



SMITTY'S CANADA INC.

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BULLETIN #99/21

DATE: June 10, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of May 31st**

Hello everyone,

Shout out to our top 5 this week! Special Recognition going to Brandon Highland location, they were the first to get to 10.0 and have maintained that score for over a week!

Smitty's (Highland Ave.)	Brandon	10
Smitty's (E Hills Blvd. SE)	Calgary	9.9
Smitty's (18th St.)	Brandon	9.8
Smitty's (Albert St. N)	Regina	9.8
Smitty's (Preston Ave. S)	Saskatoon	9.8

Company average is at 9.06 for the week.

Top delivery and take-out tips:

1. As our markets reopen for some patio and dine-in capacity across Canada, it is easy for our teams to lose focus on the accuracy and execution of delivery orders. Make sure to adjust your prep times, particularly on your weekend shifts. Reinforce the importance of the delivery business at daily pre-shifts and review your staging standards for waiting at the front door now that you may be mixing guests waiting for a table with delivery drivers again soon.
2. If you are a DoorDash client, they are offering two promotions at \$0:
 - i. DoorDash marketing fees for the discount on large orders
 - ii. Discounted or free item

This means the cost of the promotion to you is just the discount amount you choose to apply with no additional DoorDash Marketing fee on top of it. Typically, they see a 19% increase in sales at locations running a promotion like this. If you are choosing to discount on large orders, make sure that the customized Minimum Subtotal is higher than your current Average Order Size by at least a few dollars to encourage customers to add an item or place a larger order to get the discount.

3. The mini donuts on the Spring Summer Feature are a great item to bring out to your local business community and reintroduce your location to them with the options to order office lunches for curbside pick-up! We may not be shaking hands just yet that doesn't mean we cannot get out to 2 or 3 businesses a day with a treat and planting the seed for future office luncheons!

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

Yours truly,
SMITTY'S CANADA INC.

Jason Kaytor

Jason Kaytor
Vice President of Operations