



SMITTY'S CANADA INC.

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BULLETIN #62/19

DATE: April 13, 2021
TO: All Franchisees and Corporate Managers
FROM: Crystal Davies
RE: **xDine Platform Changes**

Hello Everyone,

Over the past few months xDine has been working on a menu building tool that allows us to make mass changes across all location's xDine platforms. This will allow us to release changes quickly and effectively across Canada. For this tool to be effective, we must streamline our menus to be consistent from location to location. If we do not, we will be overwriting your menus each time we launch any changes, which will cause your location to have to re-program each of your store level items. This does not mean that you can not run store specific specials in your dining room and lounges, it simply means that the online xDine menu for take-out must match the current delivery offering.

In the coming weeks you will no longer have access to the xDine Menu and Items options. Similar to our current Skip and DoorDash procedures, all menu items that are not on the Core Menu will require you to send us a request and will require approval from Head Office. Once the menu item has been approved it will then be added to your platform by Head Office.

We have recently implemented this procedure in November 2020 with our Skip and DoorDash platforms and have seen some great successes. We have seen our New Guest count and our Return Guest Count increase since we streamlined the platforms.

There will be a menu download taking place in the next week and this download will cause the removal of your current store level offering. If you wish to make request for these to be added back to your platform, please email cdavies@smittys.ca.

If you have any questions or concerns, please reach out to me at cdavies@smittys.ca or Jason Kaytor jkaytor@smittys.ca.

Yours truly,
SMITTY'S CANADA INC.

A handwritten signature in black ink, appearing to read 'CDavies'.

Crystal Davies
Business Intelligence and Operations Manager