



**SMITTY'S CANADA INC.**

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**BULLETIN #154/21**

DATE: October 20, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Cheryl Palamar, Director of Marketing  
RE: Thanksgiving 2021 Promotional Review

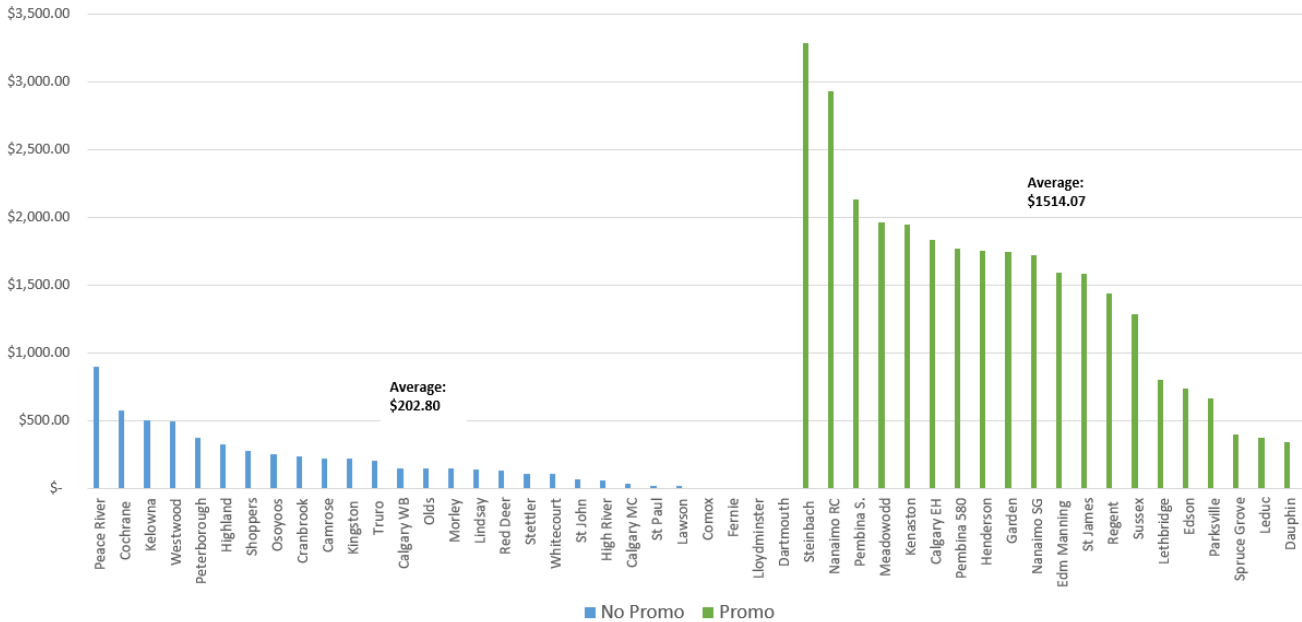
Hello Everyone,

We wanted to share the results of those stores that participated in the 2021 Thanksgiving promotion.

20 locations participated in the Thanksgiving Bundle, which was a starter salad, Turkey Dinner and slice of pie for \$19.99, available for dine-in, take-out and delivery. This promotion ran from October 9<sup>th</sup> through 11<sup>th</sup>.

On average, comparing regular Turkey Dinner sales, to Turkey Dinner PLUS the Bundle Sales, stores that sold both saw about a \$1300.00+ boost in sales, other factors notwithstanding.

Thanksgiving 2021 Squirrel Stores (10.09-10.11)



Lyle from Nanaimo shared that his locations used a combination of boosted social media and delivery partner posts to promote the offer, and the locations had strong sales that saw them making fresh stock of turkey and mashed to serve their hungry guests.

Great job to all the teams!

If you have any questions, please do not hesitate to reach out.

Yours truly,

SMITTY'S CANADA INC.

*Cheryl Palamar*

Cheryl Palamar  
Director of Marketing