



SMITTY'S CANADA INC.

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BULLETIN #53/21

DATE: March 31, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of March 22nd**

Hello Everyone,

Shout out to our top 11, Kingston in at top spot with 9.7!

(Princess St.)	Kingston	9.7
(50th Ave.)	Leduc	9.6
(Albert St. N)	Regina	9.6
(Henderson Hwy.)	Winnipeg	9.5
(37th St. SW)	Calgary	9.4
(48th Ave.)	Camrose	9.4
(2835 Pembina Hwy.)	Winnipeg	9.4
(E Hills Blvd. SE)	Calgary	9.4
(George St. N)	Peterborough	9.4
(McPhillips St.)	Winnipeg	9.4
(Strathmoor Dr.)	Sherwood Park	9.4

Our Brand average is slipping slowly, down to 8.79 this week. It's still a great number but a few weeks ago we were over 9.0 with average store weekly volume about \$800 higher than today.

Top 3 delivery and take-out tips:

1. DoorDash has now given you the ability to respond to guest feedback within 7 days. All studies show that personal interaction on any social media platform when receiving feedback improves your online sentiment exponentially. Be sure to add checking your DoorDash portal and responding to guest feedback to your schedule twice a week. There are template responses available to choose from as well as the ability to write a custom message.
2. Skip the Dishes National Free Delivery for 2 weeks starts April 1. If you have the free delivery promotion turned on currently, they will automatically turn that off and turn on the free delivery paid for by Skip the Dishes for 2 weeks. If you want to have the free delivery promotion running at the end of this national initiative, **you will need to log back into your app and turn it back on April 16.** It typically takes a minimum of 2 weeks of online promotion with the platform to see a change in behavior, so running it for at least one more week before or after the national promotion will leverage that promotion and give you better results of building new guests.

3. Do not overpack your delivery or take-out bags. If the bags are getting too full to staple closed, split the order into two bags and make sure to label them (i.e., “David order #125678 bag 1 of 2, bag 2 of 2”) this will help ensure items arrive looking the best they can. Take-out and delivery guests will appreciate the added safety of sealed bags and by labelling them you are both personalizing them and indicating there is more than 1 bag to be delivered thus reducing missing items.

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

Yours truly,
SMITTY’S CANADA INC.

