Restaurant Research®

Concept Analysis & Benchmark Report

Little Caesars 2026/2027

Executive Summary

While the pizza segment has underperformed the restaurant industry in recent years, Little Caesars has maintained solid results through its value positioning, impactful promotions and innovative marketing. Its core Hot-N-Ready platform (4PM - 8PM daily) offers a variety of affordable items available for immediate pickup (no need to order ahead), enhancing convenience and differentiating the brand from competitors. Menu prices are often 20% or more below those of its closest competitors, while deals such as $5.99 Mix-N-Match & $4.99 Pizza! Pizza! deal helps the brand resonate with lower & middle-income customers. Marketing partnerships (including ChatGPT & Amazon Prime) extend its reach, while its status as the NFL's official pizza sponsor creates opportunities for sales boosting co-branded advertising & promotions. The brand also differentiates itself through convenience-focused technology, including its Reserve-N-Ready system and Pizza Portal, which allows customers to order/pay digitally before retrieving their food with a QR code or pickup code. In conclusion, Little Caesars is well positioned for an eventual rebound in the pizza category. The same price shock that is squeezing lower-income consumers is what makes its value pricing so appealing, and as those households recover, Little Caesars should benefit.

Parent Company Summary

Parent Company	Ticker	Corp. Debt Rating	Net Debt [(1)]/ EBITDA	EV/ EBITDA	Stock Performance		
					2025	TTM	Sep-26
Little Caesar Enterprises, Inc.	Private	Not Rated	N/a	N/a	N/a	N/a	
$1B+ Chains			4.18	13.14	-12.3%	-9.8%	

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(1) Net Debt includes operating leases.

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