



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

BULLETIN #58/21

DATE: April 7, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of March 29th**

Hello Everyone,

Albert St. in Regina at 9.9???! Wowza, I wasn't even sure that a 9.9 was possible, I do not think I have ever seen that in any brand so far! Great

Work. Shout out to our top 6.

| | | |
|--------------------|--------------|-----|
| (Albert St. N) | Regina | 9.9 |
| (Princess St.) | Kingston | 9.7 |
| (George St. N) | Peterborough | 9.6 |
| (Henderson Hwy.) | Winnipeg | 9.5 |
| (Manning Crossing) | Edmonton | 9.5 |
| (Preston Ave. S) | Saskatoon | 9.5 |

Company average at 8.81. Still some work for us to do to get this back up to a 9 but overall great results this week.

Top 3 delivery and take-out tips:

1. As many of us are back into a TOD only situation, utilizing the promotions available to you on the platforms can help promote your business to potential clients. We are currently enjoying free delivery on Skip the Dishes, paid for by Skip the Dishes, across the country. At the end of that promotion, it is worth exploring turning it back on for the remainder of the closures. In addition, top placement, although can be expensive each week based on your competitive set in your delivery circle, it can certainly help springboard you to the top of the list. Top placement is especially effective if your score is under 9.0, which helps boost traffic and therefore the opportunity to gain positive feedback and increase that score.
2. In addition, DoorDash offers a significant number of promotions that allow you to target specific demographics such as offering free delivery to new customers only or to existing customers that have not ordered from you in the past 45 days. The target customers would also receive a message from DoorDash with the offered promotion. In their guest feedback portion you can also respond to feedback and give \$5, \$10, \$15 or a custom amount to a guest for recovery and/or as a thank you right on the platform. We have had free delivery turned on for DoorDash at our corporate location for just over 1 week and have experienced an 80% increase in order volume over the past 7-day period. Keep in mind the new National DoorDash commission rate is now at 18% for delivery and 10% for take-out so if you are in a lockdown zone and want to add another provider, now might be the time

to explore that if it makes sense to give up the 2% on skip for not being exclusive (you will have to do this calculation based on your average weekly Skip sales and what you expect to do on DoorDash. My experience so far is that in most markets DoorDash does about 10% of the volume that Skip does but its 10% more sales potentially).

3. Get out to your local neighbouring businesses with a take-out bounce backs. Encourage them to order directly from you and, in some cases, you can offer to personally deliver it to their office when and where possible. This is a great way to build those local relationships and encourage their captive audience staff to utilize you both during a lockdown as well as after!

