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Bulletin #195/21

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

Hello Everyone,

We have really lost our momentum this week. Gift card Sales have dropped to -12.5 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 promotion.

Great job to the top 4 locations this week for the highest running Gift Card Sales!

| GIFT CARD TOTAL SALES | Running GC Sales |
|-------------------------|------------------|
| Steinbach | \$22,415.05 |
| Saskatoon - Market Mall | \$16,590.50 |
| Winnipeg - Regent | \$14,860.00 |
| Sussex | \$12,570.00 |

Great job to the top 4 locations this week for the highest YR over YR growth. (2019)

| | | | |
|---------|----------------------|----------|-------------|
| \$5,980 | Steinbach | \$16,435 | \$22,415.05 |
| \$3,500 | Winnipeg - Regent | \$11,360 | \$14,860.00 |
| \$2,455 | Saskatoon - Primrose | \$8,460 | \$10,915.00 |
| \$2,050 | Brandon - Highland | \$2,170 | \$4,220.00 |

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 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 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 Gift Card promotion’s value 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 update the team daily on 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? 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 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 | \$22,415.05 |
| Saskatoon - Market Mall | \$16,590.50 |
| Winnipeg - Regent | \$14,860.00 |
| Sussex | \$12,570.00 |
| Winnipeg - Meadowood | \$12,415.89 |
| Saskatoon - Primrose | \$10,915.00 |
| Winnipeg - Pembina 2835 | \$7,800.01 |
| NL - Mount Pearl | \$7,445.00 |
| Prince Albert | \$6,495.00 |
| Winnipeg - Garden City | \$6,115.00 |
| Winnipeg Henderson | \$5,190.00 |
| Camrose | \$4,730.00 |
| Winnipeg - Kenaston | \$4,575.00 |
| Brandon Highland | \$4,220.00 |
| Winnipeg - Pembina 580 | \$4,209.18 |
| Truro | \$4,130.00 |
| Winnipeg - St James | \$3,995.00 |
| St. Paul | \$3,730.00 |
| Nanaimo Rock City | \$3,625.00 |
| Calgary- East Hills | \$3,545.00 |
| Nanaimo Southgate | \$3,510.00 |
| Dauphin | \$3,350.00 |
| Selkirk | \$3,310.00 |
| Regina Normanview | \$3,295.00 |
| Brandon Shoppers | \$3,290.00 |
| Lethbridge- McGrath | \$3,289.27 |
| Winnipeg - Westwood | \$3,275.00 |
| Osoyoos | \$3,045.00 |

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|-----------------------|------------|
| NL - St Johns Terrace | \$3,010.00 |
| Dartmouth | \$2,955.00 |
| Halifax - Lacewood | \$2,775.00 |
| NS - Sydney | \$2,620.00 |
| Olds | \$2,500.00 |
| Edmonton-Westmount | \$2,435.00 |
| Regina - Northgate | \$2,295.00 |
| Whitecourt | \$2,170.00 |
| Port Alberni | \$1,885.00 |
| Wetaskiwin | \$1,775.01 |
| Chatham | \$1,660.00 |
| Edmonton- Manning | \$1,605.00 |
| Moose Jaw - TnC | \$1,600.00 |
| Kelowna | \$1,520.00 |
| Melfort | \$1,445.00 |
| Lethbridge | \$1,425.00 |
| 100 Mile House | \$1,405.00 |
| Calgary- Macleod | \$1,365.00 |
| Calgary- Westbrook | \$1,260.00 |
| Parksville | \$1,255.00 |
| Edmonton- Northgate | \$1,205.00 |
| Leduc | \$1,170.00 |
| Peterborough | \$1,165.00 |
| Edmonton- Stony Plain | \$1,155.00 |
| Swift Current | \$1,140.00 |
| Regina - Golden Mile | \$1,130.00 |
| Saskatoon - Grasswood | \$1,055.00 |
| Lindsay | \$1,045.00 |
| Stettler | \$955.00 |
| Red Deer | \$830.00 |

