Restaurant Research®

Concept Analysis & Benchmark Report

Buffalo Wild Wings 2026/2027

Executive Summary

While Buffalo Wild Wings enjoys very strong brand equity as an iconic sports bar chain in a day-and-age when sports viewership is stronger than ever, much has changed since the company's founding in 1982. Post-covid "cocooning" seems to be here to stay with people having grown comfortable watching sports at home, feasting on delivery for less than it would cost to watch the game in a restaurant. At the same time, casual sit-down competitors have begun to offer price points that give even fast-food players a run for their money. Value is now king, and given that wing costs are beyond volatile, BWW was forced to broaden its menu with more stable American fares. At the same time, the brand feels like it is slowly evolving into a more traditional casual format, featuring strong value offers and its new BWW GO store format which is optimized for delivery (think Wingstop). While we agree with this direction, we also believe BWW could do more to appeal to sports fans by improving its in-restaurant experience with things like interactive game-day activations to tempt the couch potatoes to leave their homes and rediscover the enjoyment of sharing meals with friends & family.

Parent Company Summary

Parent Company	Ticker	Corp. Debt Rating	Net Debt [(1)]/ EBITDA	EV/ EBITDA	Stock Performance		
					2025	TTM	Jun-26
Inspire Brands, Inc.	Private	Not Rated	N/a	N/a	N/a	N/a	
$1B+ Chains			5.40	14.47	-12.3%	-8.1%	

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(1) Net Debt includes operating leases.

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