CHINA RESTAURANTS

Sep update: Catering demand remained unexciting with continued divergence; FMD was resilient against high base

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Sep restaurant performance was broadly stable, though generally unexciting considering the favorable holiday calendar shift, while National Day holiday trends remained divergent against muted demand and anti-graft impact. By brand, we expect KFC/PH SSSG at -1%/-1% yoy in 3Q26E (vs. 2Q26 of +1%/+1% yoy); Haidilao's Sep average table turn was largely flat yoy at 3.3x-3.4x, implying a low-70% recovery vs. 2019 and sequentially lower than c.80% in Jun-Aug, partly due to seasonality. However, table turn increased slightly yoy during National Day on an apples-to-apples basis, implying over 90% recovery vs. 2019, which we view as satisfactory given the higher holiday base. **For freshly made drink (FMD) companies, performance remained relatively resilient despite tough comp, although trends also diverged.** Guming's performance was stable in Sep and National Day was broadly in line with management expectations, despite a high base of c.20% SSSG in Sep 2025 and further acceleration during last year's holiday. Chagee's average GMV remained positive yoy in Sep, extending the Aug turnaround and putting 3Q26 China SSSG on track with GSe of flat yoy, but declined slightly during National Day, potentially reflecting a less favorable base and rainy weather in South and East China. In addition, we expect Guming's investor day on Oct 14 could be the next catalyst, with further updates expected on 3Q26 SSSG, store openings and the outlook. **On promotion**, FMD discount levels were broadly stable and new-product launches remained active, particularly at Guming and Luckin. Pizza Hut increased promotional activity with a two-week weekday buffet and its fourth Rmb158 buffet campaign in 2026 (vs. 2 rounds in 2025), while DPC continued buy-one-get-one-free offers.

In this note, we provide updates on a variety of high-frequency indicators, including air traffic run rate, and commodity inflation. We also include competition environment updates, key company news and key reports published over the past month for covered China Restaurants names and peers.

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Brand performance

1. Haidilao (6862.HK; Neutral): Haidilao's average table turn in Sep was largely flat yoy, or sequentially declined from Aug due to seasonality. This translates to 3.3x-3.4x table turn, implying a low 70% recovery level compared to 2019 and was sequentially lower from ~80% in Jun-Aug. Haidilao opened 8 company stores and 3 franchised stores in Sep, while it closed 5 stores. During the National Day holiday, table turn had a slight yoy increase on an apples-to-apples basis, implying >90% recovery compared to the 2019 level.

GS read: *We view the stable performance in Sep as unexciting or slightly behind expectation given the relatively low base, while the slight growth during the National Day holiday was satisfactory given the base was higher during the holiday and overall catering performance was unexciting (more details here). Store opening accelerated slightly from prior months.*

2. Guming (1364.HK; Buy, on CL): Sep remained stable. National Day holiday performance was also broadly in line with management's expectations.

GS read: *Guming's stable performance suggests continued resilience, despite the high base in Sep and National Day holiday last year (i.e. ~20% SSSG in Sep and National Day holiday further accelerated vs. 3Q25). We expect more color on 3Q26 performance and management's outlook for SSSG and store openings at the upcoming investor day on Oct 14.*

3. Chagee (CHA; Neutral): Sep monthly average GMV remained positive yoy, extending the turnaround in Aug (vs. -LSD% in Jul), while National Day holiday saw a slight yoy decline.

GS read: *Sep performance was in line with market expectations and 3Q SSSG was on track with GSe (flat yoy in China), supported by active new product launches and category expansion. However, National Day holiday performance was slightly below expectations, potentially due to a less favorable yoy base and rainy weather in South and East China. Looking ahead, the sustainability of SSSG recovery remains a key watchpoint as the base becomes more normalized into late 4Q (Chagee resumed new product launches in late 4Q25 after limited launches in 3Q and early 4Q25).*

Exhibit 1: Haidilao SSSG was stable yoy and implied recovery level was sequentially stable; freshly made drink names generally had sequentially lower SSSG due to tough base

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	25-May	26-Jun	26-Jul	26-Aug	26-Sep	3Q26 average	CNY 2025	Labor Day 2026	National Day 2026	CNY 2026	Labor Day 2026	National Day 2026
SSSG																												
Haidilao (Jing, Mainland Tai Er)	0%	-8%	-9%	-13%	-6%	-7%	0%	2%	-2%	2%	-1% LSD%	-1% decli	-5% MSD%	13% DD%	1% LDD%	5% DD%	-1% LDD%	-2% MSD%	0% MSD+HSD%	-1% MSD+HSD%	0% High teens	0%	-5%	-10%	0% low teens decline	5% HSD%	0% MHSD%	1% High teens
Xiaobeiyuan (YTD SSSG)													- mid-teens%		-LDD%	-LDD%	-LDD%	-LDD%	-LDD%	-10%								
Naiyuki	-8%	-13%	-1%	3%	14%	13%	22%	8%	0%	-1%	10%	0%			-3%	-1%								26%			-30%	
Naiyuki closing or sales (ex store)					26%	25%	29%	15%	5%	3%	13%	3%			-1%	-1%	+4%	-22%	-26%	-27%	-21%	-25%						
Guming	+LSD%			-30%	-30%	20%-30%		>40%		-20%	-20%	DD%	SD%	>20%	HSD%	-LSD%	close to -10%	-1%	Positive		Steady	Slight positive			>20%	DD%		
Chagee																-mid-teens%	-mid-teens%	-low teens%	-LSD%	Slight positive	Positive	+flat						Slight decline
ChaPanda										50%	DD%	-21%	SD%	DD%	50%	50%	Decline	-slight MSD%	Slower than Jun	Decline but sequential improvement	Sequential improvement					DD%	decline	Flat
Auntea Jenny													close to 20%			Slower than 1Q26	Decline	Decline	Decline	Decline but sequential improvement							Slower than Apr-26	In line with mgmt expectation
SSS vs. 2021																												
Haidilao (exg. Mainland Tai Er)	27%	18%	23%	17%	27%	32%	34%	53%	17%	11%	32%	26%	21%	33%	24%	23%	26%	49%	34%	51%	17%	34%	12%	14%	1%	17%	14%	6%
Naiyuki	-50%	-54%	-48%	-47%	-41%	-40%	-41%	-28%	-43%	-47%	-38%	-52%			-49%	-53%	-56%	-53%	-57%	-48%	-56%	-53%		-23%			-46%	
Gourmet Master	-33%	-27%	-22%	-23%	-28%	-31%	-39%	-34%	-32%	-29%																		
average	-48%	-21%	-16%	-18%	-14%	-6%	-14%	-3%	-43%	-22%	-3%	-13%			-12%	-15%	-15%	-2%	-11%	2%	-19%	-9%						
SSS as % of 2021	82%	79%	89%	92%	96%	94%	96%	97%	81%	78%	97%	87%			88%	86%	89%	98%	89%	102%	81%	91%						
SSS vs. 2019																												
Haidilao (exg. Mainland)	-12%	-12%	-14%	-24%	-18%	-19%	-28%	-18%	-29%	-15%	-17%	-17%	-18%	0%	-13%	-20%	-16%	-21%	-29%	-19%	-29%	-22%	-16%	-18%	-10%	-12%	-18%	-9%
Gourmet Master	-34%	-29%	-26%	-29%	-35%	-38%	-42%	-39%	-39%	-36%																		
average	-23%	-20%	-20%	-26%	-29%	-29%	-35%	-29%	-34%	-27%	-17%	-17%	-18%	0%	-13%	-28%	-16%	-21%	-29%	-19%	-29%	-22%						
SSS as % of pre-COVID	77%	80%	80%	74%	76%	71%	69%	73%	66%	73%	83%	83%	84%	100%	87%	80%	84%	79%	89%	81%	71%	78%						

