

# DATA AT THE HUB OF THE FOOD & DRINK INDUSTRY

The  
knowledge  
store



## THE UK QUICK SERVICE RESTAURANT DATABASE



**75,433**  
RECORDS

**LIST PROFILE** – Compiled from the comprehensive Knowledge Store specialist databases. Detailing sectors within and associated with the UK Food & Drink Industry.

### DESCRIPTION

DESCRIPTION	GROUP	RECORDS
Cafe	QSR	31031
Coffee Shop	QSR	1537
Delicatessen	QSR	1887
Fast Food Delivery Services	QSR	384
Fish & Chip Shop	QSR	12640
Ice Cream Parlour / Shop	QSR	284
Pizza Delivery & Take Away	QSR	1290
Sandwich Bar	QSR	541
Sandwich Delivery Services	QSR	1040
Take Away Restaurant	QSR	24701
Tea Room	QSR	98

**75,433**

### REGIONAL

London	Northern	Wales
South East	North West	Northern Ireland
Within M25	Scotland	
Midlands	South West	

### NUMBER OF EMPLOYEES

- Up to 1
- Between 2 and 5
- Between 6 and 10
- Between 11 and 25
- Between 26 and 50
- Between 51 and 100



Geographical Selections: DMA Regions, Post Code, Town, County, Country and TV Region



## Price Information

### List Rental – Single Use

- List Rental allows you to mail the information only once.
- List Rental including telephone numbers allows you to mail once and make one telephone contact.

List Rental Records .....	£150 per '000
Format & Delivery UK .....	£25
Format & Delivery O/S .....	£35
First Selection .....	Free
Additional Selections .....	£50 per '000
Telemarketing .....	£50 per '000

### Data Licensing – Multiple Use

- Data Licensing allows you to use the data as many times as required during the length of the licence, usually 3 months, 6 months and 1 year.

#### 12 Months Use

£625 per '000 .....	(under 30,000 records)
£500 per '000 .....	(over 30,000 records)

#### 6 Months Use

£400 per '000 .....	(under 30,000 records)
£350 per '000 .....	(over 30,000 records)

#### 3 Months Use

£250 per '000 .....	(under 30,000 records)
£200 per '000 .....	(over 30,000 records)

### List Purchase – Unlimited Use

Data purchase our lists for your own personal unlimited use.  
Purchase Cost.....£2.00 per record  
Max. order..... restricted to 10,000 records

**NO MINIMUM ORDER VALUE**

### Contact Us

For further information please contact:

#### Ian Sexton

• 01293 610229 • ian.sexton@wrks.co.uk

#### Matthew Vinuesa

• 01293 610410 • matthew.vinuesa@wrks.co.uk

Alternatively log-on to our website  
[www.theknowledgestore.co.uk](http://www.theknowledgestore.co.uk)  
or fax us on: 01293 610499



List Warranty Number 002164

List Accuracy: Our data is updated on a daily basis as a result of continuous process of feedback, telemarketing and research into the markets we serve. We work closely with trade associations, exhibition organisers, our advertisers and readers to ensure that William Reed titles have the most relevant and influential specifiers available. The Knowledge Store is a member of the Direct Marketing Association. All lists hold a full DMA List Warranty. All data is verified via the Mail, Telephone and Fax preference services as well as the Postal Address File.