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Bulletin 182/21

DATE: December 8, 2021
 TO: All Locations
 FROM: Crystal Davies - Business Intelligence and Operations Manager
 RE: Gift Card Competition Results to date

Hello everyone,
 Our increase over 2019 in gift card sales has dropped this week to 13%. Great job to you and your teams. Gift cards are a great tool to encourage guests to re-visit in January where we can expect business levels to decrease.

Great job to the top 3 locations this week for the highest running Gift Card Sales!

Steinbach	\$13,425.04
Saskatoon - Market Mall	\$11,245.50
Winnipeg - Regent	\$7,300.00

Great job to the top 3 locations this week for the highest YR over YR growth. (2019)

\$8,745	Steinbach	\$4,680
\$4,515	Saskatoon - Market Mall	\$6,731
\$2,055	Winnipeg - Regent	\$5,245

Tips for increasing your Gift Card Sales!

- ✓ Continue to use 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”
- ✓ Continue to explain the importance of Gift card sales to your server staff and the benefits that they will have for them and your location. If you bring return guests back to use their gift cards in January, the location wins and so does your team. More business that can be generated in January mean more sales, more hours available, and more gratuities.
- ✓ Educating your Service teams on the amazing the Gift card offering and offer suggestions on timing and scripts that they can use to encourage Gift Card sales.
- ✓ Run in-house Server Gift Card sales contests. Share the results on a weekly basis and create a healthy competition within your team.

At Daily pre-shifts

- ✓ Educate your teams on how guests can purchase Gift Card on-line. So, if a guest expresses interest in the promotion but is in a hurry, they can purchase them at another time with ease through our website.
- ✓ Speak with your team about the value that the Gift Card promotion can bring to repeat customers. This will guarantee your regulars to join you in January when times are slower and will assist them in building stronger relationships with their regulars. Guests love value!
- ✓ Remind your team of the competition and the rankings of the location and if the in-house Server contest results
- ✓ Continue to set realistic weekly Gift Card Sales goals for the team and updating the team daily on the status of where they are in accomplishing these goals. Celebrate success or take the opportunity to coach your team.

Server Scripts examples

- ✓ Thank you for visiting us often. Did you know that if you purchase a \$60 gift certificate you will receive a \$20 bonus card?
- ✓ Have you finished your Christmas shopping? If you are looking for gift ideas, we are currently offering a great promotion with our Gift Cards.
- ✓ Are you aware of our gift card promotion? With the purchase of a Gift card, you receive bonus Gift cards in return. It’s an amazing deal.

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

Steinbach	\$13,425.04
Saskatoon - Market Mall	\$11,245.50
Winnipeg - Regent	\$7,300.00
Winnipeg - Meadowood	\$6,100.01
Sussex	\$5,440.00
Saskatoon - Primrose	\$4,955.00
Winnipeg - Pembina 2835	\$4,370.01
Winnipeg - Garden City	\$2,850.00
Camrose	\$2,460.00
Winnipeg Henderson	\$2,430.00
NL - Mount Pearl	\$2,205.00
Prince Albert	\$2,090.00
St. Paul	\$1,910.00
Dauphin	\$1,880.00
Winnipeg - St James	\$1,845.00
Calgary- East Hills	\$1,800.00
Osoyoos	\$1,800.00
Brandon Highland	\$1,775.00
Whitecourt	\$1,570.00
Nanaimo Rock City	\$1,545.00
Winnipeg - Kenaston	\$1,545.00
NS - Sydney	\$1,525.00
Winnipeg - Pembina 580	\$1,455.00
Dartmouth	\$1,395.00
Brandon Shoppers	\$1,315.00
Truro	\$1,255.00
Selkirk	\$1,135.00
Regina Normanview	\$1,085.00
Nanaimo Southgate	\$1,055.00
NL - St Johns Terrace	\$1,000.00
Halifax - Lacewood	\$990.00
Lindsay	\$970.00

Winnipeg - Westwood	\$925.00
Kelowna	\$920.00
Olds	\$865.00
Edmonton- Manning	\$860.00
Lethbridge	\$855.00
Lethbridge- McGrath	\$854.27
Regina - Northgate	\$775.00
100 Mile House	\$725.00
Edmonton-Westmount	\$685.00
Edmonton- Stony Plain	\$605.00
Moose Jaw - TnC	\$595.00
Parksville	\$595.00
Calgary- Westbrook	\$580.00
Port Alberni	\$510.00
Edmonton- Northgate	\$495.00
Melfort	\$430.00
Sherwood Park	\$415.00
Wetaskiwin	\$410.00
Regina - Golden Mile	\$405.00
Rycroft	\$390.00
Leduc	\$380.00
Calgary- Macleod	\$365.00
Red Deer	\$350.00
Saskatoon - Grasswood	\$280.00
Peterborough	\$260.00
Cranbrook	\$240.00
Edson	\$240.00
Peace River	\$240.00
Chiniki Village	\$210.00
Hinton	\$200.00
Swift Current	\$195.00
High River	\$190.00

