



Gustavson
School of Business
 University of Victoria



| Restaurants/Takeout - GBTI 2023 | | | | | |
|----------------------------------------|------------------------------|-------------------------------------|--------------------------------|---------------------------------|---------------------------------|
| Brand Name | Brand Trust Rank 2023 | Brand Authenticity Rank 2023 | Brand Ability Rank 2023 | Brand Affinity Rank 2023 | Brand Advocacy Rank 2023 |
| A&W | 67 | 83 | 121 | 71 | 56 |
| The Keg Steakhouse | 67 | 213 | 121 | 11 | 106 |
| Montana's BBQ & Bar | 136 | 160 | 236 | 34 | 212 |
| Second Cup Coffee Co. | 136 | 123 | 252 | 92 | 227 |
| Dairy Queen | 156 | 160 | 217 | 71 | 106 |
| Tim Hortons | 156 | 15 | 167 | 189 | 128 |
| Starbucks | 226 | 123 | 182 | 71 | 239 |
| Wendy's | 226 | 278 | 310 | 271 | 239 |
| Boston Pizza | 247 | 123 | 322 | 112 | 276 |
| Subway | 247 | 76 | 236 | 218 | 135 |
| Swiss Chalet/Harvey's | 247 | 256 | 332 | 161 | 285 |
| Domino's Pizza | 261 | 278 | 322 | 218 | 301 |
| Pizza Hut | 261 | 256 | 295 | 271 | 250 |
| Panago | 319 | 237 | 332 | 271 | 307 |
| Little Caesars | 332 | 237 | 322 | 248 | 316 |
| McDonald's | 348 | 181 | 322 | 295 | 295 |
| PizzaPizza | 348 | 301 | 379 | 358 | 371 |
| Burger King | 369 | 386 | 379 | 365 | 362 |
| Taco Bell | 384 | 398 | 391 | 380 | 390 |
| KFC | 385 | 396 | 391 | 380 | 390 |

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