



**SMITTY'S CANADA INC.**

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**BULLETIN #67/21**

DATE: April 29, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: **Weekly Skip Reporting – Week of April 19th**

Hello Everyone,

Congrats to our top 5 for this week and shout out to Brandon with the high score of 9.9 this week!

Smitty's (18th St.)	Brandon	9.9
Smitty's (Albert St. N)	Regina	9.8
Smitty's (Highland Ave.)	Brandon	9.8
Smitty's (Princess St.)	Kingston	9.8
Smitty's (37th St. SW)	Calgary	9.7

Our Brand average is creeping back up at 8.86 this week.

In the interest of sharing some of our corporate results during this dining room shutdown, following our first full week of the addition of Carhop service and temporary patio service, April 18 through April 24, we finished the week at \$6400. The breakdown of those sales is \$3388 (53%) through delivery platforms and \$3012 (47%) through Carhop, curbside pick-up, and temporary patio. We experienced negative temperatures and active rain or snow for most of the week, so Patio sales were only 2 days last week.

When we compare these results to our previous 2 shutdowns in December and January/February, our highest week for sales during those shutdowns was \$3500, with \$3150 (90%) coming from delivery and only \$350 (10%) coming from curbside pick-up. As you can see, compared to our best week in the previous recent shutdowns our top line delivery sales did not increase at the same rate as our in-house sales have. Although some of the feedback is anecdotal without a report full of data to support the results, what we are finding happening at our corporate location is the positive community sentiment surrounding the Carhop addition is leading to an increase in curbside pick-up as well as just overall traffic in and around our location, which leads to additional patio sales on good weather days.

We posted our Carhop service on 2 local community pages with both receiving over 300 positive comments and likes within the first couple of days, which further lead to other community groups sharing our post organically and increasing our reach. Carhop service was also featured in the short evening news story that Cheryl shared on last week's communication, which again has improved our local community sentiment. As you can see in the results, this has led to an increase in top line sales by almost 50%.

So far this week we are up 30% over the same two days last week with multiple days of nice weather leading up to the weekend. We are on pace to break \$8000 this week. Our staff is enjoying the opportunity to continue to make gratuity income on top of their wages. We have also recalled almost all of our staff at this point in anticipation of continued growth from the Carhop and temporary patio initiative.

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

Yours truly,  
SMITTY'S CANADA INC.

