Commercial Correlation: Excess AI-SOV (#1 Pick) vs. Same-Store Sales (QSR Pizza)

In a consolidated oligopoly where the Top 4 chains control 75.8% of market sales and appear together on generic shortlists, real-world Same-Store Sales (SSS %) and system growth are predicted by Excess AI-SOV (#1 Pick).

Excess AI-SOV (#1 Pick) (A - B) = (A) AI-SOV (#1 Pick) % - (B) Cohort SOM % ($31.8B U.S. System Sales Pool)

#1 PICK & CRAFT SHARE GAINERS — POSITIVE EXCESS AI-SOV (#1 PICK)

Rank & Brand	Reach (Solo / Cohort)	AI-SOV %	(A) AI-SOV (#1 Pick) %	(B) Cohort SOM %	Excess AI-SOV (#1 Pick) (A - B)	Outcome	Source
#1 Domino's · AIM 298	19% Solo / 66% Cohort	26.0%	54.8%	30.8% $9.80B	+24.0 pts (1.8x Par)	+3.0% FY25 U.S. SSS (+5.4% Global Retail Sales); +0.3% Q3 2026 U.S. SSS (+172 Net U.S. Stores)	Domino's Pizza Form 10-K (FY25) & Q3 2026 Form 10-Q
#7 Jet's Pizza[1] · AIM 46	3% Solo / 10% Cohort	4.1%	9.5%	1.7% $0.55B	+7.8 pts (5.6x Par)	+11.5% YoY U.S. System Sales Surge	Technomic Top 500 & Item 19 FDD
#5 Marco's Pizza · AIM 48	2% Solo / 16% Cohort	5.4%	4.8%	3.8% $1.20B	+1.0 pts (1.3x Par)	+4.5% Est. System Sales & Franchise Unit Expansion	Technomic Top 500 & Marco's FDD

OLIGOPOLY COHORT TRAP & BLIND SPOTS — NEGATIVE EXCESS AI-SOV (#1 PICK)

Rank & Brand	Reach (Solo / Cohort)	AI-SOV %	(A) AI-SOV (#1 Pick) %	(B) Cohort SOM %	Excess AI-SOV (#1 Pick) (A - B)	Outcome	Source
#2 Pizza Hut · AIM 205	4% Solo / 67% Cohort	21.7%	11.9%	17.0% $5.40B	-5.1 pts (0.7x Par)	-5.0% FY25 U.S. Same-Store Sales Decline; Strategic Divestiture	Yum! Brands Form 10-K (Pizza Hut Division)
#3 Little Caesars[2] · AIM 165	2% Solo / 53% Cohort	16.8%	7.1%	16.4% $5.20B	-9.3 pts (0.4x Par)	+0.4 pt AI-SOV Parity (Value/Carryout Defender; Delivery Solo Lag)	Technomic Top 500 & Ilitch Holdings / NFL Data
#4 Papa Johns[3] · AIM 154	0% Solo / 56% Cohort	17.1%	0.0%	11.6% $3.70B	-11.6 pts (0.0x Par)	-8.3% Q3 2026 North America Comp Sales Decline (-5.6% Global System Sales)	Papa John's Form 10-K & Q3 2026 Form 10-Q (Nov 5, 2026)
#9 Papa Murphy's · AIM 10	0% Solo / 4% Cohort	1.3%	0.0%	2.5% $0.80B	-2.5 pts (0.0x Par)	Take-and-Bake Category Contraction	MTY Food Group Annual Report
#10 Casey's■ · AIM 3	0% Solo / 1% Cohort	0.3%	0.0%	5.0% $1.60B	-5.0 pts (0.0x Par)	+4.8% Q1 FY27 Prepared Food SSS (C-Store Taxonomy Blind Spot in LLMs)	Casey's General Stores Form 10-K & Form 10-Q

COMMERCIAL DIAGNOSTIC FOOTNOTES ([1]–■)

[1] **Jet's Pizza (Crust & Craft Breakout):** In the Crust & Craft Quality (40) cluster, Jet's surges to #1 in Solo Authority (10% Solo, 9.0% AI-SOV (#1 Pick) vs. 1.7% SOM = +7.3 pts Excess AI-SOV (#1 Pick), 105 AIM), driven by Serious Eats and Tasting Table Detroit-style deep-dish citations.

[2] **Little Caesars (Solo/Gaming Surge vs. Delivery Deficit):** Achieves full AI-SOV parity (16.8% vs. 16.4% SOM) and jumps to 6% Solo / 174 AIM in Solo, Late-Night & Gaming (40) via Crazy Puffs and NFL value bundles, while trailing Domino's (22% Solo) on delivery prompts.

[3] **Papa Johns (The 0% Solo Oligopoly Trap):** Demonstrates why unweighted Cohort % is a mirage in oligopolies: Papa Johns is co-listed as a runner-up in 56% of traces (17.1% AI-SOV), yet captures 0% Solo (#1 picks) and 0.0% AI-SOV (#1 Pick) across all 120 traces — including 0% Solo in Crust & Craft Quality — directly prefiguring its -8.3% Q3 2026 North America comparable sales plunge.

■ **Casey's (The Convenience-Store Categorization Blind Spot):** Despite operating 2,900+ locations and generating ~$1.6B in prepared food/pizza sales (+4.8% inside SSS), LLMs classify Casey's as a Midwest convenience/fuel retailer rather than a pizza chain, locking it out (0.3% AI-SOV) of unbranded pizza discovery.

■ **Fast-Casual & Casual-Dining Small-Sample Exclusion (#6 MOD Pizza & #8 California Pizza Kitchen):** Excluded from the core QSR delivery/carryout correlation rows due to the law of small numbers (2% Solo = 2 to 3 isolated wins out of 120 traces restricted to niche plant-based, cauliflower-crust, and build-your-own personal pizza prompts). Both privately held sit-down/fast-casual concepts are undergoing footprint restructuring (MOD Pizza -10.6% YoY and CPK -12.3% YoY U.S. system sales per Technomic Top 500).

- Domino's Pizza, Inc. Form 10-K (FY25) and Form 10-Q (Q3 2026).
- Yum! Brands, Inc. Form 10-K — Pizza Hut division.
- Papa John's International, Inc. Form 10-K and Q3 2026 Form 10-Q.
- Technomic Top 500 Chain Restaurant Report (pizza cohort sizing).
- Casey's General Stores, Inc. Form 10-K and quarterly prepared-food disclosures.
- MTY Food Group — Papa Murphy's segment reporting.

Center leaderboard uses whole-number reach, Solo/Cohort, AIM, and AI-SOV. Commercial surfaces use one decimal for AI-SOV, AI-SOV (#1 Pick), SOM, and Excess AI-SOV (#1 Pick) so (A) – (B) = Spread is exact. Figures are board-briefing correlations; not investment advice.