



2010 ANNUAL FOOD SERVICES REPORT

RESTAURANTS, FOOD SERVICE CONTRACTORS & DRINKING PLACES

DUE DATE

Need help or have questions?

Call 1-800-327-4389, option "2"
(8:30 a.m. - 5:00 p.m. EST, M-F)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

(Please correct any errors in name, address, and ZIP Code.)

Return via Internet:

www.census.gov/econhelp/arts

Username:

Password:

Use your firm's unique username and original password. If you change your password, please keep a record for future reference.

Return via Fax:

1-800-447-4613

Return via Mail:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

GENERAL INSTRUCTIONS

- Always provide book figures. If they are not available, carefully prepared estimates, labeled "Est." are acceptable.
- Any significant change in your firm's operations should be noted in the "REMARKS" section of this report.
- To view the results of this survey, visit **www.census.gov/retail**.

INCLUDE

- All domestic/U.S. food service establishments operated by your firm and its subsidiaries
- Data for auxiliary facilities of your firm engaged in furnishing supporting services to your covered establishment(s) (such as warehouses, garages, central administrative offices, and repair services)
- Leased or franchised food service departments and concessions operated by this firm in establishments of others (e.g., restaurants in hotels, and concession operations in sport stadiums)
- Data for establishment(s) sold or acquired during 2010 for the period they were operated by your firm

EXCLUDE

- Data for establishments operated by other firms, such as franchises
- Departments and concessions operated by other firms in your covered establishment(s)

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1A OWNERSHIP OR CONTROL

1. Does another firm own more than 50 percent of the working stock or have the power to control management and policies of this firm?

Yes - Enter the following information of the owning or controlling company ↴

No - Go to line 2

Name of owning or controlling company		Employer Identification Number (EIN) for owning or controlling company (9 digits)			
				-	
Address (Number and street)					
City		State	ZIP Code		
				-	

2. Did your firm experience any organizational change during 2010?

Yes

No - Go to **1B**

3. Which one of the following best describes your firm's organizational change?

Sold to

Merged with

Acquired

Date of sale/merger or acquisition →

2010	
Month	Year

AND enter name and address of company sold to/merged with/acquired ↴

Name of company sold to/merged with/acquired		EIN (9 digits)			
				-	
Address (Number and street, P.O. Box, etc.)					
City		State	ZIP Code		
				-	

1B NUMBER OF ESTABLISHMENTS

How many establishments, including departments and concessions, were covered by this report as of December 31, 2010?

Mark "X" if None

Number as of December 31, 2010

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2A SALES

INCLUDE

- Credit and cash sales of merchandise
- E-commerce sales if not submitted on a separate Annual Retail Trade Report
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this firm
- Wholesale sales made by retail establishment(s) covered by this report
- Receipts from the rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- Leased departments and concessions operated in other establishments

EXCLUDE

- Sales from auxiliary establishments
- Carrying or other finance charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in your firm's retail establishment(s)
- Franchise fees and royalties

DEDUCT

- Refunds and allowances for returned goods
- Actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

SPECIAL INSTRUCTIONS

Contract feeding

If terms of contract are - *Include as sales -*

Management fee basis Management fees plus reimbursement for the cost of food, labor, and other operating expenses

Cost-plus basis Sales to customers plus fees or supplements from clients

Profit-loss basis All sales to customers

1. What were the total sales of merchandise and other operating receipts for 2010? *Mark "X" if None*
(INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes.)
2. Did your firm collect any sales taxes during 2010?
- Yes - What were the total sales taxes collected?
(Exclude excise taxes reported in line 1.)
- No - Go to **2B**
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2010? *(Sum of lines 1 and 2.)*

2010			
\$ Bil.	Mil.	Thou.	Dol.

2B SALES REPORT PERIOD

Do the reported data in **2A** represent the calendar year (January 1 through December 31) for 2010?

- Yes - Go to **2C**
- No - What were your beginning and ending dates for 2010?

2010		
Beginning Date		
Month	Day	Year
2010		
Ending Date		
Month	Day	Year

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2 C E-COMMERCE SALES

1. Did your firm have any e-commerce sales during 2010?

E-commerce sales and other operating receipts are sales of goods and services where an order is placed by the buyer; or price and terms of the sale are negotiated over an Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.

Yes

No - Go to **9**

2010			
\$ Bil.	Mil.	Thou.	Dol.

2. What were the total e-commerce sales? (Exclude sales taxes.)

3 - 8 Not Applicable.

9 TOTAL OPERATING EXPENSES, INCLUDING PAYROLL

INCLUDE

- Expenses arising from the normal course of business
- Payroll

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal government agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)

What were the total operating expenses, including payroll, during 2010 for establishments reported in **1 B**?

Mark "X" if None

2010			
\$ Bil.	Mil.	Thou.	Dol.

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REMARKS - Please use this space to explain any significant year-to-year changes, to clarify your responses, or to indicate where data were estimated.

Public reporting burden for this collection of information is estimated to average 34 minutes, including the time for assembling data from existing records and completing this form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Paperwork Project 0607-0013, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The OMB eight-digit number appears in the upper right corner of the form.

10 CERTIFICATION - This report is substantially accurate and has been prepared in accordance with the instructions.

Name of person to contact regarding this report *(Please print)*

Address - Number and street				City		State	ZIP Code	
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Telephone	Area code	Number		Extension	Fax	Area code	Number	
		-					-	

Internet address (firm's homepage)

http://

Signature of authorized person			Title			Date completed		
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Thank you for completing your 2010 ANNUAL FOOD SERVICES REPORT form.
WE SUGGEST YOU RETAIN A PHOTOCOPY OF THIS REPORT FOR YOUR RECORDS.

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