



SMITTY'S CANADA INC.

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BULLETIN #69/21

DATE: May 4, 2021
TO: All Franchisees & Corporate Managers
FROM: Cheryl Palamar, Director of Marketing
RE: **Spring Summer 2021 Feature Promotional Planner**

Exciting food news, plus a great contest are coming your way for our Spring Summer Feature this year! Our National Test stores did a great job of putting these new recipes to task, and making sure that your guests will love, and keep coming back, for them!

We are offering a staggered start to this promotion, to accommodate regions whose dining rooms are not opened at this time. The promotion will run to **August 31, 2021**, with our Fall promotion to follow the September long-weekend.

The details of the program are as follows:

Feature Menu, Contest & Gift Card Campaign / Dates: On or around June 9th, through August 31, 2021

- a. Dine-In: Feature Food Menu, in-print with Mott's Super Summer Caesar contest on reverse
- b. Take-Out & Delivery: Feature Food Menu online
- c. Secondary Messaging: Gift Card Bonus Offer (started May 1, 2021, materials already in-house)
- d. Channels: Social, Online with Email, Web and MySmitty's Rewards, Delivery Partners, X-dine
- e. Deliverables: Printed feature menu, posters, gift card posters
- f. Goals: Drive traffic, build guest confidence, offer new food news

This planner is intended to help you execute a successful campaign. Should you have any questions do not hesitate to contact me at cpalamar@smittys.ca.

SMITTY'S CANADA INC.

Cheryl Palamar

Cheryl Palamar
Director of Marketing



Table of Contents

Item	Page Number
Roll-Out Meetings via Zoom	3
Menu Item Descriptions, Photos, Plating & Packaging	4
Suggested Pricing & Channel	5
Costing	5
Feature Recipes & Core Menu Item Updates	6
Ordering	6
Programming	6
Gift Card Promotional Overview- Reminder	6
Mott's & Smitty's Super Summer Caesar Contest	7
Deliverables	8
Server Language	9

Roll-Out Meetings via Zoom

We are excited to offer detailed roll-out meetings for this feature, by region via Zoom. These training meetings will offer you and your team precise instructions for the new recipes and other elements of the promotion, plus the opportunity to ask any questions you may have.





Due to the nature of provincial dining restrictions, we have made the following schedule to accommodate for our best guess at training for when you are able to welcome guests back to your dining rooms. You are encouraged to offer the roll-out training to as many people on your teams as possible.



These calendar placeholders and Zoom links will be reiterated in the weekly update emails as well. If for any reason you are not able to attend during your region's call, feel free to join another meeting.

REGION	DATE/TIME OF ROLL-OUT MEETING	EXPECTED DATE OF LAUNCH	ZOOM LINK
Saskatchewan	June 1 @ 1:30pm MT	June 9	https://us02web.zoom.us/j/88040070174?pwd=YitGK3JORjF2M0d5RHNNcVVQSjVadz09
Manitoba	June 1 @ 1:30pm MT	June 9	https://us02web.zoom.us/j/88040070174?pwd=YitGK3JORjF2M0d5RHNNcVVQSjVadz09
Atlantic	June 8 @ 11:00am MT	June 16	https://us02web.zoom.us/j/86024466520?pwd=bUlmQnBLMIZkU0U4cVZoQjY5bm5Xdz09
British Columbia	June 22 @ 2:30pm MT	June 30	https://us02web.zoom.us/j/87512576268?pwd=RUVwTmNMMnIBRnFxOEsr3pGSW5lQT09
Alberta	June 22 @ 2:30 pm MT	June 30	https://us02web.zoom.us/j/87512576268?pwd=RUVwTmNMMnIBRnFxOEsr3pGSW5lQT09
Ontario	TBD or Join Any of Above	TBD	

Menu Item Descriptions & Photos

*Images are for advertising purposes, please refer to Recipe deck for correct plating

