



**SMITTY'S CANADA INC.**

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**Bulletin 178/21**

DATE: November 25, 2021  
TO: All Locations  
FROM: Crystal Davies  
RE: Gift Card Competition Standings

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Hello everyone,

I am excited to announce the current standings of the Gift Card contest!

As stated in the Holiday Campaign, there will be two contests running during this promotion.

**HIGHEST \$ GIFT CARD SALES**

- ✓ 1<sup>st</sup> place- \$300
- ✓ 2<sup>nd</sup> place- \$200
- ✓ 3<sup>rd</sup> place \$100

**Best % INCREASE YEAR-OVER-YEAR (Compared to 2019)**

- ✓ 1<sup>st</sup> place- \$300
- ✓ 2<sup>nd</sup> place- \$200

The contest will run until December 26<sup>th</sup> and the winners for the competition will be announced shortly after.

## **Tips for increasing your Gift Card Sales!**

- ✓ Using social media posts to draw attention to your gift card campaign, and boosting those posts geographically is a cost-effective way to promote gift card sales outside your 4 walls. This post goes well with a message of “Give the gift of Smitty’s for the holidays and give yourself the gift of bonus gift cards”
- ✓ Teach your host team how to load gift cards! Often, your team at the front door is the first point of contact with guests. During the holidays, you may experience an increase of guests coming in just to purchase gift cards as last-minute gift ideas etc. So, arm your front door team with the ability to do this for them quickly and easily. (Especially if you are a mall location!)
- ✓ Educate your teams on the offer and the value of the offer. If a guest purchases \$60 in gift cards they will receive \$20 in promotional cards! To a guest, this could be a Gift and a free meal for them in the New Year.
- ✓ Run in-house Server Gift Card sales contests. Share the results on a weekly basis and create healthy competition within your team.

## **At Daily pre-shifts**

- ✓ Remind your team of the competition and the rankings of the location and if the in-house Server contest results
- ✓ Offer Server Scripts ideas and encourage your lead seller to share their scripts and tactics for selling

Get excited about it and celebrate the team’s success!

Be Enthusiastic and encouraging will assist in creating excitement about the promotion.

## 2021 Gift Card Sales to Date

GIFT CARD TOTAL SALES	Running GC Sales
Steinbach	\$4,580.02
Winnipeg - Regent	\$4,545.00
Saskatoon - Market Mall	\$2,810.50
Winnipeg - Pembina 2835	\$1,490.00
Camrose	\$1,240.00
Sussex	\$1,185.00
Winnipeg - Meadowood	\$1,080.00
Winnipeg Henderson	\$975.00
Winnipeg - St James	\$838.34
St. Paul	\$830.00
Winnipeg - Garden City	\$765.00
Whitcourt	\$745.00
Prince Albert	\$710.00
Brandon Highland	\$580.00
Calgary- East Hills	\$505.00
Winnipeg - Kenaston	\$505.00
Nanaimo Southgate	\$500.00
Olds	\$480.00
Nanaimo Rock City	\$440.00
Lethbridge	\$420.00
Winnipeg - Westwood	\$420.00
NL - Mount Pearl	\$360.00
Dauphin	\$265.00
Halifax - Lacewood	\$250.00
NL - St Johns Terrace	\$250.00
Brandon Shoppers	\$245.00
Peace River	\$240.00
Truro	\$240.00
NS - Sydney	\$230.00

NS - Sydney	\$230.00
Lethbridge- McGrath	\$210.00
Hinton	\$200.00
Edmonton- Manning	\$180.00
Osoyoos	\$180.00
Winnipeg - Pembina 580	\$175.00
Calgary- Macleod	\$165.00
100 Mile House	\$160.00
Kelowna	\$155.00
Regina - Northgate	\$150.00
Red Deer	\$145.00
Edmonton-Westmount	\$120.00
Edmonton- Northgate	\$120.00
Parksville	\$120.00
Regina Normanview	\$120.00
Saskatoon - Primrose	\$120.00
Wetaskiwin	\$120.00
Chiniki Village	\$110.00
Dartmouth	\$110.00
Calgary- Westbrook	\$100.00
Chatham	\$100.00
High River	\$100.00
Selkirk	\$85.00
Lindsay	\$75.00
Port Alberni	\$65.00
Edson	\$60.00
Kingston	\$60.00
Leduc	\$60.00
Moose Jaw - TnC	\$60.00
Edmonton- Millwoods	\$50.00
Melfort	\$50.00

Peterborough	\$50.00
Regina - Golden Mile	\$50.00
Cochrane	\$25.00
Swift Current	\$20.00
Charlottetown	\$0.00
Comox	\$0.00
Cranbrook	\$0.00
Edmonton- Stony Plain	\$0.00
Halifax- Cathedral	\$0.00
Jasper	\$0.00
Killam	\$0.00
Lloydminster	\$0.00
Moose Jaw - Petro Can	\$0.00
Northbattleford	\$0.00
Rycroft	\$0.00
Saskatoon - Grasswood	\$0.00
Spruce Grove	\$0.00
Stettler	\$0.00
Taber	\$0.00



