



# The Flavor of Cincinnati™

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## “Chilinomics”

### **Cincinnati’s Unique Regional Dish Helps to Drive Its Local Economy** *Regional Employment, Construction and Third-Party Vendors Receive Fiscal Boost from Cincinnati-Style Chili Chains*

**CINCINNATI, OH** –April 15, 2010 – With more than 200 chili parlors in the region, Cincinnati can truly be referred to as “Chilitown USA”, and its unique dish, Cincinnati-style chili, not only provides the region a delicious food favorite but also a significant impact on the local economy. In a recent study conducted by executives from one of Cincinnati’s leading chili chains, Gold Star Chili, it has been revealed that Cincinnati-style chili parlors play a larger role on the Greater Cincinnati economy than many national brands.

In March 2010, Gold Star Chili, CEO Mike Rohrkemper, collaborated with Gold Star Chili’s marketing director, Charlie Howard, and the operations team to uncover all the ways in which Cincinnati-style chili parlors impact the local economy. After an in-depth review of Gold Star Chili’s individual contributions as a local chain with 95 store locations throughout Ohio, Kentucky and Indiana, Gold Star Chili projected the estimated annual contribution of their fellow chili parlors in the area, including chains and independent chili parlors.

From Gold Star Chili’s “Chilinomics” study, Gold Star Chili was able to generate significant financial projections for the annual economic impact of Cincinnati-style on the regional economy. Below is a list of the many ways that Greater Cincinnati chili parlors impact the economy:

- Average per store sales
- Local food vendor costs (hot dogs, buns, etc.)
- Non-food vendor costs (local paper products, etc.)
- Retail grocery sales
- New store construction with local builder
- New store equipment purchase from a local manufacturer

After calculating all the projected expenditures above, it is estimated that Greater Cincinnati chili parlors generate roughly \$131,650,000\* for the local economy.

“When you look at these numbers, you realize that Cincinnati-style chili means much more to the city than just its cultural and culinary contributions,” observes Gold Star Chili CEO, Mike Rohrkemper. “It is a major contributor to the Greater Cincinnati economy. No other area restaurant concept, even the national chains, have this kind of positive impact on local employment and the fiscal health of the city and its surrounding neighborhoods.”

The impact stretches beyond sales and into employment. Gold Star Chili provides roughly 1,100 local jobs for employees in its restaurants, as well as jobs for its 40 corporate employees. As for the more than 200 chili parlors in the region, Cincinnati-style chili restaurants employ on average about 2,400 restaurant employees and 300 corporate employees, totaling 2,700 local employees for the region.

**ABOUT GOLD STAR CHILI**

Greater Cincinnati is Chilitown USA® and Gold Star Chili is The Flavor of Cincinnati®. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit [www.goldstarchili.com](http://www.goldstarchili.com).

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*\*Estimated numbers were compiled by Gold Star Chili, Inc., internal corporate staff.*