*Jason Kaytor*

Jason Kaytor  
Vice President of Operations

Restaurant Name	City	Comp Orders	Cust. Rej. Ord.	Rest. Rej. Ord.	Pos. Rev.	Neg. Rev.	Food Subtotal	AOV	Order Push Avg Min	Resto Hold Avg	Resto Time To Accept Avg Min	Skip Score
18th St.	Brandon	76	0	0	10	2	\$2,800.67	\$36.85	3.84	3.62	0.33	9.9
Albert St. N	Regina	164	0	0	27	0	\$5,209.82	\$31.77	2.61	1.92	0.25	9.8
Highland Ave.	Brandon	41	0	0	3	3	\$1,300.20	\$31.71	1.67	2.14	0.27	9.8
Princess St.	Kingston	132	0	0	23	1	\$4,617.26	\$34.98	3	2.85	0.17	9.8
37th St. SW	Calgary	60	0	0	17	1	\$1,813.84	\$30.23	2.22	1.32	0.43	9.7
135 Ave. NW	Edmonton	94	0	0	19	4	\$3,376.11	\$35.92	3.19	2.83	0.29	9.6
Kenaston Blvd.	Winnipeg	100	1	2	20	1	\$3,285.34	\$32.85	2	2.12	0.3	9.6
114th Ave. NW	Edmonton	85	0	0	18	2	\$3,021.07	\$35.54	3.33	1.77	0.54	9.4
George St. N	Peterborough	126	3	0	32	4	\$3,858.88	\$30.63		2.6	0.26	9.4
Henderson Hwy.	Winnipeg	333	1	0	53	8	\$11,765.84	\$35.33	2.26	2.92	0.47	9.4
Primrose Dr.	Saskatoon	42	0	0	9	3	\$1,616.58	\$38.49		2.69	0.33	9.4
Comox Ave.	Comox	64	0	0	14	0	\$2,123.88	\$33.19	14	1.51	0.37	9.4
48th Ave.	Camrose	69	0	0	7	1	\$2,472.46	\$35.83	1.45	1.46	0.48	9.3
50th Ave.	Leduc	93	0	0	16	1	\$3,111.68	\$33.46	3	1.53	0.18	9.3
2835 Pembina Hwy.	Winnipeg	215	4	0	33	6	\$6,733.51	\$31.32	1.42	2.32	0.39	9.3
Aquitania Blvd. W	Lethbridge	172	0	0	33	4	\$5,731.83	\$33.32	5.65	2.7	0.3	9.3
Manning Crossing	Edmonton	112	1	0	25	1	\$3,804.49	\$33.97	3.11	1.78	0.37	9.3
E Hills Blvd. SE	Calgary	71	0	0	22	0	\$2,852.81	\$40.18	3.91	1.5	0.59	9.2
McCarthy Blvd. N	Regina	40	0	0	6	3	\$1,303.72	\$32.59	2.17	1.67	0.47	9.2
Preston Ave. S	Saskatoon	80	0	0	14	0	\$2,634.44	\$32.93		2.12	0.18	9.2
St James St.	Winnipeg	257	2	1	39	4	\$9,778.27	\$38.05	2.4	2.43	0.59	9.2
Stony Plain Rd. NW	Edmonton	48	0	0	6	0	\$1,582.21	\$32.96	3	0.98	0.64	9.2
44th St.	Lloydminster	42	2	0	6	1	\$1,275.42	\$30.37	2.57	2.51	0.18	9.1
580 Pembina Hwy.	Winnipeg	195	1	0	22	4	\$6,293.86	\$32.28	2.73	3.54	0.52	9.1
East Lake Cres. NE	Airdrie	74	0	0	16	1	\$2,376.79	\$32.12	3.53	1.95	0.62	9.1
Leva Ave.	Penhold	17	1	0	5	1	\$560.73	\$32.98	5.67	0.78	0.33	9
Meadowood Dr.	Winnipeg	146	2	1	30	2	\$4,668.98	\$31.98	2.1	3.39	0.29	9
McPhillips St.	Winnipeg	122	2	1	28	3	\$4,308.63	\$35.32	1.11	2.38	0.59	8.8
Main St. N	Moose Jaw	44	1	0	6	0	\$1,505.92	\$34.23		0.74	0.32	8.7
Tenth St.	Nanaimo	77	2	0	17	4	\$2,521.40	\$32.75	3.89	1.23	0.58	8.7
Regent Ave. W	Winnipeg	153	1	0	34	4	\$5,405.95	\$35.33	1.64	2.65	0.58	8.5
Island Hwy.	Nanaimo	97	3	0	14	5	\$2,943.35	\$30.34	3.53	2.18	0.43	8.4
Strathmoor Dr.	Sherwood Park	20	0	0	3	0	\$813.87	\$40.69		2.21	0.59	8.4
Gibson Dr.	Mount Pearl	60	0	0	12	3	\$1,762.64	\$29.38	2.85	1.85	0.36	8.2
Park Rd. W	Blumenort	21	0	1	8	0	\$805.89	\$38.38	2	1.36	0.35	8.1
9640 Macleod Trl.	Calgary	32	0	0	5	2	\$999.09	\$31.22	4.5	0.96	0.39	7.8
Westwood Dr.	Winnipeg	64	0	0	9	1	\$2,125.07	\$33.20	2.65	2.6	0.38	7.8
Nelson Dr.	Spruce Grove	53	1	0	8	2	\$1,520.89	\$28.70	2.58	1.57	0.42	7.6
Rowan St.	St. John's	26	0	0	3	0	\$764.96	\$29.42	2.42	3.03	0.56	7.6
66th St. NW	Edmonton	28	1	0	3	1	\$991.32	\$35.40	4.25	1.64	0.51	6.9