



# COMPANY FACT SHEET

## NASDAQ: BWLD



### CORPORATE OVERVIEW

Buffalo Wild Wings, Inc. headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of Buffalo Wild Wings Grill & Bar® restaurants featuring a variety of boldly flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings' menu specializes in eighteen mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently over 825 Buffalo Wild Wings locations across 47 states in the United States, as well as in Canada.

### HISTORY & TIMELINE

Buffalo Wild Wings was founded in 1982 by Jim Disbrow and Scott Lowery, business partners living in Columbus, OH, who were driven by hunger and were unable to find their favorite Buffalo, NY-style chicken wings. The pair took matters into their own hands, creating their own signature wing sauce and opened the first Buffalo Wild Wings restaurant on the campus of The Ohio State University. In 1994, CEO Sally Smith came on board to put in place the necessary infrastructure needed to further grow the concept. Smith established the Company's HR, finance and marketing departments and went on to lead the Company through a successful IPO in November 2003. Smith has since grown the brand to over 825 restaurants. Buffalo Wild Wings is well on its way to reaching its goal of having at more than 1,000 restaurants across the United States and has begun international expansion, opening its first restaurants in the Toronto market in 2011.

- 1981 *Two guys driven by hunger*
- 1982 First restaurant opens near campus of The Ohio State University
- 1992 Eight company restaurants are open; First franchised location opens
- 1994 Sally Smith joins Company as it is transitioned to professional management with a focus on concept repositioning; 35 locations are now open
- 1999 Private placement
- 2003 Initial Public Offering
- 2004 300<sup>th</sup> restaurant opens in December
- 2006 Launch of first national ad campaign on ESPN, CBS Sports and WestwoodOne
- 2007 25<sup>th</sup> anniversary & grand opening of new flagship restaurant in Columbus, OH
- 2008 Over 500 restaurants are open; Half way to goal of 1,000 in the U.S.
- 2009 Sally Smith is named IFMA Gold Plate Award Winner
- 2010 Buffalo Wild Wings announces first international expansion plans into Canada
- 2011 Buffalo Wild Wings opens first Canadian restaurant in Toronto market

### MENU

At Buffalo Wild Wings, the secret is in the sauce. Its 18 signature flavors are incorporated into most of its offerings, including:

- Traditional Wings, Boneless Wings, Naked Tenders®
- Beefy Burgers, Sharables, Wild Flatbreads, Wraps, Buffalitos®, Sandwiches, Salads, Combos & Ribs
- Special Promotions include Wing Tuesdays®, Boneless Thursdays®, and Free Wi-Fi at participating locations

### WING FACTS

- Buffalo Wild Wings sold more than 1 billion traditional and boneless wings in 2011.
- Buffalo Wild Wings sells on average 21 million traditional and boneless wings each week.
- On Super Bowl Sunday 2012, Buffalo Wild Wings served over 7.7 million traditional and boneless wings.

Buffalo Wild Wings, Inc.  
5500 Wayzata Blvd.  
Suite 1600  
Minneapolis, MN 55416  
t/952.593.9943  
[www.buffalowildwings.com](http://www.buffalowildwings.com)

Media Inquiries  
Angie Andresen  
Fleishman-Hillard  
[Angie.Andresen@fleishman.com](mailto:Angie.Andresen@fleishman.com)  
612.573-3161

### MANAGEMENT TEAM

Sally Smith  
*President,  
Chief Executive Officer*

Mary Twinem  
*Executive Vice President,  
Chief Financial Officer*

### 18 SIGNATURE FLAVORS

- Sweet BBQ
- Teriyaki
- Mild
- Parmesan Garlic™
- Medium
- Honey BBQ™
- Spicy Garlic
- Asian Zing®
- Caribbean Jerk
- Hot BBQ
- Hot
- Mango Habanero™
- Wild™
- Blazin®
- Desert Heat™
- Salt & Vinegar
- Chipotle BBQ
- Buffalo