Jason Kaytor

Jason Kaytor
Vice President of Operations

Restaurant Name	City	Completed Orders	Customer		Restaurant		Food Subtotal	AOV	Order Push Avg Min	Resto Hold Avg	Resto Time	
			Rejected Orders	Rejected Orders	Positive Reviews	Negative Reviews					To Accept Avg Min	Skip Score
Princess St.	Kingston	113	0	0	25	1	\$3,807.78	\$33.70		2.64	0.18	9.7
50th Ave.	Leduc	75	0	0	5	2	\$2,647.00	\$35.29	1.73	1.8	0.31	9.6
Albert St. N	Regina	179	1	0	39	1	\$5,925.86	\$33.11	2.44	1.26	0.28	9.6
Henderson Hwy.	Winnipeg	343	0	0	73	5	\$12,672.58	\$36.95	1.52	2.89	0.25	9.5
37th St. SW	Calgary	50	0	0	13	0	\$1,541.78	\$30.84	4.5	1.65	0.54	9.4
48th Ave.	Camrose	49	0	0	7	2	\$1,591.83	\$32.49	2.82	1.29	0.49	9.4
2835 Pembina Hwy.	Winnipeg	237	2	0	26	7	\$7,326.27	\$30.91	1	2.35	0.33	9.4
E Hills Blvd. SE	Calgary	44	0	0	5	3	\$1,507.84	\$34.27	4.88	2.92	0.8	9.4
George St. N	Peterborough	112	1	0	26	2	\$3,292.82	\$29.40		3.2	0.21	9.4
McPhillips St.	Winnipeg	183	0	0	38	3	\$6,666.64	\$36.43	1	2.2	0.34	9.4
Strathmoor Dr.	Sherwood Park	37	0	0	2	2	\$1,330.75	\$35.97	6.08	7.05	0.86	9.4
18th St.	Brandon	81	2	0	13	3	\$2,711.40	\$33.47	4.74	2.49	0.4	9.3
580 Pembina Hwy.	Winnipeg	202	5	0	33	7	\$6,802.61	\$33.68	3.92	4.24	0.52	9.3
Highland Ave.	Brandon	69	0	0	11	2	\$2,329.62	\$33.76	3.4	2.05	0.3	9.3
Manning Crossing	Edmonton	149	0	0	30	3	\$4,946.68	\$33.20	3.21	1.9	0.28	9.3
Aquitania Blvd. W	Lethbridge	104	1	0	16	3	\$3,657.99	\$35.17	7.05	2.25	0.28	9.2
Rowan St.	St. John's	77	0	0	13	5	\$2,511.87	\$32.62	2.4	2.4	0.43	9.2
Stony Plain Rd. NW	Edmonton	67	0	0	7	6	\$2,348.06	\$35.05		1.06	0.64	9.2
Preston Ave. S	Saskatoon	62	0	0	11	0	\$2,000.75	\$32.27		2.35	0.21	9.1
Gibson Dr.	Mount Pearl	67	0	0	12	5	\$2,327.36	\$34.74	3.67	1.74	0.28	9
Kenaston Blvd.	Winnipeg	71	0	0	20	1	\$2,392.10	\$33.69	2.75	1.73	0.35	9
Meadowood Dr.	Winnipeg	155	6	0	28	3	\$5,328.96	\$34.38	1	2.92	0.39	9
St James St.	Winnipeg	280	2	0	58	8	\$9,850.14	\$35.18	2.67	2.56	0.32	8.9
44th St.	Lloydminster	45	0	0	5	1	\$1,667.58	\$37.06	2.84	1.77	0.19	8.8
135 Ave. NW	Edmonton	70	0	0	12	0	\$2,208.14	\$31.54	3.64	3.11	0.44	8.8
Primrose Dr.	Saskatoon	22	0	0	1	0	\$632.42	\$28.75		3.13	0.23	8.7
114th Ave. NW	Edmonton	53	0	0	10	1	\$1,599.49	\$30.18	3.71	2.27	0.4	8.6
Regent Ave. W	Winnipeg	116	1	0	9	4	\$3,907.13	\$33.68	1.7	2.29	0.28	8.4
East Lake Cres. NE	Airdrie	27	0	0	8	1	\$899.68	\$33.32	2.86	2.1	0.88	8.2
Nelson Dr.	Spruce Grove	59	1	0	9	3	\$1,813.54	\$30.74	3.13	3.56	0.36	8.2
Leva Ave.	Penhold	14	0	0	5	0	\$371.04	\$26.50		1.73	1.24	8.1
Main St. N	Moose Jaw	32	0	0	8	1	\$957.40	\$29.92		4.03	0.31	8.1
Island Hwy.	Nanaimo	106	0	0	22	9	\$3,273.51	\$30.88	3.26	4.05	0.45	7.8
Westwood Dr.	Winnipeg	63	0	0	10	1	\$2,140.39	\$33.97	2.9	2.54	0.46	7.8
9640 Macleod Trl.	Calgary	28	1	0	5	1	\$959.69	\$34.27	4.25	1.97	0.63	7.6
McCarthy Blvd. N	Regina	11	1	0	3	0	\$409.84	\$37.26	8.75	2.61	0.62	7.5
Tenth St.	Nanaimo	36	0	0	9	2	\$1,356.06	\$37.67	3.31	2.95	0.86	6.8
66th St. NW	Edmonton	46	0	0	5	2	\$1,296.04	\$28.17	5.85	2.01	0.71	6.7