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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
SA-722A (11-15-2012)

2012 ANNUAL FOOD SERVICES REPORT
RESTAURANTS, FOOD SERVICE CONTRACTORS & DRINKING PLACES

DUE DATE

Need help or have questions?
Call 1-800-327-4389, option "2"
(8:00 a.m. - 5:00 p.m. ET, 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. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

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

Return via Internet:
econhelp.census.gov/arts

Username:

Password:

Return via Fax:
1-800-447-4613

To view Survey Results:
census.gov/retail

GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in 17.
- For establishments sold or acquired in 2012, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

INCLUDE

- All food services establishments located in the U.S. (including the District of Columbia) operated by this firm and its subsidiaries.
- Data for auxiliary facilities primarily engaged in supporting services to this firm's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

EXCLUDE

- Data for establishments operated by other firms, such as franchises.
- Departments and concessions operated by other firms in this firm's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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1 Not Applicable.

2 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2012?

☐ Yes

☐ No - *Go to* **3**

B. Which of the following organizational changes occurred in 2012?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **17**.

☐ Acquisition
☐ Sale
☐ Merger
☐ Divestiture

Date of organizational change . . . . . | Month | Day | Year |

AND

Enter detailed information below

Name of company	EIN (9 digits)
	-

Address (Number and street, P.O. Box, etc.)

City	State	ZIP Code
		-

3 REPORTING PERIOD

NOTE: Calendar year data are preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2012 calendar year.

What time period is covered by the data provided in this report?

☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates.* . . . . . .

2012		
Beginning Date		
Month	Day	Year
Ending Date		
Month	Day	Year

4 NUMBER OF ESTABLISHMENTS

How many food services establishments (including departments and concessions) did this firm operate in 2012?

The remainder of this report refers to the establishments reported here. . . . . . ☐

Mark "X" if None	2012
	Number
☐	

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5 SALES, RECEIPTS, OR REVENUE

INCLUDE

- Credit and cash net sales of merchandise
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this firm
- 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 this firm's food services establishment(s)
- Franchise revenues and royalties

DEDUCT

- 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

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
A. What was this firm's total revenue in 2012?	☐				

B. Did this firm collect any sales taxes in 2012?

☐ Yes

☐ No - *Go to* 6

	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
C. What were the total sales taxes collected for this firm in 2012? *Exclude excise taxes.*				

6 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this firm have any e-commerce sales in 2012?

☐ Yes

☐ No - *Go to* 13

	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
B. What were the total e-commerce sales in 2012?				

7–12 Not Applicable.

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13 OPERATING EXPENSES

INCLUDE

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
What were the total operating expenses for this firm in 2012? . . .	☐				

14 Not Applicable.

15 DETAILED OPERATING EXPENSES

A. What personnel costs were incurred by this firm in 2012?

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
1. Annual payroll before deductions - Total annual Medicare salaries and wages for all employees as reported on this firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c). **Include** payments to temporary employees on this firm's payroll, and to commissioned employees on this firm's payroll. Also include the spread on stock options that are taxable to employees as wages. **Exclude** payments for contracted temporary help *(report in line **A3**)*; and commissions paid to contractors *(report in line **C1**)*. . .	☐				
2. Employer's cost for fringe benefits - Employer's cost for legally required programs and programs not required by law:					
a. Health Insurance - Insurance premiums or hospital plans, medical plans, and single service plans such as dental, vision, and prescription drugs. **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions.	☐				
b. Pension plans:					
i. Defined contribution plans - Costs under defined contribution plans. **Include** pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs).	☐				
ii. Defined benefit pension plans - Costs for both qualified and unqualified defined pension plans. **Include** pension plans that specify the benefits to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees.	☐				
c. Payroll taxes, employer paid insurance premiums (except health), and other employer benefits - Include legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). Also include benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims.	☐				
3. Contract temporary staff and leased employee expense - Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all associated charges for payroll, benefits, and services.	☐				

CONTINUE WITH 15 ON PAGE 5

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15 DETAILED OPERATING EXPENSES - Continued

