



SMITTY'S CANADA INC.
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BULLETIN #140/21

DATE: September 16, 2021
 TO: All Franchisees and Corporate Managers
 FROM: Jason Kaytor, Vice President Operations
 RE: Weekly Skip Report – Skip the Dishes

Hello Everyone,

Congratulations to our top performers this week!

Smitty's (18th St.)	Brandon	9.8
Smitty's (44th St.)	Lloydminster	9.8
Smitty's (Highland Ave.)	Brandon	9.8
Smitty's (E Hills Blvd. SE)	Calgary	9.6
Smitty's (Main St. N)	Moose Jaw	9.4

Congratulations to our top performers this week!

Company average is 8.48, a number of locations floating in the mid 8's right now.

Top delivery and take-out tips:

1. With Mask mandates and vaccination passports being introduced in most provinces across Canada we are seeing an increase in delivery volumes again. Running a 2-3 week free delivery promotion can help the delivery customer decide to choose you over a competitor, we have been running this promotion at our corporate Easthills location for the past 3 weeks and have seen an increase of 44.2% in the “new customer” bucket, as well we have seen a pretty steady increase of the average order volume on the platform to over \$40 in theory because a customer receiving free delivery will be more likely to order extra add-ons or items
2. Again, our courier wait times and order push times are creeping up this week, adjusting your prep times for peak revenue periods will help reduce these hold times and help improve your overall scores. Adding this to your twice daily line check and or management floor checklist routine is a great way to remind your shift leaders to do this for each revenue period
3. We have successfully tested removing the “special instructions” from the platform at the corporate Easthills location. For the past 6+ weeks, we have received only one online concern about it, but have completely removed guests requesting items that would normally be an upcharge, like sides of hollandaise. This also helps with confusing instructions that lead to negative guest reviews. Since removing this feature our score has remained in the top 10 for the

brand, sales and order volumes have increased and we have helped streamlined the execution. You can make this request using the online feature on your tablet or by emailing your CSR- Maria Donaghy maria.donaghy@justeataway.com

Yours truly,

SMITTY'S CANADA INC.

