



Frequently Asked Questions for Suppliers

What does Denny's look for in a supplier?

We look for suppliers who can compete with the industry's major suppliers and manufacturers in terms of quality, service, pricing and innovation. Industry knowledge and expertise, an outstanding customer service team, on time deliveries, product consistency, and financial stability are a must.

Does Denny's work with food brokers?

We prefer to do business directly with manufacturers, whenever possible, in order to achieve the lowest cost and attain a better line of communication with the producers of our products.

Does Denny's work with startup companies?

We prefer to do business with companies that have an established track record. Denny's will require a minimum of three relevant customer references.

Does Denny's have any specific restrictions related to a supplier's capacity?

We would not normally enter into an agreement with a new supplier where our volume would represent more than 10% of their current sales dollars or manufacturing capacity.

What background information is pertinent to Denny's in order to determine if a supplier is a good match?

You must complete a profile questionnaire which provides us with important background information on your company. We are particularly interested in knowing more about your historical business performance, such as annual sales dollars, production volume, capacity utilization, and past and current customers.

What are the quality requirements for Denny's?

You must be able to pass our very stringent quality assurance audit requirements. Our purchasing managers can provide further information about Denny's Quality Assurance Policies and Procedures.

What are the liability insurance requirements for Denny's?

You must have a minimum of \$3 million in commercial general liability coverage.

What are some of the other important documents that are critical to adhere to in order to secure business with Denny's?

You must complete a nondisclosure agreement and formula development agreement, and accept the requirements of our supplier community, as outlined in our terms and conditions document.

What recommendations would Denny's offer to a new supplier that is trying to gain an opportunity to do business with them?

First, do your homework on our brand. Be an expert in your area of products and services. Offer the highest quality of products and services. Demonstrate the ability to meet our needs. Be competitive in pricing. Be able to sell yourself and make a good first impression. Be persistent, but patient, because gaining an opportunity to do business with any company can be a time consuming process. Understand our business and how your company and products can benefit Denny's.

What is Denny's standard process?

- Identify a product or service need
- Define the requirements or specification
- Develop sourcing & marketing strategy
- Identify potential supply base
- Select pool of candidates for bid inclusion
- Meet with candidates and product review (as necessary)
- Prepare & issue RFP
- Begin negotiating phase
- Award business
- Monitor performance

Is Denny's a 100% company owned brand?

No, our restaurants are predominantly owned by franchisees and licensees. However, Food & Non Food Products are centrally purchased for the entire brand by our team of purchasers located at our Corporate Headquarters.

How do I go about offering products and services to Denny's Corporation that are not sourced through the purchasing department?

It varies depending on the service you offer. The best approach is to contact our Corporate Headquarters at (864) 597-8000 to be connected to the appropriate department within your industry for guidance.

How do I go about introducing products and services to Denny's franchisees that are not purchased through Denny's Corporate?

You may contact our Corporate Headquarters to make an introduction of your products and services and for guidance. You can also visit the Denny's Franchisee Association (DFA) website to learn more about our DFA and its Allied Partnership Program.

Visit www.dennys.org to learn more about Denny's Franchise Association

Does Denny's have a Supplier Diversity Program?

Yes, we are a company that values and embraces diversity because it is good for our business. Our franchisees, customers and employees represent all heritages. We proactively seek out qualified minority and women suppliers who can share in our commitment to providing quality products, excellent customer service and competitive pricing.

[Click here](#) to view the Supplier Diversity Section of our website to learn more

What are Denny's expectations of its existing suppliers as it relates to diversity and inclusion?

We expect our existing suppliers to strongly consider minority and women owned businesses when subcontracting for opportunities and utilize diverse team members whenever possible to work on our accounts.

What is the best route to take to determine if there are existing opportunities in my product line or to share my new product idea?

You may contact our Purchasing Department at (864) 597-7349 to be connected to the appropriate purchasing manager.

If you are a minority or woman owned business, you may also contact our Supplier Diversity Department at (864) 597-8146 to learn more about our Supplier Diversity Initiatives.

DENNY'S GUIDING PRINCIPLES:

*Guests First * Embrace Openness * Proud of Our Heritage * Hungry to Win * The Power of We*