

Stage 1 Lesson 2:

Fast Food Restaurants

Case Studies



CASE STUDY 1

BURGER KING vs. McDONALDS

Similarities:

1. **Menu Items:** Both McDonald's and Burger King offer a variety of burgers, fries, chicken nuggets, and drinks. Their menus also include salads, breakfast items, and desserts like ice cream and apple pies.
2. **Fast Food:** Both restaurants focus on serving food quickly, so people can get their meals fast and enjoy them on the go.
3. **Drive-Thru:** Both McDonald's and Burger King have drive-thru windows, making it easy for customers to order and pick up food without leaving their cars.
4. **Worldwide:** Both restaurants have locations in many countries, making them easily accessible to people all over the world.

Differences:

1. **Burger Styles:** One of the main differences is how the burgers are made. McDonald's burgers are typically cooked on a flat grill, while Burger King uses a flame-grill method. This gives Burger King's burgers a smoky taste that some people really like.
2. **Signature Menu Items:** McDonald's is famous for its Big Mac, a burger with two patties, special sauce, lettuce, cheese, pickles, and onions. Burger King, on the other hand, is well-known for the Whopper, a large burger with a flame-grilled patty, lettuce, tomato, pickles, and onions.

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3. Taste: Because of the different cooking methods, many people say that McDonald's burgers taste a little more "standard" and simpler, while Burger King's burgers have a distinct smoky flavor from being flame-grilled.
4. Marketing and Mascots: McDonald's has a famous mascot named Ronald McDonald, a clown who represents the brand. Burger King has its own mascot, the Burger King, who is dressed in royal attire and is often seen as funny or quirky in commercials.

Conclusion: In the end, McDonald's and Burger King offer similar types of food, but the way they cook their burgers, their signature menu items, and their mascots make each distinct. Some people prefer McDonald's because of its simplicity, while others like Burger King's smoky, flame-grilled burgers. Both are popular fast-food choices, but it all depends on what kind of taste you prefer!

Go to the Burger King and McDonald's websites. What would you order? What is the cost of your meal? Do both restaurants offer the same thing? Which one is most cost-effective?

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CASE STUDY 2

DOMINO'S vs. BOSTON PIZZA

Domino's and Boston Pizza are both well-known places to get pizza, but they have some key differences and similarities.

Similarities:

1. **Pizza Menus:** Both Domino's and Boston Pizza offer a wide variety of pizzas with different toppings, crust styles, and sauces. You can find traditional options like cheese and pepperoni, as well as more creative choices like BBQ chicken or veggie pizzas.
2. **Takeout and Delivery:** Both restaurants offer takeout and delivery services, making it easy to enjoy pizza at home or at a party.
3. **Family-friendly:** Both Domino's and Boston Pizza are great choices for families, offering meals that are fun and easy to share.

Differences:

1. **Restaurant Atmosphere:** One big difference is the setting. Domino's is primarily focused on takeout and delivery, so many locations don't have a place to eat inside. It's all about getting

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your pizza quickly and taking it home. On the other hand, Boston Pizza has a sit-down dining experience with a full

restaurant. You can go there to enjoy pizza, pasta, and other meals in a comfortable setting.

2. **Menu Variety:** While both restaurants offer pizzas, Boston Pizza has a much broader menu. In addition to pizza, they also serve pasta, burgers, salads, and even some seafood. Domino's, on the other hand, is mostly known for pizza, although they also offer sides like chicken wings, cheesy bread, and pasta.
3. **Cooking Style:** Domino's pizzas are made quickly and are known for their classic crust and simple yet tasty toppings. They focus on making pizza fast and affordable. Boston Pizza offers more gourmet-style pizzas, often with higher-quality ingredients and more unique toppings. Their crust options are also a bit more varied.
4. **Price and Service:** Domino's is often seen as a budget-friendly option with lower prices for pizza, especially when ordering online or using promotions. Boston Pizza, because of its sit-down service and wider menu, tends to be more expensive.

Conclusion: Both Domino's and Boston Pizza are great places to get pizza, but they are different in many ways. Domino's is perfect for a quick pizza delivery or takeout, while Boston Pizza offers a more

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relaxed dining experience with a variety of food options. If you're looking for a fast meal at home, Domino's might be the better choice. But if you want to enjoy pizza along with other dishes in a restaurant, Boston Pizza could be the place to go!