

Media Relations

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Restaurant Sector Drags Down UNH Franchising Index in 3rd Quarter 2014



Caption: Hachemi Aliouche, co-director of the Rosenberg International Franchise Center at the UNH Peter T. Paul College of Business and Economics.

DURHAM, N.H. – The University of New Hampshire Rosenberg Franchise 50 Index, which tracks publicly traded companies in the United States engaged in business format franchising, lost 1.0 percent in the third quarter of 2014, weighed down by the poor performance of its restaurant franchisors.

Overall, 31 of the 50 components of the index went up this quarter while 19 went down; five of the restaurant franchisors suffered double digit losses.

Tim Hortons (THI) had the largest gains in the Rosenberg Franchise 50 Index this quarter, gaining 42.2 percent in market value.

“Its stock price shot up 29 percent just days after the announcement of its acquisition by Burger King,” said Hachemi Aliouche, co-director of the Rosenberg International Franchise Center at the UNH Peter T. Paul College of Business and Economics. “This acquisition allows Burger King to move aggressively into international markets and in the breakfast business, and makes Burger King the world’s third largest quick service restaurant company.”

Specialty retailer Aaron’s (AAN) was one of the weakest performers this quarter, losing 31.7 percent of its market value. Aaron’s announced the closure of 44 underperforming stores.

“Despite this quarter’s underperformance, the RCF 50 Index continues to outperform the S&P 500 Index this year,” said Aliouche. “Year-to-date 2014, the RCF 50 Index is up 7.4 percent while the S&P 500 Index is up 6.7 percent. Since its inception in 2000, the RCF 50 is up 206.0 percent while the S&P 500 is up 41.4 percent over the same period.”

For more information on the center or the index: <http://paulcollege.unh.edu/rosenberg-international-franchise-center>.

The UNH Peter T. Paul College of Business and Economics offers a full complement of high-quality programs in business, economics, accounting, finance, information systems management, entrepreneurship, marketing, and hospitality management. Programs are offered at the undergraduate, graduate, and executive development levels. The college is accredited by the Association to Advance Collegiate Schools of Business, the premier accrediting agency for business schools worldwide. For more information: paulcollege.unh.edu.

The [University of New Hampshire](http://www.unh.edu), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,300 undergraduate and 2,200 graduate students.

Image link: http://www.unh.edu/news/releases/2014/12/images/rs2032_aliouche_e_hachemi_0911130-1pr-2083.jpg

Caption: Hachemi Aliouche, co-director of the Rosenberg International Franchise Center at the UNH Peter T. Paul College of Business and Economics.

Media Contact: [Erika Mantz](mailto:Erika.Mantz@unh.edu) | 603-862-1567 | UNH Media Relations | [@unhnews](https://twitter.com/unhnews)

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