



SMITTY'S CANADA INC.

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BULLETIN #14/21

DATE: January 26, 2021
TO: All Franchisees and Corporate Managers
FROM: Darryl Vivian
RE: **Fish and Chips**

Hello Everyone,

We have signed a new agreement for our fish and chips starting on February 1st, 2021. British Columbia and Atlantic Canada will be staying with the current haddock loin based on regional preferences for those zones.

Alberta to Ontario will be moving to a blue cod fillet. This product performed very well on both taste and visual preference in our panels and test stores. With this product being a fillet, it gives you a more traditional fish and chips appearance. Which leads to much better plate coverage.

Our new haddock contracted pricing is \$55.08/case, the old pricing was \$76.14/case. This change translates into an average annual cost savings of \$691/store/year. Sysco SUPC for the haddock is 3053808.

The cost of the blue code is \$41.58/case versus our current cost on haddock of \$76.14/case. This change translates to an average annual savings of \$1132/store/year. Sysco SUPC for the blue cod is 6702585.

Should you have any questions do not hesitate to contact me at dvivian@smittys.ca or 403-930-8747

Yours truly,
SMITTY'S CANADA INC.

Darryl Vivian

Darryl Vivian
Purchaser