Football's Biggest Day Means Big Business for Buffalo Wild Wings

Restaurants prepare for one of the biggest wing days of the year

MINNEAPOLIS--(BUSINESS WIRE)-- As one of the biggest days in sports nears, it's not just the coaches and players who are readying themselves for the big day. The final football matchup of the season means big business for Buffalo Wild Wings®, who proved last year that the field isn't the only place records are broken. In fact, the sports grill and bar sold more than 6 million wings on Feb. 6 last year — and expects that this year, football fans could help break that record.

"Professional football came back from the lockout stronger than ever," said Sally Smith, CEO of Buffalo Wild Wings. "We've seen that same passion in our restaurants throughout the season and as we approach football's finale, we expect it to be another big game day for us as well."

Last year, the company saw a 113 percent sales increase over a typical non-football Sunday. This season, the restaurants are gearing up for the big game with extra staffing and plenty of fresh wings. Buffalo Wild Wings locations already have begun taking orders and/or reservations for the Feb. 5 game.

"Sports bring people together and we love to be that game-day destination for sports fans," said Smith. "Like our marketing campaign — 'Fandemonium' — suggests, our mouth-watering wings combined with the incredible game-day energy in our restaurants make Buffalo Wild Wings the place football fans want to celebrate with their friends."

Not only are in-store sales strong that day, but takeout sales also ramp up for the championship game. Last year, takeout made up 47 percent of sales. The company expects those numbers to continue to be high, with a takeout special of wings plus two sides or sharables, and peel-and-stick eye blacks for a fun, game-day party favor.

About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, 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 18 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 more than 820 Buffalo Wild Wings locations across 47 states in the United States, as well as in Canada.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, like Buffalo Wild Wings on Facebook, follow @BWWings on Twitter and visit www.BuffaloWildWings.com.

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