Chatham	\$175.00
Halifax- Cathedral	\$127.00
Edmonton- Millwoods	\$125.00
Kingston	\$120.00
Northbattleford	\$100.00
Taber	\$100.00
Cochrane	\$85.00
Stettler	\$80.00
Moose Jaw - Petro Can	\$60.00
Lloydminster	\$35.00
Charlottetown	\$0.00
Comox	\$0.00
Jasper	\$0.00
Killam	\$0.00
Spruce Grove	\$0.00



Sales Growth

GROWTH	Year over Year Sales Increase	2019 GC Sales	2021 GC Sales
\$8,745	Steinbach	\$4,680	\$13,425.04
\$4,515	Saskatoon - Market Mall	\$6,731	\$11,245.50
\$2,055	Winnipeg - Regent	\$5,245	\$7,300.00
\$1,940	Winnipeg - Meadowood	\$4,160	\$6,100.01
\$1,420	Whitecourt	\$150	\$1,570.00
\$1,225	Camrose	\$1,235	\$2,460.00
\$1,180	Nanaimo Rock City	\$365	\$1,545.00
\$1,010	Brandon - Highland	\$765	\$1,775.00
\$795	Saskatoon - Primrose	\$4,160	\$4,955.00
\$740	Dauphin	\$1,140	\$1,880.00
\$740	St. Paul	\$1,170	\$1,910.00
\$580	Calgary - Westbrook		\$580.00
\$495	Parksville	\$100	\$595.00
\$460	Winnipeg - Pembina 2835	\$3,910	\$4,370.01
\$380	Nanaimo Southgate	\$675	\$1,055.00
\$365	Calgary Macleod	\$0	\$365.00
\$286	Olds	\$579	\$865.00
\$279	Saskatoon - Grasswood	\$1	\$280.00
\$270	Port Alberni	\$240	\$510.00
\$240	Peace River	\$0	\$240.00
\$235	Selkirk	\$900	\$1,135.00
\$210	Calgary - East Hills	\$1,590	\$1,800.00
\$210	Chiniki Village		\$210.00
\$210	Leduc	\$170	\$380.00
\$175	Winnipeg - Pembina 580	\$1,280	\$1,455.00
\$170	Lindsay	\$800	\$970.00
\$150	Sussex	\$5,290	\$5,440.00
\$147	Winnipeg - Garden City	\$2,703	\$2,850.00
\$115	Moose Jaw - TnC	\$480	\$595.00

\$90	NS - Sydney	\$1,435	\$1,525.00
\$70	Dartmouth	\$1,325	\$1,395.00
\$65	Sherwood Park	\$350	\$415.00
\$10	Moose Jaw - Petro Can	\$50	\$60.00
\$0	Charlottetown	\$0	\$0.00
\$0	Jasper	\$0	\$0.00
(\$10)	Edson	\$250	\$240.00
(\$60)	Cranbrook	\$300	\$240.00
(\$75)	Killam	\$75	\$0.00
(\$75)	Taber	\$175	\$100.00
(\$80)	Edmonton - Manning	\$940	\$860.00
(\$95)	Melfort	\$525	\$430.00
(\$100)	Hinton	\$300	\$200.00
(\$100)	Spruce Grove	\$100	\$0.00
(\$106)	Red Deer	\$456	\$350.00
(\$125)	Chatham	\$300	\$175.00
(\$125)	Edmonton Millwoods	\$250	\$125.00
(\$165)	NL - St Johns Terrace	\$1,165	\$1,000.00
(\$180)	Osoyoos	\$1,980	\$1,800.00
(\$225)	Northbattleford	\$325	\$100.00
(\$235)	High River	\$425	\$190.00
(\$245)	Edmonton - Stony Plain	\$850	\$605.00
(\$260)	Kingston	\$380	\$120.00
(\$275)	Regina - Northgate	\$1,050	\$775.00
(\$295)	Brandon - Shopper's	\$1,610	\$1,315.00
(\$295)	Swift Current	\$490	\$195.00
(\$320)	Regina Normanview	\$1,405	\$1,085.00
(\$325)	Winnipeg Henderson	\$2,755	\$2,430.00
(\$375)	Stettler	\$455	\$80.00
(\$380)	Wetaskiwin	\$790	\$410.00
(\$390)	Edmonton - Westmount	\$1,075	\$685.00
(\$390)	Cochrane	\$475	\$85.00

(\$412)	NL - Mount Pearl	\$2,617	
(\$430)	Llyodminister	\$465	
(\$437)	Lethbridge- McGrath	\$1,292	
(\$440)	Edmonton Northgate	\$935	
(\$470)	Regina - Golden Mile	\$875	
(\$540)	Peterborough	\$800	
(\$625)	100 Mile House	\$1,350	
(\$640)	Winnipeg - Westwood	\$1,565	
(\$810)	Prince Albert	\$2,900	
(\$830)	Comox	\$830	
(\$942)	Truro	\$2,197	
(\$1,223)	Halifax - Cathedral	\$1,350	
(\$1,409)	Winnipeg - St James	\$3,254	
(\$2,855)	Halifax - Lacewood	\$3,845	



There is a new document created that contains a step-by-step instruction on how a guest can purchase a online gift card and how your location can redeem an On-Line Gift card at your location.

It is called the On-Line Gift card and Instore Redemption Manual.

<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

Business Intelligence and Operations Manager