Source: Company data

Exhibit 2: Quarterly SSSG tracker

SSSG yoy trend													vs. 2019									
SSSG yoy	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26 (Avg)		1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26
KFC China	-2.0%	-3.0%	-2.0%	-1.0%	0.0%	1.0%	2.0%	3.0%	1.0%	1.0%			-10%	-12%	-12%	-11%	-10%	-11%	-10%	-11%	-9%	-11%
Pizza Hut China	-5.0%	-6.0%	-6.0%	-2.0%	0.0%	2.0%	3.0%	1.0%	-1.0%	1.0%			-8%	-14%	-14%	-10%	-8%	-12%	-13%	-16%	-9%	-11%
YUM China	-3.0%	-4.0%	-3.0%	-1.0%	0.0%	1.0%	1.0%	3.0%	0.0%	1.0%			-10%	-13%	-12%	-10%	-10%	-12%	-11%	-13%	-10%	-12%
Starbucks China	-11.0%	-14.0%	-14.0%	-6.0%	0.0%	2.0%	2.0%	7.0%	0.5%				-35%	-32%	-32%	-34%	-33%	-31%	-30%	-29%	-32%	
Gourmet Master China	-15.7%	-18.7%	-15.2%	-9.7%	-9.1%	-4.0%	-7.1%	-10.0%					-26%	-31%	-35%	-28%	-33%	-34%	-40%	-36%	-33%	-34%
Xiabu-xiabu		-19.0%		-27.8%		-15.6%		-3.6%		-10.1%				-59%		-54%		-62%		-59%		-60%
Coucou		-43.0%		-21.3%		-14.0%		-14.4%		-10.0%				-57%		-61%		-63%		-67%		-67%
Haidilao		14.5%		-4.6%		40.7%		-3.0%		-7.4%		-0.3%		-19%		-22%		-25%		-24%		-26%
Jiu Mao Jiu	-4.1%	-12.6%	-10.3%	-18.1%	-18.6%	-18.5%	-14.8%	-16.4%	-11.3%	-13.1%			-26%	-39%	-26%	-38%	-40%	-43%	-37%	-48%	-47%	-50%
Tai Er	-13.9%	-18.1%	-18.3%	-24.8%	-21.2%	-13.7%	-8.3%	-3.0%	6.9%	6.1%			-24%	-33%	-32%	-41%	-40%	-42%	-38%	-43%	-36%	-39%
Tai Er - China									10.9%	12.0%												
Song	-34.8%	-36.6%	-32.9%	-26.9%	-24.2%	-14.3%	-19.1%	-19.8%	-19.9%	-26.1%												
Helens		-29.7%		-12.9%		-17.9%		-18.9%		-21.0%				-48%		-43%		-58%		-54%		-60%
Naiyuki		-38.5%		-21.3%		-9.3%	10.0%	10.0%	3.0%	LSD%		-19.0%	-24.8%	-47%		-44%						
Juewei	-13.7%	-11.0%	-6.5%	-21.5%	1.7%	-10.1%	0.3%	18.4%	-7.2%	14.6%			-22%	-29%	-27%	-41%	-21%	-38%	-27%	-30%	-22%	-27%
Guming	6.6%	-6.3%	0.2%	-9.2%	HSD%	-3.0%	+20%	-20%	teens%	within +/-5%	Slight positive											
Mixue					LSD%	-2.0%	teens%	HSD%	Down teens%													
Luckin	-20.3%	-29.9%	-13.1%	-3.4%	8.1%	13.4%	14.4%	1.2%	0.1%	-6.3%			127%	118%	119%	88%	149%	149%	151%	90%	145%	132%
Chagee - China	46.0%	38.0%	0.4%	-19.3%	-19.1%	-23.1%	-27.9%	-25.5%	-16.1%	-16.1%	-flat											
Tims China - self-operated store	-11.7%	-13.8%	-20.7%	-12.3%	-6.5%	-3.8%	3.3%	-1.4%	-12.4%	-17.3%												
Tims China - system-wide store	-13.8%	-14.6%	-21.7%	-13.3%	-7.8%	-4.8%	1.3%	-2.4%	-13.2%	-17.8%												
Domino's Pizza China	3.6%		1.8%		-1.0%		-1.9%		-4.8%													
Sauceiya Shanghai (existing store sales)	-1.8%	-6.6%	-10.9%	-6.3%	-14.8%	-19.7%	-16.2%	-11.6%	-9.1%	-9.6%			14%	20%	11%	5%	-3%	-3%	-7%	-6%	-12%	-4%
Sauceiya Guangzhou (existing store sales)	-0.9%	-7.1%	-12.1%	-9.6%	-15.8%	-18.2%	-11.2%	-4.0%	-1.8%	-4.5%			38%	28%	18%	7%	16%	5%	5%	12%	14%	10%
Sauceiya Beijing (existing store sales)	8.2%	-2.9%	-7.2%	0.4%	-11.5%	-18.7%	-15.4%	-11.3%	-14.5%	-8.5%			29%	36%	29%	25%	14%	11%	9%	11%	-3%	4%
Sauceiya China average (existing store sales)	1.8%	-5.5%	-9.9%	-5.2%	-14.1%	-18.9%	-14.3%	-9.1%	-8.5%	0.7%			29%	61%	19%	16%	11%	31%	2%	9%	1%	32%

Chagee SSSG before 2025 is based on China and overseas combined.

Source: Company Data, Data compiled by Goldman Sachs Global Investment Research

Exhibit 3: Store opening monthly tracker

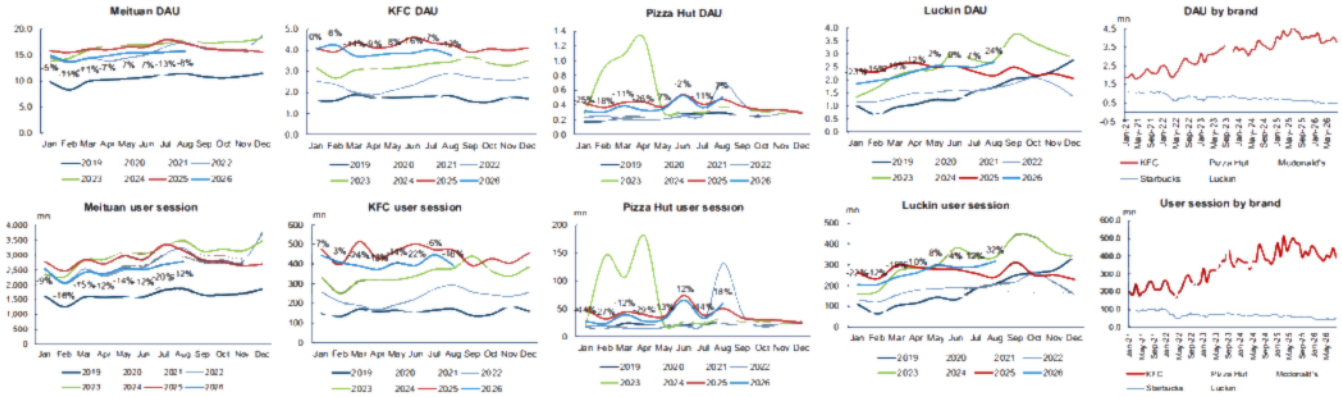
Gross opening	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26		8M/9M26	Company guidance (2026)	8M/9M26 avg unit yoy
KFC	733	150	143	156	167	171	184	180			1884	>1,900 net store addition with store count	14%
KCOFFEE	263	106	110	182	278	242	214	172			1567	reaching 20k and 40%-50% franchise mix of	215%
Pizza Hut	99	96	36	84	69	113	107	53			657	new stores for both KFC and PH	19%
Haidilao	2	2	-4	4	1	1	2	5	6		13	+MSD% gross store opening	2%
Self-operated	4	3	4	4	4	5	4	7	2		39		
Closure	-2	-1	-7	-3	-4	-6	-3	-1	-5		-46		
Franchise (already opened)				3		2	4	5	3		26		
Guming	225	195	105	254	235	283	228	146			1671	2,000 net openings at mid point	27%
Mixue China	696	618	1995	776	419	213	209	698			5624		18%
Lucky Cup	164	85	86	81	22	24	19	14			495		60%
Luckin	1078	552	730	1834	963	972	928	642			7699		35%
Chagee	59	49	28	18	59	55	48	39			355	~300 net opening/~200 closure in China	6%

Haidilao brands store opening based on company data; KCOFFEE/Chagee store opening (gross opening) based on Zhaimen; KFC/PH/Guming/Mixue/Lucky Cup/Luckin store opening (gross opening) based on Hongcan.

Source: Zhaimen, Hongcan, Company data

High frequency indicators

Exhibit 4: DAU/user session of major delivery/food service brand APP



As of Aug 2026.

