



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

BULLETIN #115/21

DATE: July 15, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of July 5th**

Hello everyone,

Congratulations to our top performers this week.

18th St.	Brandon	9.9
44th St.	Lloydminster	9.8
Park Rd. W	Steinbach	9.8
2835 Pembina Hwy.	Winnipeg	9.7
Henderson Hwy.	Winnipeg	9.7
Highland Ave.	Brandon	9.7
Princess St.	Kingston	9.7
E Hills Blvd. SE	Calgary	9.6
Kenaston Blvd.	Winnipeg	9.5
37th St. SW	Calgary	9.4
McPhillips St.	Winnipeg	9.4

Company average of 8.8 this week.

All of the major delivery providers offer a variety of promotions that you can choose to turn on or off as you choose. Here are some tips on how to use delivery provider promotions to boost your long-term sales on these platforms:

- Using a top promotion campaign for 4 weeks on Skip the Dishes or a discount incentive on DoorDash for new customers will boost your core of customers if their experience with delivery or take-out from your location is positive. Guests with positive experiences will typically reorder sometime in the next 4-6 weeks. The more “frequent guests” you have on these platforms, the more reordering is possible and therefore your long-term sales continue to grow at a steady rate. We use these promotions on a 6–8-week rotation depending on if the major providers are also running strong TV and/or Radio campaigns. We usually see a positive increase across the chain when they are promoting their services.
- Following a 4-week “new customer” campaign we will typically wait 3-4 weeks and then use a Free delivery promotion that typically intensifies those new customers along with your core of regular customers to then reorder using the app. This boosts your sales and continues to create an increased number of “regular” customers on the platform. So, we start with a campaign aimed at growing new customers and follow it up with a campaign that gives them an incentive to reorder and turn them into a regular customer. Since employing these strategies, we have seen our average weekly volume grow from \$500-\$600 per week to \$2500-\$3000 per week over the past 7

months at our corporate location. These sales levels continue to grow despite being open for dine-in business.

3. We continue to work with the major delivery platforms to develop National Marketing Campaigns, similar to the Heinz promotion we recently did with Skip the Dishes.
4. Uber Eats has approached us to partner nationally and we are in the process of setting up a pilot test that will potentially include some marketing support from them in multiple locations across Canada. Stay tuned as we will be reaching out to several you to participate in the pilot, if you so choose. Uber Eats has been outperforming DoorDash in several markets that they are already delivering in for Smittys and the results are very promising that they can become our #2 delivery provider in many markets. Uber Eats can also integrate with xDine, similar to the other major providers, so it is no more work for you and your team to add them as a provider if you want to increase delivery sales.

