



SMITTY'S CANADA INC.

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BULLETIN #122/21

DATE: July 29, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of July 19th**

Hello everyone,

Congratulations to our top performers this week.

Location	City	Skip Score
18th St.	Brandon	9.8
E Hills Blvd. SE	Calgary	9.6
Main St. N	Moose Jaw	9.6
Park Rd. W	Steinbach	9.6
Henderson Hwy.	Winnipeg	9.5
Kenaston Blvd.	Winnipeg	9.5
Princess St.	Kingston	9.5

In the interest of sharing business results, here are a few noteworthy points to consider.

1. Locations that chose to embrace take-out and delivery with the various third-party providers and did a good job on execution with it are experiencing stronger comeback sales since reopening and much quicker than those who did not. We are seeing locations that executed take-out and delivery well with sales increases over 2019 of 5%-30%+. Conversely, locations that did not do this are seeing decreases from 2019 of 20%-40%. Most of these third-party partners have powerful marketing engines that kept locations top of mind and relevant to their immediate consumers.
2. Live example from our corporate Easthills location:
 - o July through November 2020 delivery sales averaged \$350 per week with an average score in the high 7's to low 8's. In December, once we improved the execution and drove the score into the 9's, sales increased to over \$1500 per week and since reopening for dine-in this year those delivery sales have averaged \$2500 per week, which is still about 15% of total sales. Last week Easthills was on pace to beat 2019 same week sales by 20% (we had a power outage that lasted all day Sunday so unfortunately we didn't get all the way there).
3. Many locations across Canada are experiencing moderate to severe labor shortages, and getting onto the integration through xDine eliminates over 90% of the time required for a server to handle delivery orders, except for an expo during peak revenue periods.
4. DoorDash is launching a "Try Smittys for Free" promotion where they are covering the cost of delivery fees until the \$5000 budget runs out. This program is scheduled to begin on Monday, August 2nd and run for an estimated 9 weeks. You do not need to do anything on your tablets or

promotions this will automatically be applied to everyone who is currently active on DoorDash. In addition, they will be promoting it on their social and app channels as well.

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	Completed Orders	Customer		Restaurant		Food Subtotal	AOV	Order Push Avg Min	Resto Hold Avg	Resto Time	
			Rejected Orders	Rejected Orders	Positive Reviews	Negative Reviews					To Accept Avg Min	Skip Score
18th St.	Brandon	132	0	0	19	3	\$4,510.15	\$34.17	4.9	2.42	0.38	9.8
E Hills Blvd. SE	Calgary	39	1	1	12	0	\$1,513.65	\$38.81	3.5	2.5	0.5	9.6
Main St. N	Moose Jaw	42	0	0	6	0	\$1,274.31	\$30.34		1.48	0.58	9.6
Park Rd. W	Blumenort	69	0	0	8	2	\$2,563.42	\$37.15		2.25	0.37	9.6
Henderson Hwy.	Winnipeg	400	8	0	62	12	\$13,743.53	\$34.36	2.88	2.58	0.53	9.5
Kenaston Blvd.	Winnipeg	187	1	0	28	3	\$6,491.02	\$34.71	2	4.16	0.28	9.5
Princess St.	Kingston	70	2	0	16	2	\$2,378.46	\$33.98		2.8	0.25	9.5
66th St. NW	Edmonton	44	0	0	8	2	\$1,466.11	\$33.32	2.78	3.08	0.87	9.4
Stony Plain Rd. NW	Edmonton	94	3	0	16	2	\$3,188.02	\$33.92	3	1.42	0.54	9.4
Strathmoor Dr.	Sherwood Park	35	0	0	7	0	\$1,254.21	\$35.83	4.71	1.3	0.5	9.4
50th Ave.	Leduc	48	1	0	7	2	\$1,629.13	\$33.94		1.92	0.2	9.3
2835 Pembina Hwy.	Winnipeg	211	0	0	28	13	\$6,793.30	\$32.20	4.2	4.17	0.33	9.3
Highland Ave.	Brandon	30	0	0	3	0	\$1,027.98	\$34.27		2.38	0.17	9.3
37th St. SW	Calgary	44	0	0	10	3	\$1,518.78	\$34.52	5.48	2.39	0.86	9.2
Albert St. N	Regina	131	1	0	22	2	\$4,159.96	\$31.76	5.98	2.11	0.41	9.2
Aquitania Blvd. W	Lethbridge	109	1	0	11	5	\$3,599.09	\$33.02	8.65	2.88	0.29	9.1
McPhillips St.	Winnipeg	158	0	1	35	5	\$5,298.44	\$33.53	2.47	3.29	0.32	9.1
Preston Ave. S	Saskatoon	69	0	0	11	2	\$2,127.99	\$30.84	1	3.3	0.23	9.1
St James St.	Winnipeg	317	1	1	39	18	\$11,146.24	\$35.16	7.33	2.67	0.29	9
Regent Ave. W	Winnipeg	194	0	0	38	7	\$6,535.74	\$33.69	3.23	3.75	0.59	8.8
114th Ave. NW	Edmonton	46	0	0	5	0	\$1,484.74	\$32.28	1.94	2	0.64	8.6
Manning Crossing	Edmonton	129	1	0	21	1	\$4,183.28	\$32.43	2.9	2.28	0.39	8.6
Comox Ave.	Comox	20	0	0	7	2	\$718.43	\$35.92	3	1.07	0.28	8.6
580 Pembina Hwy.	Winnipeg	118	0	2	30	5	\$3,643.36	\$30.88	3.49	3.56	0.4	8.5
48th Ave.	Camrose	45	0	0	5	1	\$1,512.31	\$33.61	2.14	2.89	0.62	8.4
135 Ave. NW	Edmonton	50	0	1	9	4	\$1,699.08	\$33.98	3.12	3.72	0.44	8.4
Leva Ave.	Penhold	5	0	0	1	1	\$161.15	\$32.23		1.12	0.96	8.4
Meadowood Dr.	Winnipeg	124	0	0	21	5	\$4,163.08	\$33.57	3	4.17	0.41	8.4
9640 Macleod Trl.	Calgary	21	0	0	2	1	\$626.63	\$29.84	1	3.23	0.85	8.1
McCarthy Blvd. N	Regina	22	0	0	5	0	\$767.93	\$34.91	2.31	1.96	0.49	7.6
Primrose Dr.	Saskatoon	18	2	0	5	0	\$562.57	\$31.25		1.65	0.7	7.6
Westwood Dr.	Winnipeg	38	0	0	4	1	\$1,192.46	\$31.38	2.73	3.43	0.52	7.6
Island Hwy.	Nanaimo	123	0	0	22	7	\$4,138.07	\$33.64	6	4.28	0.49	7.4
Nelson Dr.	Spruce Grove	55	0	0	3	3	\$1,621.29	\$29.48	2.06	1.9	0.36	7.2
Rowan St.	St. John's	38	0	0	11	2	\$882.41	\$23.22	2.62	2.64	0.69	6.8
Tenth St.	Nanaimo	73	1	1	14	5	\$2,549.70	\$34.93	8.33	3.06	1.29	6.8
Gibson Dr.	Mount Pearl	39	0	0	9	2	\$1,231.08	\$31.57	3	4.76	0.31	6.7