Source: QuestMobile

Exhibit 5: Sep weather was generally warmer than usual

China weather weekly tracker: Difference between weekly average temperature and 10-yr historical average (°C)

City	Tier	Location	Aug W32	Aug W33	Aug W34	Aug W35	Sep W36	Sep W37	Sep W38	Sep W39	Sep W40	Oct W41
National			0.5	-0.3	0.2	1.0	-0.3	-1.3	-0.1	1.6	0.0	-0.3
Beijing	Tier 1	North China	1.6	-0.6	1.5	0.1	-0.5	-0.2	0.5	3.1	-0.2	1.9
Tianjin	Tier 1	North China	3.6	0.0	1.4	0.5	0.0	1.1	3.4	3.3	-0.3	3.3
Changchun	New Tier 1	Northeast China	2.8	1.1	2.1	1.1	-2.3	1.1	4.2	0.2	-2.7	2.2
Dalian	New Tier 1	Northeast China	3.5	1.1	0.7	1.7	0.5	1.5	2.1	2.5	-0.3	2.3
Harbin	New Tier 1	Northeast China	1.4	1.7	3.2	1.3	-1.4	1.3	2.9	-1.4	-2.2	2.3
Shenyang	New Tier 1	Northeast China	4.0	2.0	2.1	2.2	0.2	1.5	4.0	2.8	-3.2	0.4
Xi'An	New Tier 1	Northwest China	-4.7	-1.9	-1.0	4.2	1.1	0.1	2.5	1.8	-0.5	1.3
Shanghai	Tier 1	East China	0.8	-2.2	-0.8	0.5	0.9	1.1	1.3	1.3	0.2	-2.0
Fuzhou	New Tier 1	East China	0.9	0.8	0.0	-1.2	-1.0	0.9	-0.2	0.6	2.5	-2.4
Hangzhou	New Tier 1	East China	0.2	-2.4	-1.7	0.1	-0.2	0.9	1.0	2.4	-0.5	-2.8
Hefei	New Tier 1	East China	0.6	-2.7	-0.2	2.9	-0.8	1.3	1.1	1.7	-1.3	-1.5
Jinan	New Tier 1	East China	2.9	-0.2	0.9	2.9	-0.4	1.2	3.9	3.5	0.8	1.6
Nanjing	New Tier 1	East China	0.7	-3.8	-0.2	2.1	-1.2	0.6	0.6	1.6	-1.5	-2.8
Qingdao	New Tier 1	East China	1.0	0.2	0.0	2.1	0.1	1.1	2.3	1.1	0.2	0.5
Xiamen	New Tier 1	East China	-0.1	1.1	0.1	-1.4	-2.5	-0.2	0.1	0.4	1.7	-2.5
Changsha	New Tier 1	Central China	-1.6	-4.3	-1.6	0.8	-5.1	0.8	1.1	1.9	-2.0	-2.3
Wuhan	New Tier 1	Central China	0.7	-3.9	-0.4	3.5	-1.2	0.8	-0.3	0.8	-2.9	-1.3
Zhengzhou	New Tier 1	Central China	0.8	-3.2	-0.2	1.7	1.3	-0.2	1.9	1.1	-0.1	2.3
Guangzhou	Tier 1	South China	-0.5	2.4	1.3	-0.8	-2.4	0.7	1.2	1.1	1.8	-3.2
Hong Kong	Tier 1	South China	-0.9	2.4	0.5	0.0	-1.5	0.5	-0.3	0.6	1.3	-1.8
Shenzhen	Tier 1	South China	-0.6	1.7	0.9	-0.1	-1.9	0.1	-0.5	0.6	0.9	-3.0
Chengdu	New Tier 1	Southwest China	-0.8	1.9	-3.6	1.9	2.7	1.3	-1.4	0.7	2.0	1.2
Chongqing	New Tier 1	Southwest China	-3.9	-0.2	-2.4	1.4	1.6	5.1	-2.4	0.2	0.6	-0.1
Kunming	New Tier 1	Southwest China	-0.7	0.4	1.0	1.1	0.4	2.4	1.4	3.0	3.3	-2.0

Source: Bloomberg

Exhibit 6: Aug catering sales growth was sequentially stable, while above sized restaurant sales growth continued being slower vs. total



Source: NBS

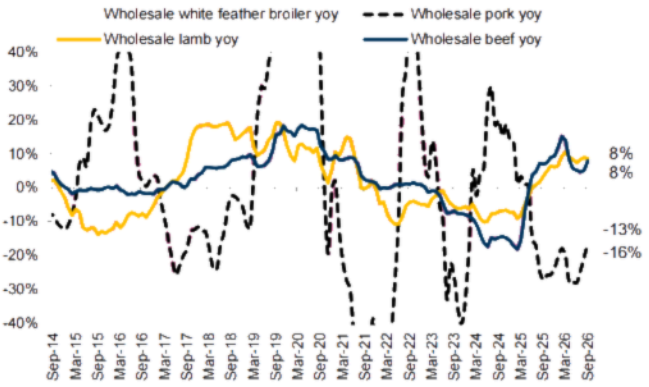
Exhibit 7: Latest domestic flight capacity was -1% yoy



Note: Latest data as of Oct 04 2026. Data referring to 7-day average
2025-26 data adjusted to compare against Chunyun (Spring festival travel rush) dates on like-for-like basis.

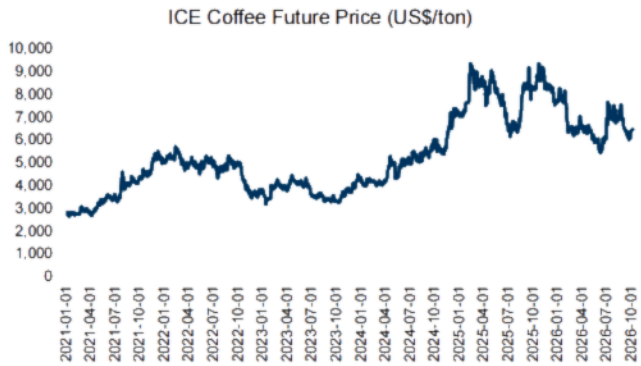
Source: Flight Master

Exhibit 8: Commodity price trends diverged in Sep
Wholesale price yoy growth on chicken, pork, lamb and beef



Source: Wind, CEIC

Exhibit 9: Coffee future price trended down in Sep, with a modest rebound at month-end



