

# Dining & Drinking - Restaurants, Bars, etc.

MID: 889907-000

----- SRDS UPDATED/CONFIRMED -----  
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----  
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

| Selections                   | Counts  | Price per/M |
|------------------------------|---------|-------------|
| Universe                     | 632,960 | \$65.00     |
| Family restaurants           | 32,038  | +5.00       |
| Seafood                      | 9,102   | +5.00       |
| Steak & barbeque restaurants | 16,273  | +5.00       |
| Lunchrooms & cafeterias      | 7,319   | +5.00       |
| Ice cream parlors            | 19,145  | +5.00       |
| Bars                         | 45,920  | +5.00       |
| Night clubs                  | 5,867   | +5.00       |
| Fast food                    | 138,310 | +5.00       |
| Pizza                        | 59,192  | +5.00       |
| Ethnic food                  | 98,724  | +5.00       |
| Cajun                        | 592     | +5.00       |
| Chinese                      | 29,153  | +5.00       |
| French                       | 1,108   | +5.00       |
| German                       | 362     | +5.00       |
| Greek                        | 1,097   | +5.00       |
| Indian                       | 1,792   | +5.00       |
| Italian                      | 12,891  | +5.00       |
| Japanese                     | 5,316   | +5.00       |
| Mexican                      | 23,564  | +5.00       |
| Spanish                      | 682     | +5.00       |
| Sushi                        | 2,111   | +5.00       |
| Thai                         | 3,689   | +5.00       |

85% net names on orders of 25,000 or more.

----- OTHER SELECTIONS -----

| Selections             | Rate    | Per | Unit  | Note |
|------------------------|---------|-----|-------|------|
| Female Owned           | \$15.00 | M   | extra |      |
| First Year In Business | \$15.00 | M   | extra |      |
| Geo Select             | \$5.00  | M   | extra |      |
| Minority Owned         | \$15.00 | M   | extra |      |
| # Employees            | \$10.00 | M   | extra |      |
| Phone Number           | \$15.00 | M   | extra |      |
| \$ Volume              | \$10.00 | M   | extra |      |
| Title/Contact Name     | \$15.00 | M   | extra |      |
| 30 Day Hotline         | \$15.00 | M   | extra |      |
| 3 Month Hotline        | \$10.00 | M   | extra |      |
| 6 Month Hotline        | \$5.00  | M   | extra |      |
| Key Coding             | \$3.00  | M   | extra |      |
| SIC                    | \$5.00  | M   | extra |      |

----- PERSONNEL -----

List Owner

Datamatrix Lists  
 3530 Route 27, 2nd Floor  
 Kendall Park, NJ 08824  
 Phone: 732-940-1500  
 Fax: 732-940-1501  
 E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

| Contact      | Title | Phone        | Fax          | E-mail   |
|--------------|-------|--------------|--------------|--|
| List Manager |       | 732-940-1500 | 732-940-1501 | <a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a> |

----- SUMMARY DESCRIPTION -----

Food and beverage establishments in the US.

----- DATACARD DESCRIPTION -----

THIS LIST PROVIDES AN INVALUABLE RESOURCE FOR ANYONE TRYING TO CONTACT RESTAURANTS, BARS, FAST-FOOD ESTABLISHMENTS OR NIGHTCLUBS. THESE TYPES OF BUSINESSES USE NUMEROUS PRODUCTS AND SERVICES TO KEEP THEIR SALES RUNNING SMOOTHLY AND RELY ON OUTSIDE SUPPLIERS FOR THE BULK OF THESE NEEDS. THIS LIST CAN BE BROKEN DOWN BY NUMBER OF EMPLOYEES AS WELL AS SALES VOLUME, ALLOWING VENDORS AND SERVICE PROVIDERS TO REACH THE SPECIFIC SEGMENT OF THE MARKET THAT THEY'RE LOOKING FOR. A PERFECT RESOURCE FOR FOOD WHOLESALERS, KITCHEN SUPPLIES, CLEANING SUPPLIES, AND UNIFORMS. ALSO, EXCELLENT CANDIDATES FOR CLEANING SERVICES, INSURANCE OFFERS, ACCOUNTING AND PAYROLL SOLUTIONS, MARKETING/ADVERTISING COMPANIES AND BUSINESS CONSULTATION. AS WELL, SINCE THE MAJORITY OF RESTAURANTS AND BARS ARE INDIVIDUALLY OWNED, THIS LIST PROVIDES A LINK TO THESE PRIME CONSUMERS OF INSURANCE AND INVESTMENT OPPORTUNITIES, VACATION OFFERS AND VARIOUS HIGH-TICKET ITEMS TO TREAT THEMSELVES WITH FOR ALL THEIR HARD WORK.

SRDS Classification

USA Business 295 Restaurants & Food Service

----- LIST SOURCE -----

| Source   | Note               |
|----------|--------------------|
| Compiled | Government Records |

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% broker commission.

----- METHOD OF ADDRESSING -----

| Available Media           | Rate    | Per | Unit  | Note |
|---------------------------|---------|-----|-------|------|
| Pressure Sensitive Labels | \$15.00 | M   | extra |      |
| Diskette                  | \$50.00 |     | fee   |      |
| E-mail                    | \$50.00 |     | fee   |      |

|           |         |     |
|-----------|---------|-----|
| Cartridge | \$50.00 | fee |
| CD-ROM    | \$50.00 | fee |
| FTP       | \$50.00 | fee |

----- **RESTRICTIONS** -----

Sample mailing piece required. Telemarketing is allowed.