



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 9, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Smitty's Car-Hop Service**

Hello Everyone,

As we head into another dine-in prohibited lockdown phase in many provinces across Canada, you have probably heard the term “pivot” almost ad nauseum from many different industries. At Smitty's Canada, we are excited to introduce a fun new initiative that will help garner going positive community sentiment, while providing another avenue to service customers outside of patios, take-out and delivery.



We are bringing back some old school “Car-hop” drive-in style service to the Calgary Easthills location!

People arrive in their car in front of the location, order their food and it is delivered to the car on a tray that attaches to the side of the car.

In the attached document we have provided the vendors, smallware information, and approximate costs of the items we are using to launch this with on a reduced timeline.

Calgary Easthills will be ready for service as of Wednesday, April 14, at which time we will be able to provide more feedback following the launch.

This car-side model of service is simple to execute, and fun! The vision for the flow of service is as follows:

- Guests can pre-order car-hop service online through the xDine portal OR, scan a QR code that will be visible on an outdoor banner affixed to the building.
 - Both methods allow for the payment to be handled online, to reduce contact points.
 - The xDine portal allows for vehicle details to be included to ease your team's recognition of car-hop guests.
 - If you are not participating in xDine at this time, you may still participate by approaching the vehicle and taking orders in a traditional manner.
- Upon arrival, guests are greeted with the car-hop tray.
- Food items should be plated on lined baskets or disposable plate.
- Beverages should be canned, bottled, or in take-out cups to keep it simple and not require refills.



NEW! Smitty's Car-Hop Service

- Servers run the food items out to the vehicle and clear any unwanted service items from other vehicles in the parking lot.
- A large garbage receptacle will be provided at the front of the building in the event someone wants to dispose of their own trash and leave baskets and trays on top of the receptacle.

To generate awareness of the program, we plan on sending out a press release announcing this new service, alongside boosted social media posts. A group of social assets will be made available on the franchise portal, along with additional signage items that you can have printed locally, should you wish to participate.

Additional suggested awareness activities;

- Invite local car or hot rod clubs to an event (specific date and time) with a bundle offer.
- Include a family bundle for targeted dayparts.
- If your jurisdiction allows, play music outdoor or allow your team to include a vintage-vibe in their uniforms.

Sample social creative will have a vintage feel:



As this idea is still in the testing phase, we have turned it around very quickly following the additional provincial closures. Not all the details have been completely tested. A plating cheat sheet and photos will be provided by Tuesday, April 13.

If you choose to introduce this program at your location, please feel free to reach out directly to jkaytor@smittys.ca and we would be happy to share any and all information as we roll this program out, along with any of the marketing material and media we develop for the Easthills location.

Yours truly,
SMITTY'S CANADA INC.

Jason Kaytor

Jason Kaytor
Vice President of Operations



NEW! Smitty's Car-Hop Service

Carhop Tray Large – Order in multiple of 12's use worldwide express shipping cost will be approx. \$550 or \$45.83/tray once its all in shipped and converted to CAD. (there is a cheaper shipping option, but you will have to pay duty and brokerage fees of approximately \$55, worldwide express has that fee included.) Just order through the website.

[Car Hop Tray - Large Size - Meritt Products, LLC Classic Drive-In Trays](#)



Tablecraft
Model #1076BK
Approx \$0.76
from Russell Hendrix



Plate Sys imp plate plas blk impact 9"
Sysco SUPC 8462788
Pack size 4x100
Calgary cost \$100.65/case



Liner basket redcheck 12sq
Sysco SUPC 4917310
Pack size 2000/case
Calgary cost \$68.53



Wrap foil insul 12x12
Sysco SUPC 4917262
Pack size 1000/case
Calgary cost \$63.35/case