Source: Wind

Exhibit 10: Cost trend - restaurant related raw materials

Category	Raw Material	Unit	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	Spot
Packaging Materials	Crude oil (Brent)	USD/bbl	54	45	55	72	64	43	71	99	82	80	68	89	105
	Crude oil (WTI)	USD/bbl	49	43	51	65	57	40	68	94	78	76	65	84	92
	PET	Rmb/t	6,311	6,127	7,357	8,482	7,047	4,884	6,607	8,359	7,334	6,897	5,995	7,798	9,040
	PP	Rmb/t	7,616	7,366	8,559	9,347	8,338	7,475	8,598	8,255	7,539	7,533	6,984	8,035	9,284
	Paper Pulp	Rmb/t	2,771	2,821	4,381	4,406	3,697	3,645	4,416	4,188	3,514	3,343	3,377	3,609	3,795
Food Ingredients	Beef	Rmb/kg	54	53	54	57	64	73	77	78	74	64	63	67	72
	Pork	Rmb/kg	21	25	21	19	29	45	28	26	21	23	20	16	16
	Mutton	Rmb/kg	49.4	45.0	47.5	55.7	63.7	69.2	73.7	68.7	65.8	60.8	60.4	64.7	66.6
	Broiler Chicken	Rmb/kg	7.3	7.7	6.7	8.4	9.8	7.3	8.2	8.9	8.8	7.6	7.1	7.1	6.2
FMD Ingredients	Sugar (China)	Rmb/t	5,354	6,035	6,489	5,281	5,262	5,263	5,624	5,742	6,588	6,128	5,709	5,319	5,491
	Sugar (Global)	UScent/lb	13.2	18.2	15.9	12.3	12.4	12.9	17.8	18.8	24.0	20.7	16.9	15.4	20.3
	Raw Milk	Rmb/kg	3.5	3.5	3.5	3.5	3.7	3.8	4.3	4.2	3.8	3.3	3.1	3.0	3.1
	Milk Powder (Global)	USD/t	2,408	2,355	3,081	2,985	3,113	2,973	3,841	3,888	3,077	3,432	3,901	3,606	3,605
	Coffee Beans	UScent/lb	134.0	137.2	134.3	114.3	102.5	111.9	169.1	213.8	170.7	233.3	361.3	300.0	285.2
	6 Key Fruits	Rmb/kg	5.6	5.1	5.2	5.4	6.3	5.6	6.1	6.9	7.4	7.3	7.3	7.4	6.6
yoy															Spot vs. YTD
Packaging Materials	Crude oil (Brent)	USD/bbl		-16%	22%	30%	-10%	-33%	63%	40%	-17%	-3%	-15%	31%	17%
	Crude oil (WTI)	USD/bbl		-11%	17%	27%	-12%	-31%	72%	39%	-18%	-2%	-14%	29%	10%
	PET	Rmb/t		-3%	20%	15%	-17%	-31%	35%	27%	-12%	-6%	-13%	30%	16%
	PP	Rmb/t		-3%	16%	9%	-11%	-10%	15%	-4%	-9%	0%	-7%	15%	16%
	Paper Pulp	Rmb/t		2%	55%	1%	-16%	-1%	21%	-5%	-16%	-5%	1%	7%	5%
Food Ingredients	Beef	Rmb/kg		-1%	1%	7%	11%	15%	6%	0%	-5%	-14%	-1%	7%	7%
	Pork	Rmb/kg		19%	-15%	-12%	54%	57%	-37%	-10%	-19%	11%	-13%	-20%	0%
	Mutton	Rmb/kg		-9%	5%	17%	15%	9%	6%	-7%	-4%	-8%	-1%	7%	3%
	Broiler Chicken	Rmb/kg		6%	-13%	26%	16%	-25%	12%	8%	-1%	-13%	-7%	1%	-14%
FMD Ingredients	Sugar (China)	Rmb/t		13%	8%	-19%	0%	0%	7%	2%	15%	-7%	-7%	-7%	3%
	Sugar (Global)	UScent/lb		38%	-13%	-22%	1%	4%	38%	5%	27%	-14%	-18%	-9%	32%
	Raw Milk	Rmb/kg		0%	0%	-1%	5%	4%	13%	-3%	-8%	-13%	-8%	-1%	2%
	Milk Powder (Global)	USD/t		-2%	31%	-3%	4%	-4%	29%	1%	-21%	12%	14%	-8%	0%
	Coffee Beans	UScent/lb		2%	-2%	-15%	-10%	9%	51%	26%	-20%	37%	55%	-17%	-5%
	6 Key Fruits	Rmb/kg		-8%	1%	5%	16%	-10%	9%	13%	7%	-2%	1%	1%	-11%

2026 based on average price YTD.

Source: Wind, Bloomberg

Competitive environment

Promotion trend

In freshly made drinks, Sep promotion levels remained relatively stable, though promotion magnitude and focus varied across brands. Guming continued to adjust its coffee promotions (removed the weekly Rmb9.9 coffee coupon in early Sep before reinstating it the following week, with similar adjustments in early Oct), while introducing new "Guming Wednesday" offers, suggesting efforts to balance traffic and discount levels. Luckin maintained its weekly Rmb9.9 offer for select SKUs, while Cotti and KCOFFEE continued selective low-price promotions. Mixue and Lucky Cup focused more on mini-program coupons and lucky draws to drive orders.

In QSR, promotional activities remained largely stable, though pizza players continued to offer attractive discounts. PH stepped up promotions sequentially, launching a two-week weekday buffet campaign at Rmb79.9 per person and bringing back its Rmb158 buffet on Sep 27-30 (4th round in 2026, vs. 2 rounds in 2025). DPC also offered buy-one-get-one-free deals on select pizzas in Sep, suggesting continued focus on driving traffic amid price-sensitive demand.

