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Bulletin 189/21

DATE: December 15, 2021
 TO: All Locations
 FROM: Crystal Davies - Business Intelligence and Operations Manager
 RE: Gift Card Competition Results to Date – Week 4

Hello Everyone,

We have lost our momentum this week. Gift Card Sales have dropped to -2% over 2019. Gift Card Sales are essential for return business in January, and with a few weeks left in the promotion, we must continue to encourage our teams to promote the advancement.

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

GIFT CARD TOTAL SALES	Running GC Sales
Steinbach	\$18,325.05
Saskatoon - Market Mall	\$14,035.50
Winnipeg - Regent	\$10,530.00
Sussex	\$9,705.00

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

GROWTH	Year over Year Sales Increase
\$9,280	Steinbach
\$2,940	Saskatoon - Market Mall
\$2,380	Winnipeg - Regent
\$2,060	Sussex

Tips for increasing your Gift Card Sales!

- ✓ There are only a few days left of the shopping season; 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 four 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 generated in January means more sales, more hours available, and more gratuities.
- ✓ Educate your service teams on the fantastic 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 every week and create healthy competition within your team.

At Daily pre-shifts

- ✓ Educate your teams on how guests can purchase Gift Card online. So, if a guest expresses interest in the promotion but is in a hurry, they can buy 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 location’s rankings, and if the in-house server contest results.
- ✓ Continue to set realistic weekly Gift Card Sales goals for the team and update 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

- ✓ We have a limited-time offer with our Gift Cards with great value. There are only a few weeks left.
- ✓ 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? We are currently offering a great promotion with our Gift Cards if you are looking for gift ideas.
- ✓ Are you aware of our gift card promotion? With the purchase of a Gift card, you receive bonus Gift cards in return. It’s a fantastic 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

GIFT CARD TOTAL SALES	Running GC Sales
Steinbach	\$18,325.05
Saskatoon - Market Mall	\$14,035.50
Winnipeg - Regent	\$10,530.00
Sussex	\$9,705.00
Winnipeg - Meadowood	\$9,440.89
Saskatoon - Primrose	\$8,190.00
Winnipeg - Pembina 2835	\$6,060.01
NL - Mount Pearl	\$4,335.00
Winnipeg - Garden City	\$4,335.00
Winnipeg Henderson	\$4,295.00
Prince Albert	\$3,895.00
Camrose	\$3,565.00
Winnipeg - Kenaston	\$3,105.00
Winnipeg - St James	\$3,025.00
Winnipeg - Pembina 580	\$2,859.48
Brandon Shoppers	\$2,780.00
Dauphin	\$2,720.00
Truro	\$2,585.00
Nanaimo Rock City	\$2,565.00
St. Paul	\$2,475.00
Selkirk	\$2,440.00
Calgary- East Hills	\$2,410.00
Dartmouth	\$2,375.00
Nanaimo Southgate	\$2,295.00
Lethbridge- McGrath	\$2,174.27
Osoyoos	\$2,135.00
Brandon Highland	\$1,975.00
Whitecourt	\$1,940.00
NS - Sydney	\$1,920.00
Winnipeg - Westwood	\$1,860.00

Halifax - Lacewood	\$1,825.00
Regina Normanview	\$1,745.00
NL - St Johns Terrace	\$1,725.00
Olds	\$1,645.00
Regina - Northgate	\$1,520.00
Moose Jaw - TnC	\$1,365.00
Lethbridge	\$1,205.00
Edmonton- Manning	\$1,160.00
Kelowna	\$1,145.00
Lindsay	\$1,045.00
Calgary- Westbrook	\$1,010.00
Leduc	\$1,010.00
Chatham	\$995.00
Edmonton- Northgate	\$975.00
Melfort	\$975.00
100 Mile House	\$945.00
Calgary- Macleod	\$935.00
Edmonton-Westmount	\$930.00
Parksville	\$925.00
Port Alberni	\$880.00
Edmonton- Stony Plain	\$790.00
Wetaskiwin	\$740.01
Stettler	\$675.00
Sherwood Park	\$650.00
Regina - Golden Mile	\$640.00
Peterborough	\$630.00
Edson	\$610.00
Swift Current	\$560.00
Rycroft	\$490.00
Saskatoon - Grasswood	\$480.00
Chiniki Village	\$470.00
Hinton	\$425.00

Red Deer	\$410.00
Cranbrook	\$360.00
Kingston	\$360.00
Halifax- Cathedral	\$352.00
Edmonton- Millwoods	\$270.00
High River	\$265.00
Peace River	\$240.00
Llyodminister	\$225.00
Spruce Grove	\$210.00
Taber	\$150.00
Northbattleford	\$125.00
Comox	\$120.00
Moose Jaw - Petro Can	\$120.00
Cochrane	\$85.00
Charlottetown	\$0.00
Jasper	\$0.00
Killam	\$0.00