Jason Kaytor
Vice President, Operations

Restaurant Name	City	Completed Orders	Customer Rejected Orders	Restaurant Rejected Orders	Positive Reviews	Negative Reviews	Food Subtotal	AOV	Order Push Avg Min	Resto Hold Avg	Resto Time To Accept Avg Min	Skip Score
Smitty's (18th St.)	Brandon	118	2	0	13	2	\$3,826.98	\$32.43	4.89	2.43	0.31	9.8
Smitty's (44th St.)	Lloydminster	62	0	0	10	0	\$1,915.11	\$30.89	1.6	1.46	0.15	9.8
Smitty's (Highland Ave.)	Brandon	29	0	0	6	0	\$902.28	\$31.11	1	4.36	0.23	9.8
Smitty's (E Hills Blvd. SE)	Calgary	60	0	0	14	0	\$2,419.72	\$40.33	4.08	2.05	0.46	9.6
Smitty's (Main St. N)	Moose Jaw	41	0	0	6	0	\$1,427.68	\$34.82		2.59	0.33	9.4
Smitty's (Albert St. N)	Regina	107	1	0	21	3	\$3,561.99	\$33.29	6.83	1.51	0.44	9.3
Smitty's Family Restaurant Comox (C	Comox	4	0	0	0	0	\$107.42	\$26.86		3.16	0.5	9.3
Smitty's (66th St. NW)	Edmonton	42	0	0	6	5	\$1,536.14	\$36.57	2.8	2.89	0.97	9.2
Smitty's (Aquitania Blvd. W)	Lethbridge	137	1	0	18	1	\$4,279.48	\$31.24	11.32	3.46	0.3	9.2
Smitty's (Kenaston Blvd.)	Winnipeg	142	0	1	22	2	\$5,081.69	\$35.79	2.37	3.31	0.36	9.2
Smitty's (Manning Crossing)	Edmonton	168	1	0	28	8	\$5,990.22	\$35.66	3.63	1.56	0.37	9.1
Smitty's (50th Ave.)	Leduc	90	1	0	16	0	\$2,989.84	\$33.22	2.14	3.11	0.29	9
Smitty's (Henderson Hwy.)	Winnipeg	343	2	0	50	5	\$11,724.83	\$34.18	3	2.95	0.5	9
Smitty's (Princess St.)	Kingston	81	0	0	10	0	\$2,454.40	\$30.30	4	2.64	0.25	9
Smitty's (St James St.)	Winnipeg	210	0	0	36	5	\$7,688.85	\$36.61	3.88	2.87	0.3	9
Smitty's (McCarthy Blvd. N)	Regina	30	0	0	5	0	\$1,101.80	\$36.73	1.33	1.52	0.5	8.8
Smitty's (Preston Ave. S)	Saskatoon	41	0	0	7	4	\$1,399.83	\$34.14		3.53	0.16	8.8
Smitty's (Westwood Dr.)	Winnipeg	90	0	0	16	2	\$3,037.17	\$33.75	2.58	3.3	0.54	8.8
Smitty's (Primrose Dr.)	Saskatoon	26	0	0	5	1	\$898.31	\$34.55		3.21	0.51	8.7
Smitty's (2835 Pembina Hwy.)	Winnipeg	232	1	0	28	8	\$7,518.19	\$32.41	6.07	3.57	0.39	8.6
Smitty's (48th Ave.)	Camrose	43	0	0	8	1	\$1,402.28	\$32.61	2.57	1.64	0.4	8.4
Smitty's (McPhillips St.)	Winnipeg	121	0	0	21	2	\$4,162.89	\$34.40	2.67	2.54	0.31	8.3
Smitty's (135 Ave. NW)	Edmonton	51	0	0	16	1	\$1,844.69	\$36.17	2.53	1.94	0.56	8.2
Smitty's (580 Pembina Hwy.)	Winnipeg	123	5	1	19	4	\$4,130.41	\$33.58	2.36	3.49	0.58	8.2
Smitty's (Regent Ave. W)	Winnipeg	208	0	0	30	6	\$7,382.76	\$35.49	3.31	3.74	0.6	8.2
Smitty's (9640 Macleod Trl.)	Calgary	19	1	1	3	0	\$695.12	\$36.59		2.96	0.55	8.1
Smitty's (Park Rd. W)	Blumenort	59	2	0	8	0	\$2,518.65	\$42.69		3.69	0.53	8.1
Smitty's (114th Ave. NW)	Edmonton	36	0	0	4	0	\$1,279.83	\$35.55	1.33	2.24	0.57	7.8
Smitty's (Meadowood Dr.)	Winnipeg	110	0	0	26	2	\$3,690.02	\$33.55	4.13	2.44	0.3	7.7
Smitty's (Leva Ave.)	Penhold	5	0	0	0	1	\$139.84	\$27.97		0.46	0.41	7.6
Smitty's (Stony Plain Rd. NW)	Edmonton	34	0	0	8	0	\$1,216.20	\$35.77		1.56	0.46	7.6
Smitty's (37th St. SW)	Calgary	22	1	1	6	0	\$782.81	\$35.58	8.94	3.84	0.96	7.5
Smitty's (Rowan St.)	St. John's	21	0	1	4	7	\$528.23	\$25.15	1.33	2.8	0.57	7.5
Smitty's (Island Hwy.)	Nanaimo	106	0	0	17	3	\$3,424.67	\$32.31	4.51	3.69	0.42	7.4
Smitty's (Tenth St.)	Nanaimo	92	0	0	13	1	\$3,114.36	\$33.85	7.7	2.17	0.72	7.4
Smitty's (Strathmoor Dr.)	Sherwood Park	21	0	1	2	1	\$758.09	\$36.10	11.33	6.85	0.46	7.3
Smitty's (Gibson Dr.)	Mount Pearl	29	0	0	3	3	\$1,139.67	\$39.30	2.5	4.62	0.38	6.7
Smitty's (Nelson Dr.)	Spruce Grove	75	1	0	12	1	\$2,651.12	\$35.35	3.68	3.02	0.47	6.7