Exhibit 11: FMD and QSR promotion tracker

	Coffee					Tea			QSR				
	Luckin	Cotti	KCOFFEE	Mc Cafe	Lucky Cup	Mixue	Gumiho	Hey Tea	KFC	Pizza Hut	Mcdonald's	Tastien	DPC
Major pricing activities	- Price hike from Jan 2025 in some cities	- No longer offer Rmb0.9 for all products since Feb 2024	- Lowered price with membership card increased to Rmb6 from Rmb5, membership card monthly fee from Rmb6.8 to Rmb9.9 from Mar 2025		- Increased delivery channel price by Rmb3 on Feb 28, 2026				- Announced price hike by ~2% on average on Dec 2024 - Increased delivery price by avg Rmb0.8 in Jan 2026	- Launched 2025 new menu with more value-for-money price points - In 2026, launched Rmb1 product coupon on APP for every Tuesday	- Price hike by Rmb0.5-1 for select SKUs on Dec 2025		
9/8/2026	- One 9.9 coffee coupon each week, 8 SKUs available including 1 milk tea and 2 fruit tea SKUs	- Rmb8.9~10.9 offered for select large cup products during Aug 31-Sep 17 - Rmb9.9 offered for select SKUs - Offered Rmb4.9 coupons for select SKUs in private domain - Cotti Monday, offered Rmb7.9 coffee, free coffee coupons etc	- Bubble Festival (Aug 17-Sep 6), offered Rmb6.9 for select SKUs - Aug 31-Sep 6, offered Burnt Basque Cheesecake at Rmb8.9 per cup - Sep 1-6, offered the iced Milk latte at Rmb6.9 per cup	No meaningful change (Rmb9.9 for selective Americano/Latte SKUs with membership card)	Offer Rmb4.9 coupon for select SKUs in private domain	- Sep 1-15, lucky draw for delivery orders placed via the Mixue mini-program, offering 5,000 free-order coupons, 150,000 50%-off DiDi Hitch coupons, and unlimited 15%-off coupons for new products - Sep 1-6, offered 80,000 servings of the new Milk Mochi at Rmb1 - Sep 1-30, private-domain lucky draw offering 10,000 free-paten coupons for Rmb7 beverages	Revoked the one Rmb9.9 coffee each week	No meaningful change	- "Cool Friday" with special price (Rmb6.5 for 1, Rmb8.9 for 2) offered for 11 ice cream/beverage SKUs - Sep 1-30, offer Campus Dashen Card (校园大神卡), at Rmb19.9 for 120 days	No meaningful change	No meaningful change	No meaningful change	Sep 4-20, buy one get one free for select pizza SKUs
9/13/2026	- One Rmb9.9 coffee coupon each week, 8 SKUs available including 1 milk tea and 2 fruit tea SKUs - Tunkun Festival (Sep 11-20), Rmb9.9 for select SKUs, second cup at Rmb5.9 for select extra-large SKUs	- Rmb8.9~10.9 offered for select large cup products during Aug 31-Sep 17 - Rmb8.9 offered for select SKUs - Offered Rmb4.9 coupons for select SKUs in private domain - Cotti Monday, offered Rmb7.9 coffee, free coffee coupons etc.	- Bubble Festival (Sep 7-24), offered Rmb6.9 for select SKUs - Coffee from Rmb9.9, with membership card from Rmb6.9	No meaningful change (Rmb9.9 for selective Americano/Latte SKUs with membership card)	- Offered Rmb4.9 coupons for select SKUs in private domain - In Sep, verified student users can purchase a Rmb37 coupon pack for Rmb1	- Sep 1-15, lucky draw for delivery orders placed via the Mixue mini-program, offering 5,000 free-order coupons, 150,000 50%-off DiDi Hitch coupons, and unlimited 15%-off coupons for new products - Sep 1-30, private-domain lucky draw offering 10,000 free-paten coupons for Rmb7 beverages	- One Rmb9.9 coffee each week, 12 coffee SKUs available - Gumiho Wednesday, special prices for select SKUs	No meaningful change	- "Cool Friday" with special price (Rmb6.5 for 1, Rmb8.9 for 2) offered for 11 ice cream/beverage SKUs - Sep 1-30, offer Campus Dashen Card (校园大神卡), at Rmb19.9 for 120 days	Sep 10-24 on weekdays, pizza buffet at Rmb79.9/person, including pizza, pasta, burgers, snacks, beverages and desserts	No meaningful change	No meaningful change	Sep 4-20, buy one get one free for select pizza SKUs
9/20/2026	- One Rmb9.9 coffee coupon each week, 8 SKUs available - Tunkun Festival (Sep 11-20), Rmb9.9 for select SKUs, second cup at Rmb5.9 for select extra-large SKUs	- Rmb8.9~10.9 offered for select large cup products during Aug 31-Sep 17 - Rmb9.9 offered for select SKUs - Offered Rmb4.9 coupons for select SKUs in private domain - Cotti Monday, offered Rmb7.9 coffee, free coffee coupons etc.	- Bubble Festival (Sep 7-24), offered Rmb6.9 for select SKUs - Coffee from Rmb9.9, with membership card from Rmb6.9	No meaningful change (Rmb9.9 for selective Americano/Latte SKUs with membership card)	- Offered Rmb4.9 coupons for select SKUs in private domain - In Sep, verified student users can purchase a Rmb37 coupon pack for Rmb1 - Sep 16-27, 9th anniversary campaign, offering lucky draw for 9,998 free orders, along with other coupons	- Sep 1-15, lucky draw for delivery orders placed via the Mixue mini-program, offering 5,000 free-order coupons, 150,000 50%-off DiDi Hitch coupons, and unlimited 15%-off coupons for new products - Sep 1-30, private-domain lucky draw offering 10,000 free-paten coupons for Rmb7 beverages	- One Rmb9.9 coffee each week, 12 coffee SKUs available - Gumiho Wednesday, special prices for select SKUs	No meaningful change	- "Cool Friday" with special price (Rmb6.5 for 1, Rmb8.9 for 2) offered for 11 ice cream/beverage SKUs - Sep 1-30, offer Campus Dashen Card (校园大神卡), at Rmb19.9 for 120 days	Sep 10-24 on weekdays, pizza buffet at Rmb79.9/person, including pizza, pasta, burgers, snacks, beverages and desserts	No meaningful change	No meaningful change	Sep 4-20, buy one get one free for select pizza SKUs
9/27/2026	- One Rmb9.9 coffee coupon each week, 8 SKUs available - Mid-Autumn Festival promotion, 30% off for select two-cups sets on Sep 25 and Oct 4	- Rmb9.9 offered for select SKUs - Offered Rmb4.9 coupons for select SKUs in private domain - Cotti Monday, offered Rmb7.9 coffee, free coffee coupons etc	- Bubble Festival (Sep 7-24), offered Rmb6.9 for select SKUs - Coffee from Rmb9.9, with membership card from Rmb6.9	No meaningful change (Rmb9.9 for selective Americano/Latte SKUs with membership card)	- Offered Rmb4.9 coupons for select SKUs in private domain - In Sep, verified student users can purchase a Rmb37 coupon pack for Rmb1 - Sep 16-27, 9th anniversary campaign, offering lucky draw for 9,998 free orders, along with other coupons	- Sep 1-30, private-domain lucky draw offering 10,000 free-paten coupons for Rmb7 beverages	- One Rmb9.9 coffee each week, 7 coffee SKUs available - Gumiho Wednesday, special prices for select best-selling SKUs	No meaningful change	- "Cool Friday" with special price (Rmb6.5 for 1, Rmb8.9 for 2) offered for 11 ice cream/beverage SKUs - Sep 1-30, offer Campus Dashen Card (校园大神卡), at Rmb19.9 for 120 days	- Sep 10-24 on weekdays, pizza buffet at Rmb79.9/person, including pizza, pasta, burgers, snacks, beverages and desserts - Sep 27-30, Pizza Hut buffet at Rmb158 per person	No meaningful change	No meaningful change	No meaningful change
10/4/2026	- One Rmb9.9 coffee coupon each week, 8 SKUs available - Mid-Autumn Festival promotion, 30% off for select two-cup sets on Sep 25 and Oct 4 - Oct 1-4 National Day promotion lucky draw offering gold bikes, 200k Rmb6.9 coupon packs, unlimited Rmb13.9 coupon packs, etc	- Rmb9.9 offered for select SKUs - Offered Rmb4.9 coupons for select SKUs in private domain - Cotti Monday, offered Rmb7.9 coffee, free coffee coupons, etc - Sep 30-Oct 7 National Day promotion, five-cup sets from Rmb7.98 per cup and three-cup sets from Rmb8.98 per cup	- Coffee from Rmb9.9, or from Rmb6.9 with membership card - Oct 1-7 National Day promotion, offered select SKUs from Rmb9.9	No meaningful change (Rmb9.9 for selective Americano/Latte SKUs with membership card)	- Offered Rmb4.9 coupons for select SKUs in private domain - Sep 30-Oct 8 National Day promotion, users could receive a Rmb78 coupon pack by inviting three friends to assist	- Oct 1-31, private-domain lucky draw offering 10,000 free-order coupons for Rmb7 beverages and other coupons	- Revoked the one Rmb9.9 coffee each week - Gumiho Wednesday, special prices for select best-selling SKUs	No meaningful change	- Cool Friday special prices for select ice cream and beverage SKUs (Rmb6.5 for one, Rmb9.9 for two) - Sep 28-Oct 7, offered "十一假日套餐" discounted set meals	No meaningful change	No meaningful change	- Sep 30-Oct 7 National Day promotion: offered nine-item sets from Rmb39.9 and individual sets at Rmb13.9	No meaningful change
Sequential pricing trend (monthly)	→	↓	↓	→	↓	↓	→	→	→	↓	→	→	↓

Red highlights sequentially larger discount. Based on the promotion change from brands.

Source: Company data, Data compiled by Goldman Sachs Global Investment Research

Store opening trend

Exhibit 12: Store opening and closure by brand

Store gross openings

Brands	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
KFC	199	118	41	20	477	10	733	150	143	156	167	171	184	180
McDonald's	70	106	115	79	82	135	167	29	38	58	69	48	77	48
Tasiting	273	293	424	335	314	295	286	197	166	249	179	245	246	157
Pizza Hut	38	35	94	65	32	121	99	96	36	84	69	113	107	53
Mixue China	1430	382	330	234	213	262	696	618	1995	776	419	213	209	698
Guming	535	519	607	487	280	305	225	195	105	254	235	283	228	146
Auntea Jenny	293	362	552	460	404	363	308	182	266	NA	612	416	375	233
ChaPanda	140	147	209	173	172	138	128	78	92	145	214	283	247	178
Shuyi	93	84	104	83	64	76	69	32	44	65	96	75	112	64
Yidiandian	122	122	211	149	146	162	96	336	107	305	285	382	331	189
Luckin	833	999	1,154	880	742	768	1078	552	730	1834	963	972	928	642
Cotti	1,363	1,044	864	970	567	473	405	221	301	267	194	147	351	367
Nowwa	1,376	1,184	940	630	1,690	611	542	265	992	264	286	263	597	144
Starbucks	28	51	160	15	18	52	30	18	11	48	46	69	52	55
Lucky Cup	355	522	850	934	1,094	486	164	85	86	81	22	24	19	14
Manner	63	58	88	70	62	63	51	47	19	58	44	56	81	24
Kcoffee	187	96	185	134	214	193	269	113	112	190	344	275	458	68
Tims	17	13	20	15	10	15	23	12	10	5	7	9	22	7

Store net openings

Brands	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
KFC	123	69	-15	5	441	-32	662	127	89	86	79	89	-97
McDonald's	61	101	103	76	67	119	146	25	31	46	51	32	56
Tasiting	248	264	359	280	298	274	270	192	151	218	151	222	58
Pizza Hut	11	24	83	41	17	109	66	82	17	57	49	92	9
Mixue China	1,129	-94	-249	42	75	117	525	503	1,856	642	-199	7	-525
Guming	468	447	534	382	177	232	164	139	-28	140	154	117	27
Auntea Jenny	143	204	415	321	289	226	145	72	50	NA	382	123	43
ChaPanda	-133	-19	51	52	70	45	56	54	3	35	137	179	72
Shuyi	31	19	16	-6	-2	7	-8	1	-54	-38	43	4	4
Yidiandian	106	108	201	142	137	146	87	326	96	293	271	370	303
Luckin	663	876	1,041	773	622	594	930	481	315	1,715	830	783	217
Cotti	1,239	911	711	523	20	-97	320	-104	214	140	-633	15	-753
Nowwa	1,313	888	891	561	1,624	376	286	170	463	-143	137	55	-33
Starbucks	7	29	130	-7	-12	9	-6	3	-19	21	36	47	22
Lucky Cup	311	473	806	895	1,017	428	104	49	-11	-67	-44	-101	-621
Manner	60	54	83	64	55	55	38	46	5	45	36	48	72
Kcoffee	163	88	174	129	204	180	238	109	89	150	315	236	387
Tims	-5	-6	12	6	-2	9	2	6	-18	-11	-13	2	-13