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 | Customer Restaurant | | | | | Food Subtotal | AOV | Order Push Avg Min | Resto Hold Avg | Resto Time | |
|--------------------|---------------|---------------------|-----------------|-----------------|------------------|------------------|---------------|---------|--------------------|----------------|-------------------|------------|
| | | Completed Orders | Rejected Orders | Rejected Orders | Positive Reviews | Negative Reviews | | | | | To Accept Avg Min | Skip Score |
| Albert St. N | Regina | 248 | 3 | 0 | 55 | 1 | \$8,380.29 | \$33.79 | 3.69 | 1.03 | 0.5 | 9.9 |
| Princess St. | Kingston | 140 | 0 | 0 | 34 | 1 | \$4,371.24 | \$31.22 | 10 | 1.68 | 0.34 | 9.7 |
| George St. N | Peterborough | 152 | 2 | 0 | 26 | 7 | \$4,858.91 | \$31.97 | | 3.06 | 0.35 | 9.6 |
| Henderson Hwy. | Winnipeg | 415 | 2 | 0 | 79 | 14 | \$15,605.18 | \$37.60 | 1.24 | 2.55 | 0.28 | 9.5 |
| Manning Crossing | Edmonton | 142 | 1 | 0 | 25 | 4 | \$5,194.29 | \$36.58 | 3.32 | 1.61 | 0.5 | 9.5 |
| Preston Ave. S | Saskatoon | 110 | 1 | 0 | 15 | 5 | \$3,887.00 | \$35.34 | | 2.93 | 0.47 | 9.5 |
| 37th St. SW | Calgary | 67 | 1 | 0 | 13 | 0 | \$2,182.49 | \$32.57 | 3.29 | 1.67 | 0.7 | 9.4 |
| 48th Ave. | Camrose | 73 | 0 | 0 | 13 | 2 | \$2,341.40 | \$32.07 | 1.89 | 1.95 | 0.7 | 9.4 |
| 50th Ave. | Leduc | 101 | 1 | 0 | 17 | 2 | \$3,411.89 | \$33.78 | 1.83 | 1.98 | 0.52 | 9.4 |
| 135 Ave. NW | Edmonton | 112 | 2 | 1 | 20 | 0 | \$3,967.28 | \$35.42 | 3.65 | 2.56 | 0.7 | 9.4 |
| McPhillips St. | Winnipeg | 205 | 2 | 0 | 41 | 10 | \$7,617.27 | \$37.16 | 1 | 2.48 | 0.32 | 9.4 |
| Aquitania Blvd. W | Lethbridge | 151 | 0 | 0 | 22 | 5 | \$5,014.88 | \$33.21 | 7.07 | 1.99 | 0.43 | 9.3 |
| Kenaston Blvd. | Winnipeg | 108 | 0 | 1 | 31 | 4 | \$3,570.56 | \$33.06 | 3.8 | 2.45 | 0.57 | 9.3 |
| Primrose Dr. | Saskatoon | 45 | 0 | 0 | 13 | 0 | \$1,587.26 | \$35.27 | | 2.37 | 0.29 | 9.3 |
| 18th St. | Brandon | 73 | 0 | 1 | 15 | 1 | \$2,363.10 | \$32.37 | 4.5 | 2.23 | 0.56 | 9.2 |
| 580 Pembina Hwy. | Winnipeg | 253 | 3 | 0 | 39 | 4 | \$8,377.71 | \$33.11 | 3.57 | 3.41 | 0.63 | 9.2 |
| E Hills Blvd. SE | Calgary | 48 | 1 | 0 | 8 | 1 | \$1,819.35 | \$37.90 | 4.11 | 2.41 | 0.76 | 9.2 |
| Highland Ave. | Brandon | 61 | 1 | 0 | 10 | 2 | \$2,179.68 | \$35.73 | 2.71 | 1.35 | 0.59 | 9.2 |
| Stony Plain Rd. NW | Edmonton | 56 | 0 | 0 | 12 | 0 | \$1,967.47 | \$35.13 | | 1.55 | 0.56 | 9.2 |
| 114th Ave. NW | Edmonton | 65 | 0 | 0 | 9 | 1 | \$2,138.97 | \$32.91 | 2.38 | 2.31 | 0.58 | 9.1 |
| St James St. | Winnipeg | 313 | 3 | 0 | 54 | 9 | \$12,172.45 | \$38.89 | 2 | 1.82 | 0.33 | 9 |
| 44th St. | Lloydminster | 77 | 0 | 0 | 12 | 1 | \$2,579.02 | \$33.49 | 2.34 | 1.96 | 0.31 | 8.9 |
| 2835 Pembina Hwy. | Winnipeg | 241 | 1 | 0 | 37 | 1 | \$8,440.62 | \$35.02 | 1 | 2.54 | 0.3 | 8.9 |
| Meadowood Dr. | Winnipeg | 143 | 2 | 1 | 19 | 3 | \$4,803.23 | \$33.59 | 1 | 2.51 | 0.3 | 8.9 |
| Gibson Dr. | Mount Pearl | 74 | 3 | 0 | 14 | 3 | \$2,442.36 | \$33.00 | 2.48 | 1.71 | 0.43 | 8.8 |
| Rowan St. | St. John's | 53 | 0 | 0 | 11 | 5 | \$1,528.87 | \$28.85 | 2.7 | 2.81 | 0.73 | 8.8 |
| Strathmoor Dr. | Sherwood Park | 29 | 1 | 0 | 3 | 0 | \$1,003.50 | \$34.60 | 3.33 | 2.1 | 0.77 | 8.8 |
| Leva Ave. | Penhold | 27 | 0 | 2 | 5 | 1 | \$1,127.70 | \$41.77 | 3.33 | 2.14 | 0.52 | 8.4 |
| Regent Ave. W | Winnipeg | 132 | 0 | 0 | 22 | 5 | \$4,929.55 | \$37.35 | 1.06 | 2.54 | 0.32 | 8.3 |
| East Lake Cres. NE | Airdrie | 46 | 0 | 0 | 5 | 1 | \$1,457.16 | \$31.68 | 3.47 | 2.07 | 1.04 | 8.2 |
| Main St. N | Moose Jaw | 38 | 1 | 0 | 5 | 1 | \$1,239.04 | \$32.61 | 1 | 1.57 | 0.52 | 8.1 |
| 9640 Macleod Trl. | Calgary | 25 | 0 | 0 | 6 | 2 | \$911.41 | \$36.46 | 2.5 | 1.38 | 0.42 | 7.9 |
| Island Hwy. | Nanaimo | 79 | 0 | 0 | 23 | 2 | \$2,613.97 | \$33.09 | 3 | 3.37 | 0.44 | 7.8 |
| McCarthy Blvd. N | Regina | 27 | 0 | 0 | 6 | 0 | \$916.24 | \$33.93 | 4.54 | 1.12 | 0.52 | 7.6 |
| Nelson Dr. | Spruce Grove | 68 | 0 | 0 | 17 | 2 | \$2,274.98 | \$33.46 | 2.78 | 2.5 | 0.45 | 7.5 |
| Westwood Dr. | Winnipeg | 55 | 0 | 0 | 8 | 4 | \$2,034.02 | \$36.98 | 2.69 | 1.85 | 0.45 | 7.5 |
| 66th St. NW | Edmonton | 36 | 0 | 0 | 7 | 2 | \$1,303.04 | \$36.20 | 6.05 | 4 | 0.88 | 6.9 |
| Tenth St. | Nanaimo | 36 | 0 | 0 | 2 | 0 | \$1,303.45 | \$36.21 | 2.25 | 1.48 | 0.77 | 6.8 |

Brand average 8.81