

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

Foundation

- Run Great Restaurants
- Empower Our People
- Accelerating the Organization

