



**SMITTY'S CANADA INC.**

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**BULLETIN #57/21**

DATE: April 7, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Crystal Davies  
RE: **Delivery Platforms Enhancements and Additions**

Hello Everyone,

We have held a series of meetings over the past couple of weeks with Skip the Dishes and DoorDash. The focus of these meetings was to view other brands platforms that were seeing above average capture from guests landing on their platform. Based on these recommendations we are excited to announce the following changes.

**Top Placements/ Popular Items**

To eliminate scrolling and increase the capture of guests on the platform, we have reviewed our product Mix reports and have decided to add the following items at the top of the platform.

- **Breakfast Items**
  - Meat lover’s Skillet
  - Egg Benedict
  - Big Country Breakfast
- **Lunch/Dinner Items**
  - Honey BBQ Burgers
  - Bacon Cheeseburger
  - Ultimate Burger

**Increasing Guest Check Averages**

We are looking to offer some menu enhancements for our guest. These will be added to a selection of items with the intent to heighten the experience without creating too many scrolls or options.

**Beverage Additions**

To enhance our beverage offerings, we will be adding to the beverage selection. In the coming weeks we will be adding Milk 2 Go 200ml white and chocolate milk priced at \$2.29.

Item No.	Brand	Item Description	Pack	Size	Price	Price per Serving
5149360	MILK2GO	MILK WHITE 2% BTL ESL	24	200 ML	\$20.49	\$0.85
5149590	MILK2GO	MILK CHOCOLATE 1% BLT ESL	24	200 ML	\$20.49	\$0.85

If you have any questions or concerns, please reach out to me or Jason Kaytor.

Yours truly,  
SMITTY’S CANADA INC.

Crystal Davies  
Business Intelligence and Operations Manager