# Sales Growth

GROWTH	Year over Year Sales Increase	2019 GC Sales	2021 GC Sales
\$3,880	Steinbach	\$700	\$4,580.02
\$2,140	Winnipeg - Regent	\$2,405	\$4,545.00
\$1,215	Camrose	\$25	\$1,240.00
\$860	Sussex	\$325	\$1,185.00
\$805	St. Paul	\$25	\$830.00
\$755	Winnipeg - Meadowood	\$325	\$1,080.00
\$695	Whitecourt	\$50	\$745.00
\$641	Saskatoon - Market Mall	\$2,170	\$2,810.50
\$505	Winnipeg - Garden City	\$260	\$765.00
\$500	Nanaimo Southgate	\$0	\$500.00
\$440	Nanaimo Rock City	\$0	\$440.00
\$420	Lethbridge	\$0	\$420.00
\$380	Brandon - Highland	\$200	\$580.00
\$330	Olds	\$150	\$480.00
\$270	Winnipeg Henderson	\$705	\$975.00
\$240	Peace River	\$0	\$240.00
\$230	Calgary - East Hills	\$275	\$505.00
\$210	NL - Mount Pearl	\$150	\$360.00
\$165	Calgary Macleod	\$0	\$165.00
\$138	Truro	\$102	\$240.00
\$135	Prince Albert	\$575	\$710.00
\$120	Parksville	\$0	\$120.00
\$120	Winnipeg - Pembina 2835	\$1,370	\$1,490.00
\$115	Dauphin	\$150	\$265.00
\$105	Edmonton - Manning	\$75	\$180.00
\$100	Calgary - Westbrook	\$0	\$100.00
\$100	Chatham	\$0	\$100.00
\$100	Hinton	\$100	\$200.00
\$95	Edmonton - Westmount	\$25	\$120.00
\$70	Edmonton Northgate	\$50	\$120.00
\$60	Edson	\$0	\$60.00

\$60	Leduc	\$0	\$60.00
\$50	Edmonton Millwoods	\$0	\$50.00
\$30	Peterborough	\$20	\$50.00
\$25	NL - St Johns Terrace	\$225	\$250.00
\$0	Charlottetown	\$0	\$0.00
\$0	Cranbrook	\$0	\$0.00
\$0	Jasper	\$0	\$0.00
\$0	Killam	\$0	\$0.00
\$0	Lloydminster	\$0	\$0.00
\$0	Saskatoon - Grasswood	\$0	\$0.00
(\$25)	Stettler	\$25	\$0.00
(\$30)	Brandon - Shopper's	\$275	\$245.00
(\$35)	Port Alberni	\$100	\$65.00
(\$40)	Kingston	\$100	\$60.00
(\$45)	NS - Sydney	\$275	\$230.00
(\$50)	Comox	\$50	\$0.00
(\$50)	High River	\$150	\$100.00
(\$50)	Moose Jaw - Petro Can	\$50	\$0.00
(\$50)	Spruce Grove	\$50	\$0.00
(\$50)	Taber	\$50	\$0.00
(\$60)	Swift Current	\$80	\$20.00
(\$65)	Dartmouth	\$175	\$110.00
(\$75)	Cochrane	\$100	\$25.00
(\$90)	100 Mile House	\$250	\$160.00
(\$100)	Lindsay	\$175	\$75.00
(\$105)	Edmonton - Stony Plain	\$105	\$0.00
(\$105)	Red Deer	\$250	\$145.00
(\$115)	Selkirk	\$200	\$85.00
(\$130)	Regina Normanview	\$250	\$120.00
(\$135)	Winnipeg - Westwood	\$555	\$420.00
(\$140)	Wetaskiwin	\$260	\$120.00
(\$145)	Chiniki Village	\$255	\$110.00
(\$165)	Moose Jaw - TnC	\$225	\$60.00
(\$170)	Osoyoos	\$350	\$180.00

(\$175)	Melfort	\$225	\$50.00
(\$175)	Regina - Northgate	\$325	\$150.00
(\$200)	Regina - Golden Mile	\$250	\$50.00
(\$217)	Lethbridge- McGrath	\$427	\$210.00
(\$225)	Northbattleford	\$225	\$0.00
(\$450)	Winnipeg - Pembina 580	\$625	\$175.00
(\$612)	Winnipeg - St James	\$1,450	\$838.34
(\$825)	Halifax - Lacewood	\$1,075	\$250.00
(\$1,075)	Halifax - Cathedral	\$1,075	\$0.00
(\$1,280)	Saskatoon - Primrose	\$1,400	\$120.00



If you require any instructions on how to load Gift Cards you can access the instructions on the Thinkific Portal

<https://smittys-training.thinkific.com>

If you require any support, please do not hesitate to reach out!

Warmest regards,

A handwritten signature in black ink, appearing to read 'Crystal Davies', written in a cursive style.

Crystal Davies