



**SMITTY'S CANADA INC.**

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**BULLETIN #43/21**

DATE: March 10, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: **Weekly Skip Reporting – Week of March 8<sup>th</sup>**

Hello Everyone,

Congrats to the top stores again this week!

(50th Ave.)	Leduc	9.7
(George St. N)	Peterborough	9.7
(Albert St. N)	Regina	9.6
(Preston Ave. S)	Saskatoon	9.6
(18th St.)	Brandon	9.5
(Aquitania Blvd. W)	Lethbridge	9.5

Our company average dropped again a little this week to 8.86. Skip has reported that this drop was mostly due to a big increase in our locations “asking for additional time to prepare orders” which is when you go to accept an order on the tablet and increase the prep time. Increasing prep time will negatively impact your score, which we went from 4% of orders to 8% of orders this week. Now that we have reopened and are focusing on dine-in guests, you are better off to increase your standard prep time by 5 minutes vs. when you were strictly take-out and delivery, rather than alter them order to order.

Top 3 delivery and take-out tips:

1. Our first 2 weeks of free delivery from Skip the Dishes under our new agreement start the first week of April. Normally it takes 2 weeks of free delivery to start to see an increase in new guests on this platform so I recommend that you also do an additional 2 weeks either before or after the first 2 weeks of April by turning the promotion on in your stores app. Doing this will usually lead you to building new guests on the delivery platform that then become reorder guests for the following 8-10 weeks.
2. Add prep times to your line check. Review and adjust each revenue period. As outlined, this will hopefully eliminate the need to adjust it by order and help keep your skip score up in those 9’s!
3. If you log into your Skip Portal, click performance and then sales, you can see some important metrics to consider how you operate with the app and choose promotions strategically to improve results. In the attached screenshot you can see that this location is seeing an average of 6.5% reduction in the average order size, 43.9% reduction in new customers and a 14% increase in customers reordering. The screenshot also tells you what the top 5 items are on Skip the Dishes so I can make sure those are being executed extremely well. You might choose to run a top ad promotion or free delivery to help engage new customers that then potentially become repeat customers. A new promotion

available in some cities in Canada is a free item promotion, this will soon be available in all cities but in this case, I might also choose to offer a free dessert in any order over \$40 to increase that average order size of \$37.49.

Please do not hesitate to contact me directly should you have any questions or concerns at [jkaytor@smittys.ca](mailto:jkaytor@smittys.ca) or 403-930-8741.

Yours truly,  
SMITTY'S CANADA INC.

*Jason Kaytor*

Jason Kaytor  
Vice President of Operations

Average Order Value Last 30 Days

**\$37.49** ↓ -6.5%



New Customers Last 30 Days

**92** ↓ -43.9%



Reorder Rate Last 30 Days

**47%** ↑ +14.0%



### Top Performing Items ?

February 2021 ▾

#	Item Name	Units Sold	Revenue Contribution
1.	Meatlover's Skillet	42	8.49 %
2.	Big Country Breakfast	29	5.86 %
3.	Traditional Clubhouse	24	4.71 %
4.	Eggs Benedict	22	4.34 %
5.	Strawberry Crepes	14	2.43 %

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### SUGGESTIONS

Highlight your menu items with a higher profit margin by getting a photoshoot with Skip.

