



**SMITTY'S CANADA INC.**

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

**BULLETIN #68/21**

DATE: May 5, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: **Weekly Skip Reporting – Week of April 26th**

Hello Everyone,

Big Congrats to our top 5. Our Brand average is back over 9.0 this week as well!

18th St.	Brandon	9.8
Albert St. N	Regina	9.8
E Hills Blvd. SE	Calgary	9.8
37th St. SW)	Calgary	9.7
Princess St.	Kingston	9.7

Top 3 delivery and take-out tips:

1. As many of us are back to TOD only or have only limited in person dining allowed, your delivery platform feedback and promotions help you get new customers. Including a complimentary slice of pie in a take-out/delivery order with a note from you is a nice touch and a good way to encourage those thumbs up reviews. Messages like “Thank you for choosing Smitty’s, please enjoy this slice of pie on us and don’t forget to leave us a thumbs up review at your convenience.”
2. We have recently been working with Skip and DoorDash to add the server enhancement items on the platform as well. Items include a limited number of the most popular upsell items. Since doing this, we are seeing about a 15% increase in the AOV and for the first time ever, a side item “side bacon” is in our top 20 items sold on Skip the Dishes. Make sure you are double checking every order when putting into the bag for order accuracy. it is easy to miss add on items so make sure your team is labelling the containers and crossing off the kitchen bill as they package the item into the bag
3. Banners on your building and social media posts telling the world that you are still open for delivery and takeout will help with local awareness, I have recently had some conversation with franchisees in smaller town markets who said many guests just assume they are not open for business so find a way to tell the world that you are!

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 Ord.	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	71	1	0	12	1	\$2,288.34	\$32.23	3.91	1.93	0.35	9.8
Albert St. N	Regina	148	2	0	27	1	\$5,092.86	\$34.41	2.85	1.22	0.28	9.8
E Hills Blvd. SE	Calgary	80	0	0	22	1	\$3,219.79	\$40.25	3.83	1.69	0.43	9.8
37th St. SW	Calgary	46	0	0	16	1	\$1,430.23	\$31.09	3.15	1.66	0.4	9.7
Princess St.	Kingston	124	1	0	26	3	\$3,988.87	\$32.17	2	2.57	0.21	9.7
Kenaston Blvd.	Winnipeg	123	0	2	26	3	\$4,241.01	\$34.48	2.24	2.9	0.4	9.6
Highland Ave.	Brandon	51	2	0	6	0	\$1,638.31	\$32.12	2	2.66	0.3	9.5
McCarthy Blvd. N	Regina	39	1	0	8	3	\$1,224.56	\$31.40	2	1.99	0.35	9.5
Comox Ave.	Comox	61	0	0	17	1	\$2,003.11	\$32.84	3.5	1.49	0.31	9.5
48th Ave.	Camrose	68	0	0	10	1	\$2,573.49	\$37.85	2.13	1.55	0.36	9.4
50th Ave.	Leduc	99	0	0	18	4	\$3,590.21	\$36.26	2.38	2.04	0.22	9.4
114th Ave. NW	Edmonton	76	0	0	13	2	\$2,716.83	\$35.75	2.89	1.26	0.5	9.4
135 Ave. NW	Edmonton	85	1	0	19	3	\$3,206.07	\$37.72	4.62	2.81	0.48	9.4
2835 Pembina	Winnipeg	259	0	0	52	4	\$7,674.34	\$29.63	2.29	2.93	0.39	9.4
Aquitania Blvd. W	Lethbridge	149	0	0	16	3	\$5,129.80	\$34.43	5.38	2.09	0.28	9.4
George St. N	Peterborough	136	0	0	30	2	\$4,049.17	\$29.77		3.76	0.2	9.4
Manning Crossing	Edmonton	157	5	0	23	5	\$5,590.78	\$35.61	3	1.48	0.31	9.4
Stony Plain Rd.	Edmonton	99	0	0	19	1	\$3,615.66	\$36.52	3	1.42	0.54	9.4
580 Pembina	Winnipeg	196	2	1	27	9	\$6,290.92	\$32.10	2.17	3.2	0.47	9.3
Main St. N	Moose Jaw	34	0	1	12	0	\$1,168.76	\$34.38	1	1	0.45	9.3
Preston Ave. S	Saskatoon	102	0	0	24	0	\$3,377.41	\$33.11	1	2.89	0.2	9.3
St James St.	Winnipeg	261	4	0	53	9	\$9,557.10	\$36.62	3	2.65	0.68	9.3
East Lake Cres. NE	Airdrie	28	0	1	7	0	\$846.27	\$30.22	3.37	1.41	0.41	9.2
Meadowood Dr.	Winnipeg	190	4	0	32	5	\$6,773.02	\$35.65	2.5	1.81	0.37	9.2
44th St.	Lloydminster	48	0	0	6	0	\$1,602.73	\$33.39	2.26	1.92	0.19	9.1
Henderson Hwy.	Winnipeg	311	1	0	48	4	\$10,605.83	\$34.10	2.58	2.39	0.45	9.1
Strathmoor Dr.	Sherwood Park	26	1	0	4	0	\$861.84	\$33.15		2.24	0.44	9.1
Leva Ave.	Red Deer	19	0	0	4	2	\$643.76	\$33.88	4	0.96	0.28	9
Primrose Dr.	Saskatoon	21	0	0	6	0	\$678.79	\$32.32		1.97	0.33	8.9
Regent Ave. W	Winnipeg	191	3	1	44	4	\$7,016.48	\$36.74	2.12	2.98	0.64	8.8
Tenth St.	Nanaimo	67	1	0	6	1	\$2,354.32	\$35.14	4.11	1.59	0.59	8.8
McPhillips St.	Winnipeg	145	0	0	25	3	\$5,200.56	\$35.87	2.2	1.79	0.6	8.7
9640 Macleod Trl.	Calgary	33	2	0	8	1	\$1,153.63	\$34.96	4	1.53	0.37	8.5
Island Hwy.	Nanaimo	103	2	0	26	7	\$3,225.79	\$31.32	2.79	2.59	0.44	8.5
Nelson Dr.	Spruce Grove	58	0	0	16	2	\$1,985.89	\$34.24	2.58	1.87	0.44	8.3
Park Rd. W	Blumenort	39	3	0	8	2	\$1,699.97	\$43.59	1	2.58	0.52	8.3
Gibson Dr.	Mount Pearl	37	0	1	7	3	\$1,147.04	\$31.00	2.78	4.1	0.32	7.9
Westwood Dr.	Winnipeg	56	0	0	9	4	\$2,037.08	\$36.38	2.71	1.89	0.51	7.9
66th St. NW	Edmonton	39	0	1	7	2	\$1,182.98	\$30.33	5.14	2.88	0.57	7.5
Rowan St.	St. John's	22	0	0	1	0	\$583.43	\$26.52	2.5	2.95	0.39	7.2

Brand Average 9.0675