



**SMITTY'S CANADA INC.**

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**BULLETIN #105/21**

DATE: June 24, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: **Weekly Skip Reporting – Week of June 14<sup>th</sup>**

Hello everyone,

Shout out to our top performers this week. Brandon Highland and Kingston maintained the 10.0 score, well done!

Highland Ave.	Brandon	10
Princess St.	Kingston	10
E Hills Blvd. SE)	Calgary	9.9
37th St. S	Calgary	9.8
44th St.	Lloydminster	9.7
2835 Pembina Hwy.	Winnipeg	9.7
St James St.	Winnipeg	9.7

Top delivery and take-out tips:

1. You will see some additional information this week regarding window decals and other marketing materials free of charge from Skip the Dishes. Our other national delivery partner has similar items available to purchase relatively inexpensively on their merchant portal if you click on “Grow your sales” and then “To-Go packaging and marketing materials”. If you are utilizing either of these national partners, a simple window decal beside your front door to let guests know where you are available.
2. Make sure to update your hours of operations in your various platforms for the upcoming Canada Day long weekend, these could include xDine, Skip the Dishes, DoorDash, Feastify and Uber. If you are anticipating a busier day due to the stat holiday, make sure to update your “prep time” across the various platforms. Many of us prioritize taking care of dine-in guests first so setting a longer prep time will help ensure you can do that. In the event you are overwhelmed with dine-in business, simply suspend your delivery services temporarily to avoid negative guest feedback.
3. Summer feature items are available on xDine, Skip and DoorDash for delivery and take-out. Draw attention to your new food items with social media posts letting your guests know these new items are available. Attention to the new items will also help drive dine-in traffic but may also be a deciding factor for a guest looking to order delivery. The mini donuts are very inexpensive, a complimentary order or half order with a note inviting guests to check out your new summer menu for a limited time is a call to action that will drive reordering from those guests and usually encourages them to leave positive feedback on the platforms or social media channels they use.

Our corporate average remains at 9.07. We do appreciate everyone’s hard work on the delivery platforms as we remain well above our competing national chain average of 8.4. Whether it is dine-in or delivery/take-out, your biggest competitive advantage is outperforming your direct competitors, which

you continue to do on these networks. If you think about your Skip or DoorDash score as another form of online sentiment, it is another form of positive reinforcement for potential guests that you are a great and safe choice to spend their money with so keep up the great work!

Please do not hesitate to contact me directly should you have any questions or concerns at [jkaytor@smittys.ca](mailto:jkaytor@smittys.ca) or 403-930-8741.

Yours truly,  
SMITTY'S CANADA INC.

