



**BUFFALO
WILD
WINGS.**
WINGS. BEER. SPORTS.™

Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

The Chain

- Brand
 - Founded : 1982
 - Founders : James Disbrow & Scott Lowery
 - Headquarters : Minneapolis, Minnesota, US
 - Area served : North America
 - Outlets : 832 (May 2012)





BUFFALO WILD WINGS

[WINGS](#)[BEER](#)[SPORTS](#)[OUR MENU](#)[PROMOS](#)

SPORTS

Football. Baseball. Basketball. Hockey. MMA. Rhythmic jujitsu. If there's a competition, and you can drink beer and eat wings while watching it, we'll put it on.



WINGS

Either the greatest invention of all time or... wait, there isn't a second option.



Menu & Nutrition

"Wings, either the greatest invention of all time or... wait, there isn't a second option."

- Sauce appeal
- Seasonings
- Sharables
- Sides
- Savory salads
- Hand-spun wings
- Boneless wings
- Wing combo
- Tenders & popcorn shrimp
- Wraps & Buffalitos
- Beefy burgers
- Satisfying sandwiches
- Wild flatbreads
- You-deserve-it desserts
- Dehydration prohibited
- **Kid's** meals
- Substitutions



Logo

July 2012



The tagline "Grill & Bar" has been replaced with "Wings. Beer. Sports," and the buffalo image has been tweaked.

Marketing strategy



Website

**BUFFALO WILD WINGS.**

**NEARBY**
BRUNSWICK
718 Glynn Isles Parkway
912-554-1203
[Get Directions](#) [Order Online](#)

WINGS BEER SPORTS OUR MENU PROMOS

 **FIND A B-DUBS®** 



**IT'S ALWAYS
ON AT
B-DUBS®**
THE BEERS ARE ON TAP.
THE GAME IS ON TV.
THE SAUCE IS ON THE WINGS.
[SEE MENU >](#)

★ **BUFFALO CIRCLE®** ★

**GET EXCLUSIVE DEALS
AND PROMOTIONS.**



[SIGN UP >](#)

CONNECT    [@BWINGS ON TWITTER >](#)  [B-DUBS® ON YOUTUBE >](#)

Social Networks



Social gaming
on Facebook

Promotion for
members

Direct marketing :
E-mailing

BUFFALO CIRCLE®

Sign up for the Buffalo Wild Wings® email newsletter. We treat our VIPs like MVPs.

BUFFALO CIRCLE® MEMBERS RECEIVE:

The Buffalo Wild Wings® email newsletter, Buffalo Circle®, is the ultimate source for all things Wings, Beer, Sports™. Get exclusive information first on what's happening at B-Dubs®.

- Email updates on new promotions
- Alerts about special events
- Menu updates
- And other hot news from B-Dubs®

SIGN UP

FIRST NAME

LAST NAME

EMAIL

CONFIRM EMAIL

BIRTHDAY

-- Month -- ▾

-- Day -- ▾

-- Year -- ▾

GENDER

☐ Male ☐ Female

YOUR B-DUBS® (please enter zip code)

See our [Privacy Policy](#) for details on how we collect, maintain and use your personal information.

SUBMIT >

Sponsoring

January 22, 2013

Buffalo Wild Wings announced that it started a partnership with the NCAA. The agreement designates Buffalo Wild Wings as the **“Official Hangout of March Madness”** and includes marketing, media and activation rights related to all 89 NCAA championships through 2016.

“Sports are part of Buffalo Wild Wings’ DNA,” said Kathy Benning, Buffalo Wild Wings executive vice president of global brand and business development.



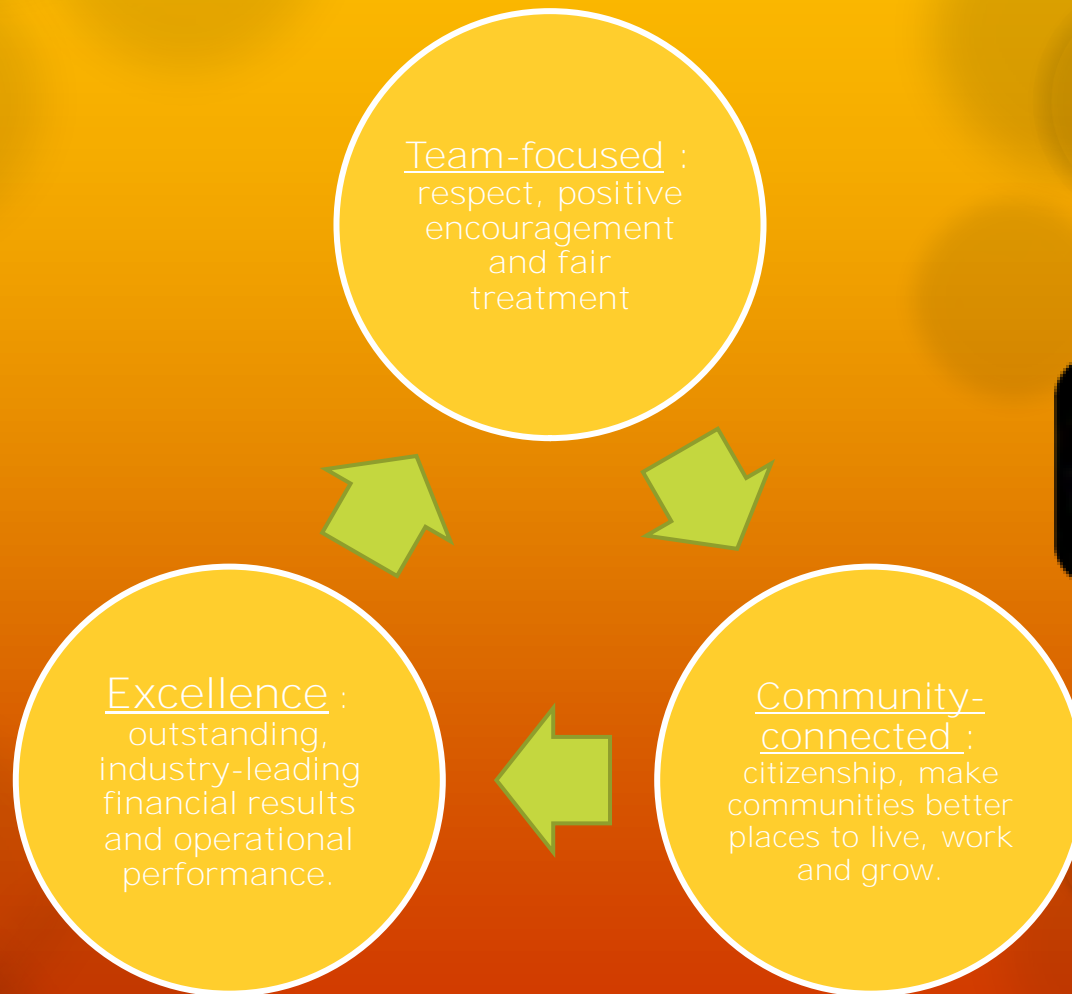
Customer's loyalty

Their mission is to WOW people every day!



We are guest-driven. We will WOW our guests every day by achieving **the highest level of satisfaction** with an extraordinary focus **on friendly service, food, fun and value.**

Corporate responsibility



WINGS. BEER. AND
THANKFULLY
SPORTS.

GOOD CALL, FANS.