B. What were the expensed equipment, materials, parts, and supplies (not for resale) incurred by this firm in 2012?

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
1. Expensed equipment - Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). **Exclude** software *(report in line **C2**)*; leased and rented equipment *(report in line **C7**)*; depreciation for capitalized equipment *(report in line **C15**)*; capitalized equipment. . .	☐				
2. Purchasing of packaging materials and containers - Include the cost of bags, boxes, wrapping, and sealing materials. **Exclude** office supplies *(report in line **B3**)*; and cost of shipping to customers *(report in line **C12**)*.	☐				
3. Purchases of other materials, parts, and supplies (not for resale) - Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; and motor fuels. **Exclude** office postage and package delivery expenses *(report in line **C12**)*.	☐				

C. What other operating expenses were incurred by this firm in 2012?

1. Commission expense - Include commission paid to other firms for sale of products owned by this firm. **Exclude** commission paid to your own employees *(reported in line **A1**)*.	☐				
2. Expensed purchases of software - Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web design, services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations. **Exclude** depreciation for capitalized software *(report in line **C15**)*. .	☐				
3. Data processing and other purchased computer services - Include computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. **Exclude** expenses for telecommunication services e.g., Internet connectivity, telephone, fax *(report in line **C4**)*; repair and maintenance of computer equipment *(report in line **C5**)*; payroll processing *(report in line **C14**)*; credit card transaction fees *(report in line **C17**)*.	☐				
4. Purchased communication services - Telephone, cellular, and fax services; computer-related communications (e.g., Internet connectivity); and other wired and wireless communication services.	☐				
5. Purchased repairs and maintenance to machinery and equipment - Include expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees *(reported in line **B3**)*.	☐				
6. Purchased repairs and maintenance to buildings, structures, and offices - Include repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). **Exclude** materials, parts, and supplies, used for repairs and maintenance performed by this firm's employees *(reported in line **B3**)*; purchased janitorial and grounds maintenance services *(report in line **C17**)*.	☐				
7. Lease and rental payments for machinery, equipment, and other tangible items - Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** licensing/leasing of software *(reported in line **C2**)*; payments for capital and financing lease agreements.	☐				
8. Lease and rental payments for land, buildings, structures, store space, and offices - Include penalties incurred for broken leases.	☐				
9. Purchased electricity - Include the cost of electricity paid directly to the utility company. **Exclude** the cost of electricity within lease or rental payments *(reported in line **C8**)*.	☐				
10. Purchased fuels (except motor fuels) - Include fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). **Exclude** the cost of motor fuels *(reported in line **B3**)*; and the cost of fuels within lease or rental payments *(reported in line **C8**)*.	☐				

CONTINUE WITH 15 ON PAGE 6

CONTINUE ON PAGE 6

15 DETAILED OPERATING EXPENSES - Continued

	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
11. Water, sewer, refuse removal, and other utility payments - Include the cost of hazardous waste removal. **Exclude** the cost of these utilities within lease or rental payments *(reported in line **C8**)*. .	☐				
12. Purchased transportation, shipping, and warehousing services - Include the cost of postage, delivery expenses, and packaging and containers provided as part of the purchased service. **Exclude** the cost of shipping using this firm's vehicles or employees.	☐				
13. Purchased advertising and promotional services - Include marketing and public relations services.	☐				
14. Purchased professional and technical services - Include management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. **Exclude** salaries paid to your own employees for these services *(reported in line **A1**)*.	☐				
15. Depreciation and amortization charges - Include depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment (reduction in value of long-lived assets due to reappraisals).	☐				
16. Governmental taxes and license fees - Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers.	☐				
17. All other operating expenses - Include operating expenses not reported elsewhere, unless excluded by the following list. **Exclude** purchase of products for resale (cost of goods sold); bad debt; transfers made within the company; capitalized expenses; interest; impairment; income, sales, and excise taxes; and other non-operating expenses.	☐				
18. TOTAL OPERATING EXPENSES Total of **15A1-15C17** must equal **13**.	☐				

16 INTEREST EXPENSE

What was the total interest expense for this firm in 2012?	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
Interest expense - expenses incurred in the financing of operations and long lived assets used in continuing operations. **Exclude** transfers made within the company and capitalized interest.	☐				

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

18 **CONTACT INFORMATION**

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

Address - Number and street	City	State	ZIP Code
			-

	Area code	Number	Extension		Area code	Number
Telephone		-		Fax		-

Website address
www.

THANK YOU
for completing your 2012 ANNUAL FOOD SERVICES REPORT.
We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 3.0 hours per response, including the time for assembling data from existing records and completing the 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). This 8-digit number appears in the top right corner of the form.