Store closures

Brands	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
KFC	-76	-49	-56	-15	-36	-42	-71	-23	-54	-70	-88	-82	-281
McDonald's	-9	-5	-12	-3	-15	-16	-21	-4	-7	-12	-18	-16	-21
Tasiting	-25	-29	-65	-55	-16	-21	-16	-5	-15	-31	-28	-23	-188
Pizza Hut	-27	-11	-11	-24	-15	-12	-33	-14	-19	-27	-20	-21	-98
Mixue China	-301	-476	-579	-192	-138	-145	-171	-115	-139	-134	-618	-206	-734
Guming	-67	-72	-73	-105	-103	-73	-61	-56	-133	-114	-81	-166	-201
Auntea Jenny	-150	-158	-137	-139	-115	-137	-163	-110	-216	-15	-230	-293	-332
ChaPanda	-273	-166	-158	-121	-102	-93	-72	-24	-89	-110	-77	-104	-175
Shuyi	-62	-65	-88	-89	-66	-69	-77	-31	-98	-103	-53	-71	-108
Yidiandian	-16	-14	-10	-7	-9	-16	-9	-10	-11	-12	-14	-12	-28
Luckin	-170	-123	-113	-107	-120	-174	-148	-71	-415	-119	-133	-189	-711
Cotti	-124	-133	-153	-447	-547	-570	-85	-325	-87	-127	-827	-132	-1,104
Nowwa	-63	-296	-49	-69	-66	-235	-256	-95	-529	-407	-149	-208	-630
Starbucks	-21	-22	-30	-22	-30	-43	-36	-15	-30	-27	-10	-22	-30
Lucky Cup	-44	-49	-44	-39	-77	-58	-60	-36	-97	-148	-66	-125	-640
Manner	-3	-4	-5	-6	-7	-8	-13	-1	-14	-13	-8	-8	-9
Kcoffee	-24	-8	-11	-5	-10	-13	-31	-4	-23	-40	-29	-39	-71
Tims	-22	-19	-8	-9	-12	-6	-21	-6	-28	-16	-20	-7	-35

Source: Hongcan

New product

New product launches remained active in Sep, particularly for Luckin and Guming, while Mixue's launch pace moderated vs. Aug. Seasonal flavors showed increasing convergence, with osmanthus featured across Guming, Luckin and Chagee, alongside Guming's pomelo series. Tea-coffee category convergence further deepened, with Luckin and Lucky Cup expanding their freshly made tea offerings, while Luckin also ventured into protein-based and yogurt-based drinks.

Exhibit 13: New product tracker

	Guming		Luckin		Chagee		Mixue		Lucky Cup	
	Product name	Price	Product name	Price	Product name	Price	Product name	Price	Product name	Price
Aug-26	苹果大红袍 Apple Dahongpao	13	冰杯*5 Iced milk tea	10	薄荷球球 Mint cheese ball milk tea		黄桃果霸 Yellow peach tea	8	苹果系列*3（美式、果茶、冰淇淋） Apple series	7-12
	苹果油柑*2（苹果杨桃油柑、美式） Apple Amla series	13-15	苹果系列*3 Apple series	10-12	凤凰奶香 Fenghuang Dancong milk tea	18-22	黄桃燕麦酸奶 Yellow peach yogurt	10	泡香选*2（咖啡宝珠泡香选、椰椰宝珠泡香选） Paoluda	14-15
	高环红五石榴、红五石榴葡萄 Pomegranate tea. Pomegranate grape tea	15-17	泰妹系列*2（经典泰妹、泰妹椰果拿铁） Thai milk tea series	9.9-11.9	轻闪 单丛柠檬茶 Fenghuang Dancong lemon tea	22	芒果树麻薯、草莓树麻薯 Mango/Strawberry mochi	10		
			香记香兰苹果冰茶、新纪茉莉冰茶 Apple tea. orange jasmine tea	10.9-12.9	苹果油柑单丛 Apple Amla tea	16				
			轻咖椰子水 Coconut water	16.8	凤凰单丛、凤凰岩 Fenghuang Dancong tea	14/22				
			咖啡精调*2（虎斑精、茶氧绿） Orange/apple specialty coffee	13.9	一种自古米酿、花田乌龙冰酿 Sweet Fermented Rice tea	18-22				
			碳水酪泰拉 Thai milk cheese tea	10.9						
Sep-26	抹茶系列*2（三重抹茶厚乳、手卷抹茶麻薯） Matcha series	14-16	轻咖系列*2（抹茶轻咖拿铁、小轻酪拿铁） Cheese series	13	轻闪·轻馥兰香 轻闪·轻柑今 Low caffeine milk tea series	14-16	黑糖珍珠提拉 Brown Sugar Pearl Milk	9	阳桐杨桃茉莉、阳桐杨桃美式 Star Fruit Jasmine Tea/Americano	8-9
	柚子系列*3（大杨冰轻、大柚锡米酸奶、大柚作为拿铁） Pomelo series	13.9-17	挫夏白冷萃 Geisha White Cold Brew	11.9	抹茶系列*3（浓抹香草厚乳、浓抹花田、一抹茉莉花） Matcha series	18-22			可可系列（可可牛奶、可可红茶拿铁、可可咖啡） Cocoa series	7-11
			咸芝士豆乳系列*3（咸芝士豆乳茶、咸芝士豆乳拿铁、咸芝士豆乳黑麦拿铁） Salted Cheese Soy Milk series	9.9-12.9	抹花系列*4（抹馥兰香冰酿、抹馥芒果冰酿、抹馥炫梨冰酌、抹馥兰香） Osmanthus series	16-18				
	抹茶柚子果冻 Matcha Pomelo Mousse	7.9	桂花米酿拿铁 Osmanthus Rice Wine Latte	10.9	区域限定系列 City/regional limited-edition series (covering 30+ provinces and cities)	16				
	云南栀子 Gardenia Tea	13	抹花系列*3（桂花酒酿小丸子、十里江南桂、金桂酒酿拿铁） Osmanthus series	13-14.9	山楂系列*2（秋山楂果茸冰杯、秋山楂美式） Hawthorn series	9.9-12.9				
	桃胶木薯炖奶 Peach Gum and Tapioca Stewed Milk	17	酸奶系列*4（蓉果酸奶饮、椰盖酸奶饮、雪蛰白椰盖酸奶饮） Yogurt series	16.9						
			流心芝士拿铁 Molten Cheese Latte	13.9						

Price is based on self pickup price shown on each brand's mini program

Source: Company data, Data compiled by Goldman Sachs Global Investment Research

Key announcements and reports

Company news:

Chagee: Piloted breakfast offerings at seven Shanghai stores from Sep 7, including tea eggs at Rmb5 each or Rmb2.5 with a regular-priced beverage.

Mixue: Entered Mongolia and Uzbekistan in Sep, opening its first store in Ulaanbaatar on Sep 13 and first stores in Tashkent on Sep 19-20.

Haidilao: Opened "Haidilao Sanlili", a new concept store in Beijing Sanlitun, on Sep 14. The 21-hour store features eight functional zones combining hotpot, alcoholic beverages, retail and social spaces.

Guming: Piloted draft beer at a Hangzhou store from Sep 5 and opened its first "Fresh Experience Store" in Nanjing on Sep 19, introducing a handmade gelato line.

KPRO: Opened its 600th store in Hangzhou on Sep 24. Yum China raised its year-end KPRO store target to c.800 at its 2Q26 results call, vs. 600 previously.

