



QSR Magazine Names Top Restaurant Technologies

Bi-annual awards program honors quick-service and fast-casual concepts and suppliers that are using technology to improve operations and business practices.

Durham, NC, June 26, 2008 --(PR.com)-- QSR magazine, a business-to-business publication for foodservice executives and operators, has announced the winners of its bi-annual Applied Technology Awards competition. The program seeks to honor the best uses of technology in the foodservice industry.

“Behind every bag that passes through the drive-thru window is a host of technology-based systems working together to ensure your fries are hot, your beef is fresh, and that the person serving you got to work on time,” says Sherri Daye Scott, editor of QSR magazine. “Technology is integral part of the quick-service experience.

“Our bi-annual Applied Technology Awards acknowledges that fact and highlights the best of the best in foodservice tech field.”

The program included two categories for entry—Innovation and Enduring Technology—with first, second, and third places awarded in each. In addition, judges named two Honorable Mentions and gave special recognition to one piece of “technology” that didn't fit either category.

Winning companies included Disney, McDonald's, Papa John's, El Pollo Loco, Tim Hortons, Radiant Systems, Tell Us About Us, and Telequip.

Full results of the competition are available on QSR's Web site, including behind-the-scenes glimpses at how and why each technology was developed and what business issues it has addressed. The story is located at:

<http://www.qsrmagazine.com/awards/technology/>

Judges included QSR editorial staff, in addition to Information Technology professionals. The magazine reports that entries for this year's competition reached an all-time high.

QSR Magazine

QSR magazine and its web site QSRmagazine.com are the leading sources of news and information about the \$180+ billion quick-service industry. For more than 10 years, QSR has defined this market, which includes traditional fast food, fast-casual dining, coffee, snacks, full-service takeaway, concessions, convenience stores, and related segments of the foodservice industry. It is the magazine's brand mission to report and analyze current trends in the restaurant industry, work to enhance the positive impact of diversity on this market, and improve the quick-service restaurant industry as a whole.

###



For more information: Greg Sanders, 919-489-1916, press@qsr magazine.com

For more information on QSR Magazine: <http://www.qsr magazine.com>



Contact Information:

QSR Magazine
Greg Sanders
919-489-1916
press@qsrmagazine.com
www.qsrmagazine.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/92355>