



U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

FORM

**SA-722E** (DRAFT)

## 2011 ANNUAL FOOD SERVICES REPORT RESTAURANTS, FOOD SERVICE CONTRACTORS AND DRINKING PLACES

**DUE DATE****Need help or have questions?**

**Call** 1-800-327-4389, option "2"  
(8:00 a.m. - 5:00 p.m. ET, M-F)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

*(Please correct any errors in name, address, and ZIP Code.)*

**Return via Internet:**

[census.gov/econhelp/arts](http://census.gov/econhelp/arts)

**Return via Fax:**

1-800-447-4613

**To view Survey Results:**

[census.gov/retail](http://census.gov/retail)

Username: Password: **GENERAL INSTRUCTIONS**

- Any significant change in this EIN's operations should be noted in 12.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this EIN.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

**INCLUDE**

- All food services establishments located in the U.S. (including the District of Columbia) reporting payroll on its latest Employer's Federal Tax Return (Treasury Form 941 or 944), **under the Employer Identification Number (EIN)** shown in 1.
- Data for auxiliary facilities primarily engaged in supporting services to this EIN's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

**EXCLUDE**

- Data for establishments operated by other firms, such as franchises.
- Departments and concessions operated by other firms in this EIN's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

**SPECIAL INSTRUCTIONS**

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**1 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)**

Does this firm report payroll under EIN

Yes

No - Enter current 9-digit EIN **AND** date payroll was first reported for this EIN . . . . .

| EIN (9 digits) |     |      |
|----------------|-----|------|
|                | -   |      |
| Month          | Day | Year |
|                |     |      |

**2 ORGANIZATIONAL CHANGE**

**A. Did this EIN experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

Yes

No - Go to **3**

**B. Which of the following organizational changes occurred in 2011 or 2010?**

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **14**.

Acquisition

Sale

Merger

Divestiture

Date of organizational change . . . . .

AND

Enter detailed information below ↴

| Month | Day | Year |
|-------|-----|------|
|       |     |      |

|   |                |          |
|---|----------------|----------|
| Name of company                             | EIN (9 digits) |          |
|   | -              |          |
| Address (Number and street, P.O. Box, etc.) |                |          |
|   |                |          |
| City  | State          | ZIP Code |
|   |                | -        |

**3 REPORTING PERIOD**

What time period is covered by the data provided in this report?

Calendar year

Fiscal or partial year - Report beginning and ending dates . . . . .

| 2011           |     |      | 2010           |     |      |
|----------------|-----|------|----------------|-----|------|
| Beginning Date |     |      | Beginning Date |     |      |
| Month          | Day | Year | Month          | Day | Year |
|                |     |      |                |     |      |
| Ending Date    |     |      | Ending Date    |     |      |
| Month          | Day | Year | Month          | Day | Year |
|                |     |      |                |     |      |

**4 NUMBER OF ESTABLISHMENTS**

How many food services establishments, including departments and concessions, did this EIN operate? . . . . .

The remainder of this report refers to the establishments reported here.

| 2011 | 2010 |
|------|------|
|      |      |

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**5 SALES, RECEIPTS, OR REVENUE**

**INCLUDE**

- Credit and cash sales of merchandise
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this EIN
- Receipts from the rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Receipts from valet, laundry, parking, and other guest services provided by this EIN
- Leased departments and concessions operated in other establishments

**EXCLUDE**

- Sales from auxiliary establishments
- Carrying or other finance charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in this EIN's food services establishment(s)
- Franchise revenues and royalties
- Refunds and allowances for returned goods
- Actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

**SPECIAL INSTRUCTIONS**

**Contract feeding**

If terms of contract are -  
Management fee basis

Cost-plus basis  
Profit-loss basis

*Include as sales -*

Management fees plus reimbursement for the cost of food, labor, and other operating expenses

Sales to customers plus fees or supplements from clients

All sales to customers

**A. What was this firm's total revenue in 2011 and 2010?** . . . . .

| 2011    |      |       |      | 2010    |      |       |      |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |         |      |       |      |

**B. Did this EIN collect any sales taxes in 2011 or 2010?**

- Yes
- No - Go to **6**

**C. What were the total sales taxes collected for this firm in 2011 and 2010?**

*Exclude excise taxes.* . . . . .

| 2011    |      |       |      | 2010    |      |       |      |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |         |      |       |      |

**6 E-COMMERCE**

*E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.*

**A. Did this EIN have any e-commerce sales in 2011 or 2010?**

- Yes
- No - Go to **13**

**B. What were the total e-commerce sales in 2011 and 2010?** . . . . .

| 2011    |      |       |      | 2010    |      |       |      |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |         |      |       |      |

**7-12** Not Applicable.

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**13 OPERATING EXPENSES**

**INCLUDE**

- Expenses arising from the normal course of business
- Payroll

**EXCLUDE**

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal government agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)

| 2011    |      |       |      | 2010    |      |       |      |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |         |      |       |      |

What were the total operating expenses for this EIN in 2011 and 2010? . . . . .

**14 REMARKS** - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

[Empty space for remarks]

**15 CONTACT INFORMATION**

|   |  |           |        |  |           |  |       |          |           |        |  |
|---|--|-----------|--------|--|-----------|--|-------|----------|-----------|--------|--|
| Name of person to contact regarding this report <i>(Please print)</i> |  |           |        |  | Title     |  |       |          |           |        |  |
| Address - Number and street   |  |           |        |  | City      |  | State | ZIP Code |           |        |  |
| Telephone   |  | Area code | Number |  | Extension |  | Fax   |          | Area code | Number |  |
| Website address   |  |           |        |  |           |  |       |          |           |        |  |

**THANK YOU**  
for completing your 2011 ANNUAL FOOD SERVICES REPORT.  
We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 23 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Paperwork Project 0607-0013, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). This 8-digit number appears in the top right corner of the form.

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