*Jason Kaytor*

Jason Kaytor  
Vice President of Operations

Restaurant Name	City	Customer			% Positive Reviews	Positive Reviews	Negative Reviews	Food Subtotal	AOV	Order Push Avg Min	Resto Hold Avg	Resto Time To Accept Avg Min	Skip Score
		Completed Orders	Rejected Orders	Resto Rejected Orders									
Highland Ave.	Brandon	62	0	0	75.00%	3	1	\$2,071.44	\$33.41		3.18	0.26	10
Princess St.	Kingston	114	1	0	95.65%	22	1	\$3,555.86	\$31.19	3	2.87	0.25	10
E Hills Blvd. SE	Calgary	73	1	0	80.95%	17	4	\$2,810.73	\$38.50	5.2	2.07	0.57	9.9
37th St. SW	Calgary	78	0	0	92.86%	13	1	\$2,800.73	\$35.91	7	2.48	0.64	9.8
44th St.	Lloydminster	70	0	0	92.31%	12	1	\$2,146.68	\$30.67	3.1	1.76	0.17	9.7
2835 Pembina Hwy.	Winnipeg	275	2	0	97.92%	47	1	\$9,301.62	\$33.82	2.3	1.85	0.32	9.7
St James St.	Winnipeg	443	1	0	86.59%	71	11	\$15,730.93	\$35.51	2.65	1.74	0.25	9.7
48th Ave.	Camrose	50	0	0	85.71%	6	1	\$1,752.08	\$35.04	1.8	2.43	0.35	9.6
580 Pembina Hwy.	Winnipeg	287	6	0	88.52%	54	7	\$9,575.23	\$33.36	2.72	2.48	0.5	9.6
Aquitania Blvd. W	Lethbridge	117	0	0	82.76%	24	5	\$4,486.33	\$38.34	8.5	3.38	0.32	9.6
McPhillips St.	Winnipeg	240	0	0	94.74%	54	3	\$8,909.53	\$37.12	2.23	2.47	0.31	9.6
50th Ave.	Leduc	106	0	0	73.91%	17	6	\$3,616.55	\$34.12	2.57	2.58	0.66	9.5
George St. N	Peterborough	99	1	0	93.10%	27	2	\$3,028.46	\$30.59	1	4.46	0.26	9.5
Leva Ave.	Penhold	9	0	0	100.00%	3	0	\$243.97	\$27.11		1.08	0.54	9.5
Meadowood Dr.	Winnipeg	211	2	0	97.37%	37	1	\$7,274.03	\$34.47	2.38	1.78	0.34	9.5
Albert St. N	Regina	137	0	0	95.24%	20	1	\$4,612.42	\$33.67	5.84	2.17	0.28	9.4
Henderson Hwy.	Winnipeg	351	4	0	90.41%	66	7	\$13,038.64	\$37.15	2.58	2.42	0.51	9.4
Main St. N	Moose Jaw	39	0	0	75.00%	6	2	\$1,222.79	\$31.35	1	3.52	0.47	9.4
Manning Crossing	Edmonton	199	0	0	82.86%	29	6	\$7,301.06	\$36.69	2.51	1.87	0.33	9.4
Preston Ave. S	Saskatoon	49	0	0	88.89%	8	1	\$1,596.27	\$32.58		3.61	0.2	9.4
Regent Ave. W	Winnipeg	245	2	1	86.05%	37	6	\$8,791.14	\$35.88	2.84	2.58	0.62	9.4
Stony Plain Rd. NW	Edmonton	91	0	0	88.00%	22	3	\$3,441.58	\$37.82	2.86	0.91	0.49	9.4
18th St.	Brandon	101	1	0	92.31%	12	1	\$3,397.99	\$33.64	4.18	1.46	0.33	9.3
114th Ave. NW	Edmonton	84	0	0	94.12%	16	1	\$2,811.23	\$33.47	3.25	2.3	0.49	9.3
Kenaston Blvd.	Winnipeg	124	0	0	96.97%	32	1	\$4,345.61	\$35.05	2.16	2.36	0.33	9.3
Park Rd. W	Steinbach	47	1	0	100.00%	14	0	\$1,984.45	\$42.22	5	1.15	0.2	9.1
Nelson Dr.	Spruce Grove	88	0	0	52.63%	10	9	\$2,977.90	\$33.84	4.56	2.23	0.35	9
Comox Ave.	Comox	44	0	0	94.12%	16	1	\$1,251.93	\$28.45		1.69	0.63	9
9640 Macleod Trl.	Calgary	39	2	0	87.50%	7	1	\$1,322.11	\$33.90	3.5	2.94	0.47	8.9
Westwood Dr.	Winnipeg	74	0	0	85.71%	6	1	\$2,746.68	\$37.12	2.82	3.51	0.39	8.8
135 Ave. NW	Edmonton	55	1	0	75.00%	12	4	\$1,840.61	\$33.47	4.17	2.2	0.4	8.7
McCarthy Blvd. N	Regina	26	0	0	87.50%	7	1	\$854.54	\$32.87	3.5	2.31	0.39	8.7
Strathmoor Dr.	Sherwood Park	43	0	1	100.00%	4	0	\$1,505.73	\$35.02	3.25	4.76	0.63	8.5
66th St. NW	Edmonton	41	1	0	71.43%	5	2	\$1,341.30	\$32.71	1.57	1.83	0.63	8
Island Hwy.	Nanaimo	112	0	0	85.19%	23	4	\$3,743.26	\$33.42	3.48	2.92	0.37	7.8
Tenth St.	Nanaimo	59	0	0	75.00%	9	3	\$2,152.53	\$36.48	4.84	1.9	0.96	7.8
Primrose Dr.	Saskatoon	16	0	0	50.00%	1	1	\$651.26	\$40.70		5.01	0.2	7.1
Gibson Dr.	Mount Pearl	22	0	0	0.00%	0	2	\$824.33	\$37.47	1.78	4.03	0.34	6.7
Rowan St.	St. John's	15	0	0	100.00%	5	0	\$445.93	\$29.73	2	2.32	0.42	6.7