



THE WINGS. BEER. SPORTS. FACT SHEET

MANAGEMENT TEAM

Sally Smith

President, Chief Executive Officer

Jim Schmidt

Chief Operating Officer

CORPORATE

Buffalo Wild Wings, Inc. headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavors ranging from Sweet BBQ™ to Blazin®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country.

NASDAQ: BWLD

buffalowildwings.com

HISTORY & TIMELINE

Buffalo Wild Wings was founded in 1982 by Jim Disbrow and Scott Lowery, business partners living in Columbus, Ohio, who were driven by hunger and were unable to find their favorite Buffalo, New York-style chicken wings. The pair took matters into their own hands, creating their own signature wing sauce and opened the first Buffalo Wild Wings restaurant on the campus of The Ohio State University. In 1994, CEO Sally Smith came on board to put in place the necessary infrastructure needed to further grow the concept. Smith has since grown the brand to more than 1,180 restaurants, and has set a goal of having 1,700 restaurants across North America in the next 10 years. The company's international expansion began in Canada and continued into Mexico. Additional locations opened in Mexico, the Middle East, the Philippines and Panama.

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| 1981 | Two guys driven by hunger | 2011 | Buffalo Wild Wings opens first Canadian restaurant in Toronto market |
| 1982 | First restaurant opens near campus of The Ohio State University | 2012 | 30 th anniversary, new, bolder logo and a new restaurant design, and sponsorship of Buffalo Wild Wings Bowl |
| 1992 | Eight company restaurants are open; First franchised location opens | 2013 | Buffalo Wild Wings opens in Mexico and launches Game Changer Ale and Team Up for Kids™ program, announces minority investment in Los Angeles-based PizzaRev, sponsorship of Buffalo Wild Wings Bowl |
| 1994 | Sally Smith joins Company as it is transitioned to professional management with a focus on concept repositioning; 35 locations are now open | 2014 | 1,000 th restaurant opens in January, Times Square restaurant opens in May, announces majority investment in Dallas-based Rusty Taco, opens two Pizza Rev locations in Minnesota |
| 1999 | Private placement | 2015 | Buffalo Wild Wings Citrus Bowl sponsorship, opens first restaurant in Philippines and the Middle East |
| 2003 | Initial Public Offering | 2016 | Buffalo Wild Wings opens first restaurant in Panama |
| 2004 | 300 th restaurant opens in December | | |
| 2006 | Launch of first national ad campaign on ESPN, CBS Sports and WestwoodOne | | |
| 2007 | 25 th anniversary and grand opening of new flagship restaurant in Columbus, Ohio | | |
| 2008 | More than 500 restaurants are open | | |
| 2009 | Sally Smith is named IFMA Gold Plate Award Winner | | |
| 2010 | Buffalo Wild Wings announces first international expansion plans into Canada | | |

MENU

At Buffalo Wild Wings, the secret is in the sauce. Its 21 signature flavors are incorporated into most of its offerings, including: Traditional Wings, Boneless Wings and Naked Tenders®. Menu also features Burgers, Sharables, Thin Crust Flatbreads, Wraps, Buffalitos®, Sandwiches and Salads. Special promotions include Wing Tuesdays®, Boneless Thursdays®.

WING FACTS

- Buffalo Wild Wings sold 1.2 billion boneless wings and 921 million traditional wings in 2015.
- Buffalo Wild Wings sells on average 27 million traditional and boneless wings each week.
- On Super Bowl Sunday 2016, Buffalo Wild Wings served more than 12.5 million Traditional & Boneless Wings.

16 SIGNATURE SAUCES



5 SEASONINGS