Item	Photo
<p>SOUTHWEST BENEDICT</p> <p>Chorizo sausage, avocado, tomato, and two poached eggs on an English muffin, topped with hollandaise. Served with hash browns.</p>	
<p>ROASTED CAULIFLOWER, SPINACH, & ARTICHOKE DIP</p> <p>Lemon pepper roasted cauliflower blended with spinach, artichokes, and goat cheese. Served with house-made flour tortilla chips.</p>	
<p>MEDITERRANEAN SALAD</p> <p>Mixed greens and quinoa, tossed in lemon herb vinaigrette topped with pumpkin seeds, dried cranberries, fresh blueberries, strawberries, and goat cheese.</p>	
<p>CAJUN CHICKEN CHEDDAR SANDWICH</p> <p>Grilled Cajun seasoned chicken breast on an artisan bun with bacon, chipotle aioli, lettuce, tomato, onion, and cheddar cheese</p>	

<p>STEAK SANDWICH</p> <p>Grilled AAA sirloin steak on garlic toast with onion rings, atop house-made tomato jam</p>		
<p>MINI DONUTS</p> <p>Mini donuts tossed in cinnamon sugar and served with chocolate hazelnut dip.</p>		

Suggested Pricing & Channel

ITEM	DINE-IN (\$)	DELIVERY (\$)	TAKE-OUT (\$)
Southwest Benedict	17.49	18.49	18.49
Roasted Cauliflower, Spinach, & Artichoke Dip	13.99	14.99	14.99
Mediterranean Salad	15.99	15.99	15.99
Cajun Chicken Cheddar Sandwich	16.99	17.99	17.99
Steak Sandwich	17.99	18.99	18.99
Mini Donuts	5.99	6.99	6.99

Costing

ITEM	PRICE (\$)	COST (\$)	COST OF GOODS (%)
Southwest Benedict	17.49	tba	tba
Roasted Cauliflower, Spinach & Artichoke Dip	13.99	tba	tba
Mediterranean Salad	15.99	tba	tba
Cajun Chicken Cheddar Sandwich	16.99	tba	tba
Steak Sandwich	17.99	tba	tba
Mini Donuts	5.99	tba	tba

All cost input amounts are estimates based on current Sysco pricing, and may vary in your region. Costs do not include paper packaging.

Feature Recipes & Core Menu Item Updates

Please refer to the recipes provided as an addendum to this bulletin for preparation and plating of the feature items, as well as updates to several of our core items that will coincide with the launch of this feature.

Note: We are not able to provide nutritional or allergen information for these items at this time.

These updates include:

- New burger patty
- New burger sauce
- New breakfast sausage
- Update to Kid's dessert offering
- Update to the side salad offering

Ordering Information

Order guides will be sent by purchasing 7-10 days prior to the launch of this feature in your region.

Programming Information

SQUIRREL or POS:

Ensure the new Items are programmed into your POS system. If your Squirrel Database does not have the items showing the Tuesday prior to the launch date, please email the Squirrel specialist (cdavies@smittys.ca) with "Spring Buttons Missing" in the subject line.

SKIP THE DISHES & DOORDASH:

We are working with our delivery partners to ensure that Spring items are programmed into your database for use. If you do not wish to offer the item, you may simply change it to "Out of Stock" on the platform. You are responsible for maintaining correct items on your delivery platforms.

XDINE:

If your xDine platform is not programmed or does not have the items showing by the Friday *after* your launch date, please email the xDine specialist (cdavies@smittys.ca) with "Springs Items Missing" in the subject line.

Gift Card Promotion Overview- Reminder

We have gift solution for Mother's Day, Father's Day, Graduation, or any upcoming occasion!

Offer: Purchase a \$25 gift card, receive a \$5 bonus to be used in 2021 (May 1, 2021 through June 30, 2021)

The \$5 Bonus Cards are meant to be a bounce-back to drive traffic back to your restaurant and are therefore valid until September 30, 2021 for dine-in only. The supply of Bonus Cards per location is limited. This offer is also available on our website, so should your bonus card supply be depleted, you may direct guests there for digital fulfillment.

