



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 2002, “The Best Drive-Thru in America ‘02”



**DART CONTAINER CORPORATION**  
The Industry Standard of Excellence  
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