GS reports:

Yum China Holdings (YUMC): 3Q26 preview: Softer SSSG but store expansion and PH license fee savings support profits; Buy (on CL)

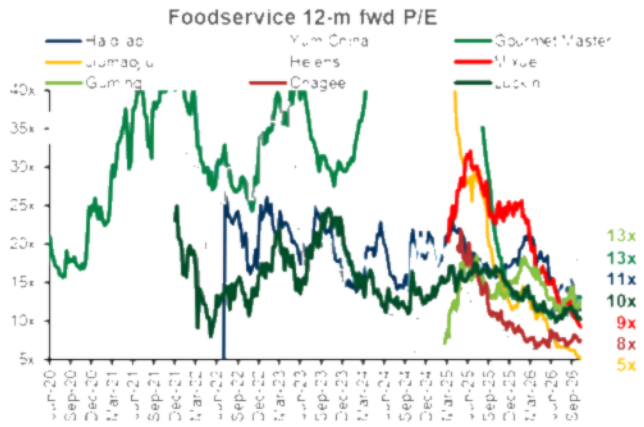
China Restaurants: Revisiting the cost inflation risk from rising oil price and El Niño impact

China Restaurants: Monthly Tracker: Aug update: SSSG stabilized but weather led to volatility; FMD toughest base already behind

China Consumer: Pulse Check: 2Q26 and ALC wrap-up: increasingly diverged trends in a soft consumption backdrop, premium slowing, cost concern re-emerged

Sector valuations

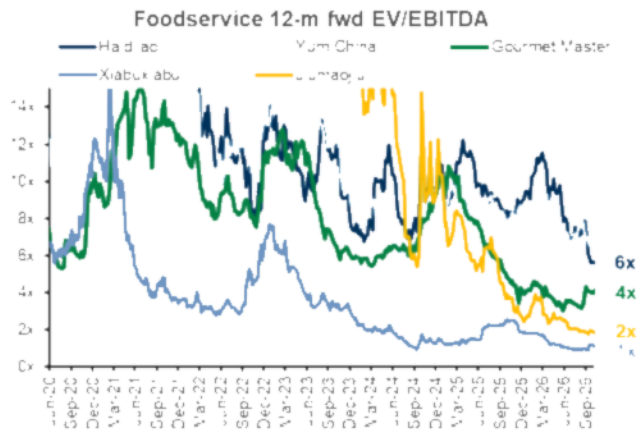
Exhibit 14: 12-m P/Es of key restaurant players



Data as of Oct 8, 2026. Gourmet master, Jiumaojiu and Helens data based on Datastream.

Source: Company data, Datastream, Goldman Sachs Global Investment Research

Exhibit 15: 12-m EV/EBITDA of key restaurant players



Data as of Oct 8, 2026. Gourmet master, Jiumaojiu and Xiabuxiabu data based on Datastream.

Source: Company data, Datastream, Goldman Sachs Global Investment Research

Exhibit 16: TP methodology and risks

Company	Ticker	Rating	Pricing currency	Closing Price 10/8/2026	Target Price	TP methodology	Key risks
Yum China	**YUMC**	**Buy***	USD	41.78	60.00	SOTP: 11x 2026E EV/EBITDA for KFC China and 7x for Pizza Hut China	1) weaker-than-expected SSSG; 2) higher-than-expected commodity costs; 3) stronger-than-expected competition; and 4) lower-than-expected execution efficiency.
Guming	**1364.HK**	**Buy***	HKD	23.40	33.00	20X 2026E P/E	1) Unable to manage the large store network; 2) Lower-than-expected store expansion; 3) Underperformed store productivity; 4) Intensified competition, fashion risk and price war; 5) Increase in store level cost; 6) Larger-than-expected subsidies to franchisees; 7) Lower scale economy with geographical expansion; and 8) Food safety issues.
Mixue group	**2097.HK**	**Buy**	HKD	170.50	285.00	17x 2026E P/E	1) store network management; 2) competition, 3) food cost inflation/operating costs, 4) food safety, 5) overseas expansion.
Luckin	**LKNCY**	**Buy**	HKD	32.51	51.00	21x 2026 P/E	1) Data privacy risks, 2) Market competition, 3) Weaker-than-expected pricing, 4) Raw material cost inflation, 5) Delivery mix impact on margin, 6) SSSG dilution with store network expansion, 7) Food safety.
Haidilao	**6862.HK**	**Neutral**	HKD	9.24	12.20	9x 2026-27E EV/EBITDA	1) better-/weaker-than-expected table turn recovery; 2) faster-/slower-than-expected expansion; 3) faster/slower new businesses of other restaurant brands/FC model; 4) stronger-than-expected cost saving/unfavorable cost inflation; 5) food safety issues.
Chagee	**CHA**	**Neutral**	HKD	11.33	13.00	10x 2026E P/E	1) stronger- or weaker-than-expected product cycle and innovation; 2) faster- or slower-than-expected store network expansion in China and overseas; 3) delivery subsidies; 4) margin and profitability; and 5) brand reputation and food safety risks.

TPs are on a 12-month basis. * = on Asia-Pacific Conviction List.