Mott's & Smitty's SUPER SUMMER CAESAR CONTEST

We are extremely excited to partner with Mott's Clamato on a fantastic contest sure to encourage guests back for Spring and Summer evenings on the patio for happy hour!

Details: Order a Mott's Clamato Caesar and get an entry to this amazing prize Summer prize pack!

Execution: When a guest cheque includes a Caesar, they are presented with a contest card containing a unique PIN that can be entered into our web-based contest site for a chance to WIN one of three great prizes.

Grand Prize: Traegar Pro Series Smoker Grill with accessories, Propane-Ready Fire Pit, Mott's Clamato Portable Fridge, Mott's Clamato Ice Machine and more, plus 5000 MySmitty's Rewards points. (value \$1750)

Second Prize: 3500 MySmitty's Rewards points (Value \$175)

Third Prize: 1500 MySmitty's Rewards points (Value \$75)

FAQ:

Q: Does a guest have to purchase alcohol to get an entry into this contest?

A: No. Purchase of any Caesar, even a mocktail, is included in this contest. However, there is no purchase necessary. If a guest requests a card without purchase, please offer a card or direct them to marketing@smittys.ca and we will mail one to them.

Q: Do I offer a contest card each time a Caesar is purchased?

A: One entry card per guest cheque.

Q: What if I run out of contest cards?

A: Your location will receive a supply of contest cards. Due to prizing rules and regulations, additional cards cannot be printed. Limited quantities will be a part of the messaging to the guest.

Q: Where can a guest find the full contest rules?

A: Full contest details, and rules, please visit smittys.ca/contest

We suggest putting your Mott's Clamato Caesars on special for the Summer to drive adoption of the contest. Recipes for simple classic, spicy or mocktail Mott's Clamato Caesars can be found in the 'Spring Summer 2021 Feature Beverage Recipes' deck attached as an addendum to this document.

HAVE FUN!

Deliverable Expectations

Deliverables will be arriving between June 1 and June 9, 2021. Please keep your materials safe until you are ready to launch this feature with your teams. These kits will include:

- ✓ Double Sided Feature Menus
- ✓ Feature Posters 22" x 28"
- ✓ Mott's Contest Cards

Creative Sample:



Social media assets, including those for the Summer contest, will be available for your use on the Franchise Portal during the first week of June.

A digital promotion and email blast will also be sent out advising guests of these features and promotions when all locations are ready to launch.

If you require something specific to your location, please fill-in this [CREATIVE BRIEF form](#).

Server Language

The Spring/Summer Promotion features all new items that are perfect enjoyed with family in our main dining rooms, lounges, patios, carhop, or even delivered. Draw attention to them with any of the following descriptions- or get creative and make up your own! Further server training can be found in the 'Spring Summer 2021 Feature Server Training Deck' attached as an addendum to this document.

"The Lemon Herb vinaigrette on our new Mediterranean Salad is bright and flavourful. Really Summer-y!"

"In the mood for something a little bit spicy? Our Southwest Benedict or Cajun Chicken Cheddar Sandwich are sure to satisfy that craving!"

"Would you like to start with our new Lemon Pepper Roasted Cauliflower, Spinach and Artichoke Dip for the table?"

"We make the tomato jam for our tender new Steak Sandwich in-house, and we want to put that stuff on everything!"

"Mini-donuts are the perfect family shareable dessert! But watch out- they're addictive!"

"Looking for the perfect gift for a graduate? We are offering an amazing bonus for a limited time!"

"Did you see our Caesar Summer Contest? That prize pack would really make your backyard epic!"

Incremental options:

- ✓ Would you care to start with a glass of wine?
- ✓ Would you like to begin with an appetizer tonight?
- ✓ Can I interest you in a coffee with your dessert tonight?

Thank You!

We thank you for your time and attention to this promotion. If you have any questions, please do not hesitate to reach out.

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