Restaurant Name	City	Completed Orders	Customer	Restaurant	Positive Reviews	Negative Reviews	Food Subtotal	AOV	Order	Resto	Resto Time	Skip Score
			Rejected Orders	Rejected Orders					Push Avg Min	Hold Avg	To Accept Avg Min	
50th Ave.	Leduc	63	0	0	13	1	\$1,962.08	\$31.14	1.73	1.66	0.22	9.7
George St. N	Peterborough	144	1	0	44	6	\$4,186.90	\$29.08	1.5	4.6	0.27	9.7
Albert St. N	Regina	172	1	0	31	3	\$5,495.45	\$31.95	3.05	1.96	0.31	9.6
Preston Ave. S	Saskatoon	77	1	0	8	3	\$2,263.20	\$29.39	5	2.04	0.22	9.6
18th St.	Brandon	89	1	0	16	5	\$2,809.41	\$31.57	4.13	1.77	0.36	9.5
Aquitania Blvd. W	Lethbridge	110	0	0	15	5	\$3,498.80	\$31.81	5.82	2.22	0.28	9.5
E Hills Blvd. SE	Calgary	35	0	0	8	1	\$1,120.94	\$32.03	5.47	2.32	0.6	9.4
Highland Ave.	Brandon	47	0	0	3	0	\$1,455.46	\$30.97	2.67	1.9	0.25	9.4
Meadowood Dr.	Winnipeg	171	2	0	30	9	\$5,774.36	\$33.77	10.14	2.09	0.37	9.4
Princess St.	Kingston	97	0	0	16	0	\$2,958.17	\$30.50		2.47	0.18	9.4
Rowan St.	St. John's	83	0	0	15	4	\$2,718.17	\$32.75	2.05	1.71	0.39	9.4
Strathmoor Dr.	Sherwood Park	23	0	0	4	0	\$844.36	\$36.71	3.57	2.26	0.98	9.4
2835 Pembina Hwy.	Winnipeg	223	3	1	32	4	\$7,369.03	\$33.04	1.66	2.22	0.31	9.3
Henderson Hwy.	Winnipeg	286	3	0	54	2	\$10,368.41	\$36.25	1.39	1.88	0.27	9.3
Manning Crossing	Edmonton	154	3	0	29	6	\$5,480.69	\$35.59	2.74	2.02	0.41	9.3
37th St. SW	Calgary	35	0	0	3	1	\$1,345.58	\$38.45	4.14	2.56	0.82	9.1
Gibson Dr.	Mount Pearl	74	0	0	13	1	\$2,542.70	\$34.36	1.6	1.87	0.26	9.1
Leva Ave.	Red Deer	19	0	0	1	0	\$548.40	\$28.86		1.11	0.72	9.1
48th Ave.	Camrose	43	0	0	11	0	\$1,444.45	\$33.59	2.71	1.97	0.49	9
Regent Ave. W	Winnipeg	175	0	0	18	9	\$6,140.62	\$35.09	1.17	2.85	0.29	9
580 Pembina Hwy.	Winnipeg	162	1	0	31	3	\$5,599.69	\$34.57	3.93	4.07	0.6	8.9
St James St.	Winnipeg	262	2	0	49	8	\$10,679.88	\$40.76		2.63	0.37	8.9
Stony Plain Rd. NW	Edmonton	47	0	0	7	0	\$1,494.37	\$31.80		0.63	0.63	8.9
McPhillips St.	Winnipeg	134	1	1	23	1	\$4,780.22	\$35.67	1	2.52	0.33	8.8
135 Ave. NW	Edmonton	58	1	0	8	2	\$1,944.52	\$33.53	3.13	2.12	0.61	8.7
Kenaston Blvd.	Winnipeg	62	1	0	16	3	\$2,061.63	\$33.25	2.17	1.21	0.39	8.7
Westwood Dr.	Winnipeg	87	0	0	14	4	\$3,236.37	\$37.20	3	2.66	0.44	8.6
44th St.	Lloydminster	41	0	0	3	0	\$1,227.07	\$29.93	2.79	1.76	0.14	8.5
Nelson Dr.	Spruce Grove	55	0	0	11	4	\$1,666.89	\$30.31	2.78	2.4	0.39	8.5
East Lake Cres. NE	Airdrie	32	0	0	6	0	\$853.70	\$26.68	2.79	0.96	0.79	8.4
9640 Macleod Trl.	Calgary	25	0	0	4	1	\$871.08	\$34.84	4.33	2.69	0.6	8.2
Main St. N	Moose Jaw	25	0	0	6	1	\$990.89	\$39.64	2	3.17	0.59	7.9
114th Ave. NW	Edmonton	24	0	0	8	0	\$752.26	\$31.34	1.67	2.15	0.49	7.8
Primrose Dr.	Saskatoon	11	0	1	1	0	\$312.49	\$28.41		2.33	0.31	7.8
Island Hwy.	Nanaimo	95	0	0	24	4	\$3,066.60	\$32.28	4.28	2.3	0.34	7.6
66th St. NW	Edmonton	32	0	0	5	1	\$1,091.70	\$34.12	5.3	2.5	1	7.4
Tenth St.	Nanaimo	40	0	0	8	5	\$1,391.98	\$34.80	4.41	3.18	0.78	7.2