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|-----------------------|----------|
| Cranbrook | \$815.00 |
| Rycroft | \$790.00 |
| Sherwood Park | \$785.00 |
| Edson | \$780.00 |
| Spruce Grove | \$690.00 |
| Chiniki Village | \$595.00 |
| Hinton | \$540.00 |
| Halifax- Cathedral | \$477.00 |
| Peace River | \$475.00 |
| High River | \$435.00 |
| Kingston | \$410.00 |
| Edmonton- Millwoods | \$330.00 |
| Taber | \$325.00 |
| Lloydminster | \$315.00 |
| Comox | \$270.00 |
| Moose Jaw - Petro Can | \$180.00 |
| Northbattleford | \$125.00 |
| 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 |
|---------------|--------------------------------------|----------------------|----------------------|
| \$5,980 | Steinbach | \$16,435 | \$22,415.05 |
| \$3,500 | Winnipeg - Regent | \$11,360 | \$14,860.00 |
| \$2,455 | Saskatoon - Primrose | \$8,460 | \$10,915.00 |
| \$2,050 | Brandon - Highland | \$2,170 | \$4,220.00 |
| \$1,720 | Whitecourt | \$450 | \$2,170.00 |
| \$1,305 | Sussex | \$11,265 | \$12,570.00 |
| \$1,129 | Winnipeg - Pembina 580 | \$3,080 | \$4,209.18 |
| \$1,125 | St. Paul | \$2,605 | \$3,730.00 |
| \$595 | Chiniki Village | \$0 | \$595.00 |
| \$595 | Port Alberni | \$1,290 | \$1,885.00 |
| \$575 | Dauphin | \$2,775 | \$3,350.00 |
| \$562 | Saskatoon - Market Mall | \$16,029 | \$16,590.50 |
| \$385 | Leduc | \$785 | \$1,170.00 |
| \$374 | Peace River | \$101 | \$475.00 |
| \$345 | Calgary Macleod | \$1,020 | \$1,365.00 |
| \$320 | Selkirk | \$2,990 | \$3,310.00 |
| \$265 | Moose Jaw - TnC | \$1,335 | \$1,600.00 |
| \$200 | Camrose | \$4,530 | \$4,730.00 |
| \$130 | Chatham | \$1,530 | \$1,660.00 |
| \$100 | Nanaimo Rock City | \$3,525 | \$3,625.00 |
| \$90 | Cranbrook | \$725 | \$815.00 |
| \$55 | Calgary - Westbrook | \$1,205 | \$1,260.00 |
| \$1 | Winnipeg - Meadowood | \$12,415 | \$12,415.90 |
| \$0 | Charlottetown | \$0 | \$0.00 |
| (\$20) | Moose Jaw - Petro Can | \$200 | \$180.00 |
| (\$25) | Jasper | \$25 | \$0.00 |
| (\$36) | Saskatoon - Grasswood | \$1,091 | \$1,055.00 |
| (\$75) | Killam | \$75 | \$0.00 |
| (\$95) | Parksville | \$1,350 | \$1,255.00 |
| (\$101) | Olds | \$2,601 | \$2,500.00 |

| | | | |
|-----------|------------------------|---------|------------|
| (\$110) | Hinton | \$650 | \$540.00 |
| (\$115) | Nanaimo Southgate | \$3,625 | \$3,510.00 |
| (\$285) | Winnipeg Henderson | \$5,475 | \$5,190.00 |
| (\$345) | Spruce Grove | \$1,035 | \$690.00 |
| (\$350) | Northbattleford | \$475 | \$125.00 |
| (\$350) | Taber | \$675 | \$325.00 |
| (\$360) | Edson | \$1,140 | \$780.00 |
| (\$385) | Edmonton Millwoods | \$715 | \$330.00 |
| (\$395) | Calgary - East Hills | \$3,940 | \$3,545.00 |
| (\$400) | Edmonton Northgate | \$1,605 | \$1,205.00 |
| (\$410) | NL - St Johns Terrace | \$3,420 | \$3,010.00 |
| (\$510) | Sherwood Park | \$1,295 | \$785.00 |
| (\$525) | Melfort | \$1,970 | \$1,445.00 |
| (\$542) | Lethbridge- McGrath | \$3,832 | \$3,289.27 |
| (\$570) | Edmonton - Westmount | \$3,005 | \$2,435.00 |
| (\$620) | Regina Normanview | \$3,915 | \$3,295.00 |
| (\$715) | Brandon - Shopper's | \$4,005 | \$3,290.00 |
| (\$739) | NL - Mount Pearl | \$8,184 | \$7,445.00 |
| (\$744) | Red Deer | \$1,574 | \$830.00 |
| (\$880) | Cochrane | \$965 | \$85.00 |
| (\$925) | Llyodminister | \$1,240 | \$315.00 |
| (\$975) | High River | \$1,410 | \$435.00 |
| (\$1,000) | Kingston | \$1,410 | \$410.00 |
| (\$1,050) | Stettler | \$2,005 | \$955.00 |
| (\$1,080) | Swift Current | \$2,220 | \$1,140.00 |
| (\$1,110) | Edmonton - Stony Plain | \$2,265 | \$1,155.00 |
| (\$1,235) | 100 Mile House | \$2,640 | \$1,405.00 |
| (\$1,400) | Osoyoos | \$4,445 | \$3,045.00 |
| (\$1,413) | Winnipeg - Garden City | \$7,528 | \$6,115.00 |
| (\$1,445) | Peterborough | \$2,610 | \$1,165.00 |
| (\$1,496) | Dartmouth | \$4,451 | \$2,955.00 |
| (\$1,540) | Regina - Northgate | \$3,835 | \$2,295.00 |

| | | | |
|-----------|-------------------------|----------|------------|
| (\$1,595) | Edmonton - Manning | \$3,200 | \$1,605.00 |
| (\$1,650) | Comox | \$1,920 | \$270.00 |
| (\$1,685) | Wetaskiwin | \$3,460 | \$1,775.01 |
| (\$1,823) | Halifax - Cathedral | \$2,300 | \$477.00 |
| (\$1,853) | Regina - Golden Mile | \$2,983 | \$1,130.00 |
| (\$1,880) | Lindsay | \$2,925 | \$1,045.00 |
| (\$2,057) | NS - Sydney | \$4,677 | \$2,620.00 |
| (\$2,406) | Winnipeg - Pembina 2835 | \$10,206 | \$7,800.01 |
| (\$2,784) | Winnipeg - St James | \$6,779 | \$3,995.00 |
| (\$2,942) | Truro | \$7,072 | \$4,130.00 |
| (\$3,435) | Winnipeg - Westwood | \$6,710 | \$3,275.00 |
| (\$4,165) | Prince Albert | \$10,660 | \$6,495.00 |
| (\$5,025) | Halifax - Lacewood | \$7,800 | \$2,775.00 |



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