



***SMITTY'S CANADA INC.***

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**BULLETIN #40/21**

DATE: March 9, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: Lighter Fare/ Senior Options

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Hello Everyone,

On our most recent menu print in November of 2020, we made an effort to improve store execution and menu optimization by removing items and categories that were taking up print real estate. These items had low sales, low contribution and profitability, as well as low guest cheque average compared to the other items within their menu segment. As a result, the decision was made to remove the lighter fare and senior's menu items in print on the menu.

When the analysis of these specific items was done, the sales of the lighter fare and or senior options were well below the regular portion size, however, in the event that the smaller portions were the better seller, that was the item that remained on the menu. For example, the Veal Cutlets stayed in print as the single veal cutlet option and servers then are trained to ask if they would like to add a second cutlet for "xyz" price.

In addition, the lunch combo was added which is a half version of our most popular sandwiches with a side dish for an attractive reduced price on the menu.

The strategy that was communicated at the time of this change was that you would **continue to honor the requests for the smaller portions per the previous lighter portion spec's** (i.e., 1 egg instead of 2 eggs). The programming would remain in your POS so the only difference to your operation is that it is not in print on the menu.

We have received a few guest complaints since these changes indicating that we need to revisit this training with our teams and the procedure to continue to honor not offer these requests. Good customer service is to do everything we can to make our guests happy, including making them a smaller portion, if requested.

In the highly competitive world of hospitality in which we trade, we need to guard against our teams using the word "NO" when it comes to guest requests, especially if it something we can accommodate easily. Please revisit this with your teams and ensure that we are all honoring these requests while not overtly offering them. I have included the server script training from the FW 2020 menu rollout as well.

Yours truly,  
SMITTY'S CANADA INC.

*Jason Kaytor*

Jason Kaytor  
Vice President Operations

## 2020 Fall Menu Server Scripts

Our new fall menu has taken on some big changes! Here are some tips on answering guest's inquiries regarding the new menu changes.

### New menu

- ✓ We have updated our menu to create a seamless guest experience which allows for ease of execution in our kitchen. This will allow us to enhance the overall dining experience for all our guests.
- ✓ The single page version is easier to read and easy to sanitize between use
- ✓ We have kept all your favorites and have already started the development process on new items for future menu releases.
- ✓ "It's no longer available in the menu but please let me see if the kitchen can make that especially for you".

### Deletion of Lighter portions

- ✓ The top sellers in our lighter portion's category are still available. May I help you find those options on the menu?

### Deletions in the Salad Categories

- ✓ Our Menu Committee is working on developing New Salad options for the Spring! Stay tuned! May I suggest you try our Cobb Salad it is one of our best sellers and will not disappoint.

### Deletions in the Handhelds Category

- ✓ We have made some exciting changes to some of our favorites. May I suggest an item you will enjoy?
- ✓ We have added two selections, a Soup and Salad Combo as well as a Half Sandwich option. Both are lighter options for a quick and tasty lunch.

### Recipe changes in Handhelds Category

- ✓ The Chipotle aioli has been added to our burgers to complement the flavours. It is tasty and adds and adds amazing flavour to every bite.
- ✓ We have changed our Beyond Burger to a Black Bean Burger, this product has great flavors and caters to both vegetarians and non-vegetarians.