Source: Goldman Sachs Global Investment Research, Datastream

Exhibit 17: China foodservice industry comp table

Ticker	Company	Mkt cap	3m Avg daily turnover	Price_ Ccy	Rating	12m TP	Price	Implied upside	TP implied PE			PE			EV/EBITDA			EPS growth			Revenue growth			ROE	FCF yield	NPM	Net gearing
		US$mn	(US$mn)				10/9/2026		2026E	2027E	2028E	2026E	2027E	2028E	2026E	2027E	2028E	2026E	2027E	2028E	2026E	2027E	2028E	2026E	2026E	2026E	2026E
Restaurant/ Food retailer																											
9987.HK	Yum China	14,926	35	HKD	Buy*	467.00	340.40	37%	20x	17x	15x	14.6x	12.5x	11.2x	7.3x	6.6x	6.1x	19%	17%	12%	10%	6%	6%	20%	7%	8%	-8%
1216.TW	Uni-President	13,509	35	TWD	Neutral	69.00	75.60	-9%	18x	17x	16x	19.9x	19.1x	18.0x	8.1x	7.8x	7.4x	10%	4%	6%	4%	4%	4%	16%	8%	3%	14%
6862.HK	Haidilao International	6,797	30	HKD	Neutral	12.20	9.57	27%	14x	14x	14x	11.0x	11.1x	10.9x	5.7x	5.8x	5.6x	-1%	0%	1%	7%	5%	6%	40%	8%	9%	-80%
2912.TW	President Chain Store	8,935	18	TWD	Sell	200.00	213.00	-6%	18x	17x	16x	19.2x	18.0x	16.8x	6.6x	6.1x	5.7x	3%	7%	7%	6%	6%	5%	26%	7%	3%	-49%
603517.SS	Juewei	1,035	7	CNY	Sell	6.00	11.21	-46%	14x	11x	9x	26.2x	20.8x	17.4x	9.7x	7.3x	6.1x	n.a.	26%	20%	-7%	8%	6%	4%	5%	5%	-14%
Average								1%	17x	15x	14x	18.2x	16.3x	14.9x	7.5x	6.7x	6.2x	8%	11%	9%	4%	6%	5%	21%	7%	6%	-27%
Median									18x	17x	15x	19.2x	18.0x	16.8x	7.3x	6.6x	6.1x	7%	7%	7%	6%	6%	6%	20%	7%	5%	-14%
Freshly-Made Drinks																											
2097.HK	Mixue Group	8,238	11	HKD	Buy	285.00	171.90	66%	17x	15x	13x	10.3x	9.0x	8.0x	4.6x	3.5x	2.3x	-11%	15%	12%	1%	12%	11%	19%	8%	16%	-80%
LKNCY	Luckin coffee	10,517	41	USD	Buy	51.00	32.80	55%	19x	15x	12x	12.5x	9.9x	7.9x	7.2x	5.1x	3.7x	34%	27%	26%	24%	21%	15%	25%	6%	9%	-98%
1364.HK	Guming	7,176	14	HKD	Buy*	33.00	23.68	39%	20x	17x	15x	14.1x	12.2x	10.6x	10.2x	8.0x	6.6x	18%	16%	15%	21%	19%	16%	46%	6%	22%	-98%
CHA	Chagee holdings	2,141	9	USD	Neutral	13.00	11.25	16%	9x	9x	8x	7.9x	7.4x	7.1x	2.8x	2.1x	1.6x	-17%	7%	4%	12%	8%	6%	21%	13%	13%	-136%
2555.HK	ChaPanda	783	1	HKD	NC	n.a.	4.05	n.a.	n.a.	n.a.	n.a.	6.1x	5.5x	4.8x	2.0x	1.5x	n.a.	2%	11%	13%	6%	8%	15%	20%	n.a.	15%	n.a.
Average								44%	16x	14x	12x	10.2x	8.8x	7.7x	5.4x	4.0x	3.6x	5%	15%	14%	13%	14%	12%	26%	8%	15%	-103%
Median									18x	15x	13x	10.3x	9.0x	7.9x	4.6x	3.5x	3.0x	2%	15%	13%	12%	12%	15%	21%	7%	15%	-98%
Comp for valuation																											
SBUX	Starbucks Corp	103,455	750	USD	NC	n.a.	90.75	n.a.	n.a.	n.a.	n.a.	33.1x	27.7x	23.4x	19.8x	*7.7x	16.1x	20%	19%	18%	2%	2%	5%	-43%	3%	8%	-*93%
CMG	Chipotle Mexican Grill Inc	39,975	598	USD	NC	n.a.	3* 59	n.a.	n.a.	n.a.	n.a.	27.5x	23.0x	19.9x	19.9x	*7.1x	15.4x	9%	*9%	16%	9%	1*%	10%	56%	4%	*1%	-12%
DRI	Darden Restaurants Inc	22,364	251	USD	NC	n.a.	197.66	n.a.	n.a.	n.a.	n.a.	18.0x	16.6x	15.2x	11.2x	*0.6x	10.0x	8%	8%	9%	6%	5%	6%	56%	5%	9%	100%
TXRH	Texas Roadhouse Inc	10,601	182	USD	NC	n.a.	16* 50	n.a.	n.a.	n.a.	n.a.	24.6x	20.7x	17.3x	16.2x	*3.2x	11.2x	4%	*8%	20%	11%	10%	9%	27%	2%	7%	-11%
CAKE	Cheesecake Factory Inc	5,397	166	USD	NC	n.a.	108.45	n.a.	n.a.	n.a.	n.a.	23.9x	2* 6x	19.1x	13.8x	*2.2x	10.8x	21%	*1%	13%	8%	7%	9%	35%	3%	6%	40%
JUBI.BO	Jubilant Foodworks	2,885	n.a.	INR	Neutral	480.00	422.90	14%	68x	58x	49x	69.8x	5* 0x	43.0x	14.8x	*2.8x	11.0x	31%	*9%	19%	14%	12%	12%	19%	2%	4%	-8%
ALSEA.MX	Alsea	2,097	3	MXN	Neutral	51.40	48.49	6%	15x	*0x	10x	14.0x	9.8x	9.7x	4.5x	4.2x	3.9x	31%	4.2%	2%	1%	7%	7%	29%	30%	3%	256%
JFC.PS	Jollibee Foods Corp	2,524	2	USD	NC	n.a.	2.26	n.a.	n.a.	n.a.	n.a.	16.3x	13.3x	10.7x	6.6x	5.9x	5.2x	-18%	23%	23%	3%	9%	8%	13%	10%	3%	8%
SHAK	Shake Shack Inc.	2,863	101	USD	NC	n.a.	66.90	n.a.	n.a.	n.a.	n.a.	59.3x	47.2x	35.2x	14.0x	*2.9x	11.8x	-12%	26%	34%	14%	15%	14%	8%	1%	3%	-21%
ARCO	Arcos Dorados Holdings Inc.	1,637	11	USD	Buy	8.55	7.77	10%	11x	*1x	9x	10.2x	10.0x	8.5x	6.5x	5.8x	5.0x	-24%	2%	17%	13%	9%	10%	19%	7%	3%	78%
DMP.AX	Domino's Pizza Enterprises	1,473	6	AUD	Sell	*8.00	22.20	-19%	14x	*4x	14x	17.3x	17.2x	16.8x	9.6x	9.6x	9.1x	*%	1%	2%	-8%	-2%	3%	23%	6%	6%	91%
9658.HK	Super Hi	750	0	HKD	NC	n.a.	9.05	n.a.	n.a.	n.a.	n.a.	21.0x	14.0x	10.3x	4.9x	3.7x	n.a.	-21%	50%	36%	10%	1*%	11%	9%	n.a.	4%	n.a.
*405.HK	DPC Dash	500	1	HKD	NC	n.a.	29.78	n.a.	n.a.	n.a.	n.a.	n.a.	13.0x	9.8x	4.4x	3.6x	3.4x	21%	42%	33%	26%	19%	16%	7%	n.a.	3%	n.a.
BLMN	Bloomin' Brands Inc	736	20	USD	NC	n.a.	8.60	n.a.	n.a.	n.a.	n.a.	8.9x	7.9x	6.7x	4.1x	3.6x	3.1x	-14%	*3%	18%	1%	2%	2%	17%	7%	2%	128%
034* HK	Cafe de Coral	395	1	HKD	NC	n.a.	5.43	n.a.	n.a.	n.a.	n.a.	14.5x	1* 7x	11.0x	n.a.	n.a.	n.a.	52%	23%	6%	-2%	1%	2%	n.a.	n.a.	3%	-35%
9869.HK	Helens	142	0	HKD	NC	n.a.	0.88	n.a.	n.a.	n.a.	n.a.	25.1x	12.6x	9.4x	21.4x	n.a.	n.a.	-60%	*00%	33%	-15%	10%	8%	5%	9%	7%	n.a.
Average								3%	27x	23x	21x	25.0x	19.8x	16.6x	11.5x	9.5x	8.9x	2%	26%	19%	6%	8%	8%	19%	7%	5%	39%
Median									14x	12x	12x	21.0x	15.3x	13.1x	11.2x	10.1x	10.0x	3%	19%	18%	7%	9%	9%	19%	5%	4%	40%
Global QSR brand owners																											
MCD	McDonald's Corp	166,459	1,320	USD	NC	n.a.	235.23	n.a.	n.a.	n.a.	n.a.	18.3x	17.1x	16.3x	13.5x	*3.3x	12.8x	6%	7%	5%	6%	3%	-2%	1195%	5%	32%	1762%
YUM	Yum! Brands Inc.	39,522	369	USD	NC	n.a.	144.82	n.a.	n.a.	n.a.	n.a.	22.1x	20.2x	18.2x	16.7x	*6.0x	14.9x	8%	9%	11%	9%	3%	5%	-26%	4%	20%	-*59%
QSR	Restaurant Brands Intl Inc	24,745	267	USD	NC	n.a.	70.95	n.a.	n.a.	n.a.	n.a.	17.5x	16.1x	14.6x	43.6x	42.9x	11.5x	10%	9%	10%	5%	0%	*%	35%	5%	*9%	306%
DPZ	Domino's Pizza Inc	10,234	283	USD	NC	n.a.	309.36	n.a.	n.a.	n.a.	n.a.	16.2x	14.8x	13.7x	14.8x	*4.2x	13.7x	8%	10%	8%	5%	2%	4%	-*6%	7%	*2%	-*20%
WEN	The Wendy's Co	1,188	59	USD	NC	n.a.	6.23	n.a.	n.a.	n.a.	n.a.	12.5x	12.1x	11.1x	8.9x	8.8x	8.2x	-43%	3%	9%	1%	0%	4%	59%	13%	4%	1198%
JACK	Jack in the Box Inc	244	11	USD	NC	n.a.	12.70	n.a.	n.a.	n.a.	n.a.	4.0x	4.0x	n.a.	7.7x	7.4x	n.a.	-26%	2%	n.a.	-18%	1%	n.a.	-7%	19%	5%	-*67%
Average									n.a.	n.a.	n.a.	15.1x	14.0x	14.8x	17.6x	17.1x	12.2x	-6%	7%	9%	1%	1%	2%	207%	9%	16%	470%
Median									n.a.	n.a.	n.a.	16.8x	15.4x	14.6x	14.2x	13.7x	12.8x	7%	8%	9%	5%	2%	4%	14%	6%	16%	93%

Note: Green highlighted cells: China consumer team coverage & refer to Fiscal Year
Non highlighted cells: non China consumer team coverage & refer to Calendar Year
I/B/E/S estimates for Not Covered (NC) companies; all others are GSe

TPs are based on a 12-month period. * denotes membership on the APAC Conviction List.

Source: Bloomberg, I/B/E/S, Goldman Sachs Global Investment Research