Sales Growth

GROWTH	Year over Year Sales Increase	2019 GC Sales	2021 GC Sales
\$9,280	Steinbach	\$9,045	\$18,325.05
\$2,940	Saskatoon - Market Mall	\$11,096	\$14,035.50
\$2,380	Winnipeg - Regent	\$8,150	\$10,530.00
\$2,060	Sussex	\$7,645	\$9,705.00
\$1,930	Saskatoon - Primrose	\$6,260	\$8,190.00
\$1,540	Whitecourt	\$400	\$1,940.00
\$1,445	Camrose	\$2,120	\$3,565.00
\$1,266	Winnipeg - Meadowood	\$8,175	\$9,440.89
\$1,119	Winnipeg - Pembina 580	\$1,740	\$2,859.48
\$795	Dauphin	\$1,925	\$2,720.00
\$655	St. Paul	\$1,820	\$2,475.00
\$600	Parksville	\$325	\$925.00
\$561	Olds	\$1,084	\$1,645.00
\$515	Moose Jaw - TnC	\$850	\$1,365.00
\$515	Calgary Macleod	\$620	\$1,135.00
\$500	Winnipeg Henderson	\$3,795	\$4,295.00
\$470	Chiniki Village	\$0	\$470.00
\$460	Nanaimo Rock City	\$2,105	\$2,565.00
\$455	Brandon - Highland	\$1,520	\$1,975.00
\$455	Nanaimo Southgate	\$1,840	\$2,295.00
\$375	Leduc	\$635	\$1,010.00
\$355	Calgary - Westbrook	\$655	\$1,010.00
\$345	Calgary - East Hills	\$2,065	\$2,410.00
\$239	Peace River	\$1	\$240.00
\$165	Port Alberni	\$715	\$880.00
\$140	Brandon - Shopper's	\$2,640	\$2,780.00
\$140	Chatham	\$855	\$995.00
\$114	Dartmouth	\$2,261	\$2,375.00
\$104	Saskatoon - Grasswood	\$376	\$480.00
\$70	Edson	\$540	\$610.00
\$30	Sherwood Park	\$620	\$650.00
\$25	Hinton	\$400	\$425.00

\$0	Charlottetown	\$0	\$0.00
\$0	Jasper	\$0	\$0.00
(\$40)	Selkirk	\$2,480	\$2,440.00
(\$75)	Killam	\$75	\$0.00
(\$80)	Moose Jaw - Petro Can	\$200	\$120.00
(\$85)	Regina - Northgate	\$1,605	\$1,520.00
(\$140)	Cranbrook	\$500	\$360.00
(\$150)	Melfort	\$1,125	\$975.00
(\$195)	Edmonton Millwoods	\$465	\$270.00
(\$200)	Taber	\$350	\$150.00
(\$240)	Edmonton Northgate	\$1,215	\$975.00
(\$250)	Northbattleford	\$375	\$125.00
(\$345)	Spruce Grove	\$555	\$210.00
(\$355)	Stettler	\$1,030	\$675.00
(\$382)	Lethbridge- McGrath	\$2,557	\$2,174.27
(\$383)	Winnipeg - Garden City	\$4,718	\$4,335.00
(\$571)	Red Deer	\$981	\$410.00
(\$585)	Llyodminster	\$810	\$225.00
(\$590)	Cochrane	\$675	\$85.00
(\$600)	Regina Normanview	\$2,345	\$1,745.00
(\$610)	NL - St Johns Terrace	\$2,335	\$1,725.00
(\$630)	NS - Sydney	\$2,550	\$1,920.00
(\$635)	Wetaskiwin	\$1,375	\$740.01
(\$665)	Kingston	\$1,025	\$360.00
(\$760)	Edmonton - Manning	\$1,920	\$1,160.00
(\$760)	High River	\$1,025	\$265.00
(\$770)	Edmonton - Westmount	\$1,700	\$930.00
(\$790)	Osoyoos	\$2,925	\$2,135.00
(\$795)	100 Mile House	\$1,740	\$945.00
(\$845)	Swift Current	\$1,405	\$560.00
(\$855)	Lindsay	\$1,900	\$1,045.00
(\$880)	Peterborough	\$1,510	\$630.00
(\$949)	NL - Mount Pearl	\$5,284	\$4,335.00
(\$1,040)	Edmonton - Stony Plain	\$1,830	\$790.00

(\$1,078)	Regina - Golden Mile	\$1,718	\$640.00
(\$1,168)	Halifax - Cathedral	\$1,520	\$352.00
(\$1,203)	Winnipeg - St James	\$4,228	\$3,025.00
(\$1,450)	Comox	\$1,570	\$120.00
(\$1,945)	Prince Albert	\$5,840	\$3,895.00
(\$2,000)	Winnipeg - Pembina 2835	\$8,060	\$6,060.01
(\$2,067)	Truro	\$4,652	\$2,585.00
(\$2,875)	Winnipeg - Westwood	\$4,735	\$1,860.00
(\$3,880)	Halifax - Lacewood	\$5,705	\$1,825.00



January is coming soon, and guests will be coming in to redeem their Gift Cards. Take some time to educate your team on redeeming Gift Card with the machines.

You can find a step-by-step instruction manual on how to do this 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

Business Intelligence and Operations Manager