal to rid its food

products and all basic ingredients of monosodium glutamate or MSG. It has extended the 'No MSG' campaign among its suppliers, and, by 2010, Sizzler was MSG free.



## PROMOTION

As the restaurant market is very competitive with customers always looking for value for money, restaurant operators need to find ways to attract their existing customers and potential customers.



Sizzler occasionally organises promotional campaigns to drive sales and maintain customers' brand loyalty to Sizzler stores. Among these promotional events is the addition of a "Special Menu" for every quarter, together with introduction of new items in the salad bar in order to create excitement for customers. Customers visiting stores Sizzler throughout Thailand every Wednesday can enjoy "Wednesday Night Special" with a variety of food menus at prices starting from only 255 baht. Another special promotional menu, which has gained outstanding customer patronage, is the "209 baht" price tags on selected menus. With this special price customers are able to enjoy quality, fresh and delicious food, plentiful salad items, fresh fruits and desserts from the salad bar at a very reasonable price. Also, Sizzler provides information on health benefits and sources of raw material via QR code.

Sizzler each year, also organises promotional campaigns, offering lucky customers the opportunity to win free full-board tour packages, such as to Australia and France - complete with fun and unforgettable memories as well as the chance to win discount coupon prizes.

Along with the organising of stand-alone promotional campaigns Sizzler regularly joins hands with leading business partners, such as credit cards companies, mobile operators or shopping malls, to expand the numbers and segmentations of Sizzler customers by offering them opportunities to enjoy the great taste and great product at Sizzler.

Furthermore Sizzler ramped up its CSR activity, working on specific projects with the hill-tribes and helping to raise awareness of their work as well as continuing to support other charitable causes throughout Thailand, such as blanket donation to the hill-tribes community.

[www.sizzler.co.th](http://www.sizzler.co.th)

## Things you didn't know about Sizzler

- Sizzler Thailand uses 3,700 tons of vegetables annually.
- Sizzler Thailand uses fifteen tons of Japanese pumpkin each month.
- Sizzler serves 7.2 million cups of Cream of Mushroom Soup each year.
- Sizzler prepares 6.2 million cuts of steak throughout the year.

Superbrands

