

Most Profitable Food Chains

When you want your food and you want it fast, where do you turn?

They're all dishing the grub, but who's raking in the dough? If you spend any time on the road, you've undoubtedly seen the rows of billboards advertising upcoming eateries as you close in on city limits. But as the hunger pangs gnaw at your stomach, what sways your decision and pulls you toward one exit or another?

And the question for fast-food business owners is, what sways the majority of consumers to peruse the menus and open their wallets? Popular ranking website The Top 13 (<http://www.thetop13.com/fast-food-chains-L93/>) put in their two cents about which fast food establishments are hitting the mark:

1. In-N-Out Burger - Simple menu, all privately owned, and happy employees. Plus, there's the shirts.
2. Chik-Fil-A - They do chicken and only chicken, and they do it well.
3. Wendy's - Because who hasn't satisfied a late-night Frosty craving?
4. McDonald's - Classic menu, superior advertising and nostalgia all fuel the golden arches' undisputed stance as the financial king of all fast food chains.
5. Whataburger - Regionally located in Texas and surrounding areas, this place keeps it simple and classic like In-N-Out.
6. Arby's - You've got the roast beef, and you've got the Arby Sauce -- 'nuff said.
7. Taco John's - The only Mexican fast-food chain to make the cut, this place's secret ingredient are its Potato Oles, tucked in everything from nachos to burritos.
8. Checkers/Rally's - It's the spicy, crisp french fries that keep this place in the running, although the sandwiches and low prices are nothing to ignore.
9. Dairy Queen - The hot food itself is worth noting, but who's keeping track when there are Blizzards to speak of?
10. Fatburger - The only contender on the list that can boast a turkey burger and the option of adding a fried egg to your patty.
11. Popeyes Louisiana Kitchen - Fried chicken in a box? Seasoned with the ol' Cajun Sparkle? Yes please.
12. Jimmy John's - In the sub sandwich world, it's their bread that edges out competitors.
13. White Castle - If there's ever a time to apply the "so bad it's good" principle, now is the time.



Image 1:

Source: http://scienceblogs.com/thoughtfulanimal/2010/05/your_brain_on_fast_fast_food.php

Caption: A menu of upcoming fast food options is a common sight for avid road-trippers.



Image 2:

Source: http://www.thetshop.com/product_info.php?products_id=6492&osCsid=ddee0bb8743c14fd1f1bc459cd0c7039

Caption: Not every fast-food chain can claim that its customers come for the food and leave with full tummies *and* a souvenir shirt.