Please do not hesitate to contact me directly should you have any questions or concerns at 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		Restaurant	Positive Reviews	Negative Reviews	Food Subtotal	AOV	Order	Resto	Resto Time	Skip Score
		Completed Orders	Rejected Orders	Rejected Orders					Push Avg Min	Hold Avg	To Accept Avg Min	
18th St.	Brandon	101	1	0	13	0	\$3,581.74	\$35.46	5	2.53	0.32	9.9
44th St.	Lloydminster	59	0	0	9	0	\$1,990.25	\$33.73	3.32	1.72	0.17	9.8
Park Rd. W	Steinbach	44	0	0	4	1	\$1,592.73	\$36.20		2.28	0.28	9.8
2835 Pembina Hwy.	Winnipeg	262	3	0	33	11	\$8,267.01	\$31.55	2.2	3.15	0.28	9.7
Henderson Hwy.	Winnipeg	390	6	0	63	14	\$13,821.12	\$35.44	2.25	2.43	0.46	9.7
Highland Ave.	Brandon	31	1	0	3	0	\$1,019.58	\$32.89	1.33	2.75	0.26	9.7
Princess St.	Kingston	102	0	0	17	3	\$3,260.04	\$31.96		2.89	0.21	9.7
E Hills Blvd. SE	Calgary	60	0	0	16	2	\$1,954.68	\$32.58	5.67	2.02	0.47	9.6
Kenaston Blvd.	Winnipeg	142	0	0	16	1	\$4,928.54	\$34.71	2.93	4.08	0.33	9.5
37th St. SW	Calgary	51	1	0	13	1	\$1,711.82	\$33.57	8.82	2.78	0.6	9.4
McPhillips St.	Winnipeg	172	0	1	32	4	\$5,735.91	\$33.35	4.29	3.24	0.33	9.4
Albert St. N	Regina	123	1	0	22	0	\$3,811.36	\$30.99	4.38	1.72	0.34	9.3
Aquitania Blvd. W	Lethbridge	102	0	0	12	4	\$3,087.64	\$30.27	7.54	2.58	0.37	9.3
Meadowood Dr.	Winnipeg	163	0	0	20	9	\$5,724.64	\$35.12	3.67	3.53	0.32	9.3
Preston Ave. S	Saskatoon	60	0	0	5	4	\$2,337.49	\$38.96		3.8	0.23	9.3
Stony Plain Rd. NW	Edmonton	76	0	0	15	1	\$2,866.86	\$37.72	3	0.97	0.58	9.3
9640 Macleod Trl.	Calgary	26	0	0	4	3	\$992.12	\$38.16	7.2	5.94	0.6	9.2
Main St. N	Moose Jaw	35	0	0	4	0	\$1,160.47	\$33.16		3	0.83	9.2
St James St.	Winnipeg	254	1	0	40	14	\$9,246.09	\$36.40	1.86	2.98	0.25	9.2
114th Ave. NW	Edmonton	53	0	0	2	1	\$1,800.16	\$33.97	2.33	2.73	0.63	9.1
580 Pembina Hwy.	Winnipeg	156	0	0	24	9	\$5,315.33	\$34.07	3.27	3.77	0.53	9.1
Regent Ave. W	Winnipeg	193	0	0	33	10	\$6,944.26	\$35.98	3.5	4.07	0.57	9.1
66th St. NW	Edmonton	33	0	0	6	0	\$1,178.09	\$35.70	2.56	2.42	0.69	8.9
Comox Ave.	Comox	23	0	0	6	1	\$852.68	\$37.07		2.19	0.23	8.9
48th Ave.	Camrose	41	0	0	7	2	\$1,442.05	\$35.17	2	1.82	0.39	8.8
Leva Ave.	Penhold	5	0	0	1	0	\$185.57	\$37.11		0.97	1.45	8.6
Manning Crossing	Edmonton	102	1	0	20	1	\$3,432.80	\$33.65	2.33	1.99	0.31	8.6
Strathmoor Dr.	Sherwood Park	22	0	0	3	0	\$959.42	\$43.61	4.13	6.08	0.85	8.6
Westwood Dr.	Winnipeg	48	0	0	7	2	\$1,737.42	\$36.20	2.48	1.92	0.28	8.6
135 Ave. NW	Edmonton	42	0	0	10	2	\$1,353.31	\$32.22	2.77	2.09	0.52	8
McCarthy Blvd. N	Regina	17	0	0	5	1	\$491.20	\$28.89	2	1.52	0.33	8
50th Ave.	Leduc	43	0	0	4	0	\$1,356.65	\$31.55	3.86	4.2	0.62	7.9
Island Hwy.	Nanaimo	91	1	0	10	7	\$2,917.60	\$32.06	6.29	3.59	0.4	7.8
Tenth St.	Nanaimo	76	1	0	15	9	\$2,782.85	\$36.62	7.62	2.54	0.72	7.7
Nelson Dr.	Spruce Grove	49	1	0	3	2	\$1,599.05	\$32.63	1.85	3.85	0.37	7.4
Gibson Dr.	Mount Pearl	38	1	0	5	2	\$1,191.66	\$31.36	2	2.68	0.28	6.7
Primrose Dr.	Saskatoon	9	0	0	4	0	\$235.20	\$26.13		2.41	0.15	6.7
Rowan St.	St. John's	25	0	0	4	1	\$650.71	\$26.03	2.38	3.96	0.53	6.7

Average 8.83