

Hogan Co. Weekly News

August 9

Drive Thru

PEAKS

7am – 9am
11am – 2pm
5pm – 7pm



ROCK the PEAK!

Keys to Success:

- DSPT (24 hours in advance)
- Pre – Shift checklist
- Set & Communicate Targets
- Communicate & Celebrate Success

August 1st - 8th

Restaurant	OEPE Peak Avg	Restaurant	OEPE improvement vs 2020	Restaurant	Pull Fwd %	Restaurant	KVS Peak Avg
North Attleboro (Nancy C.)	96	WELLS (Arica W.)	-92	SWANSEA I (Stef C.)	19.6%	LEXINGTON (Julie B.)	49
WOBURN (Florinda C.)	97	BOURNE (David T.)	-59	FALL RIVER III (Kristen W.)	19.5%	WOBURN (Florinda C.)	55
BRAINTREE (Nicole / Felicia)	101	SACO (Teresa D.)	-43	BURLINGTON (Carlos F.)	18.4%	NEWTON (Theresa S.)	64
WALTHAM (Dossy M.)	112	WOBURN (Florinda C.)	-29	RAYNHAM (Danielle P.)	16.7%	SANFORD STO (Jessica C.)	64
South Attleboro I (Rebecca O.)	112	South Attleboro I (Rebecca O.)	-26	BIDDEFORD (Dakotah L.)	13.4%	SCARBOROUGH (Bonnie C.)	66

PEOPLE

Welcome to the TEAM!



Please Welcome Michelle F. to the Hogan Family. Michelle is a recipient of the prestigious Ray Kroc award and will be leading the team in Fall River I. We are very excited to have Michelle on the team 😊

General Manager Promotion

August 9

Congratulations to David T. on his promotion to General Manger of our Bourne Restaurant. We are looking forward to celebrating your success in Bourne David.



Leadership Transition

Class Completions: Scott H. (Newton)

Developing the Leader in Me

Class Completions: Lisette K. (Sanford, ME)



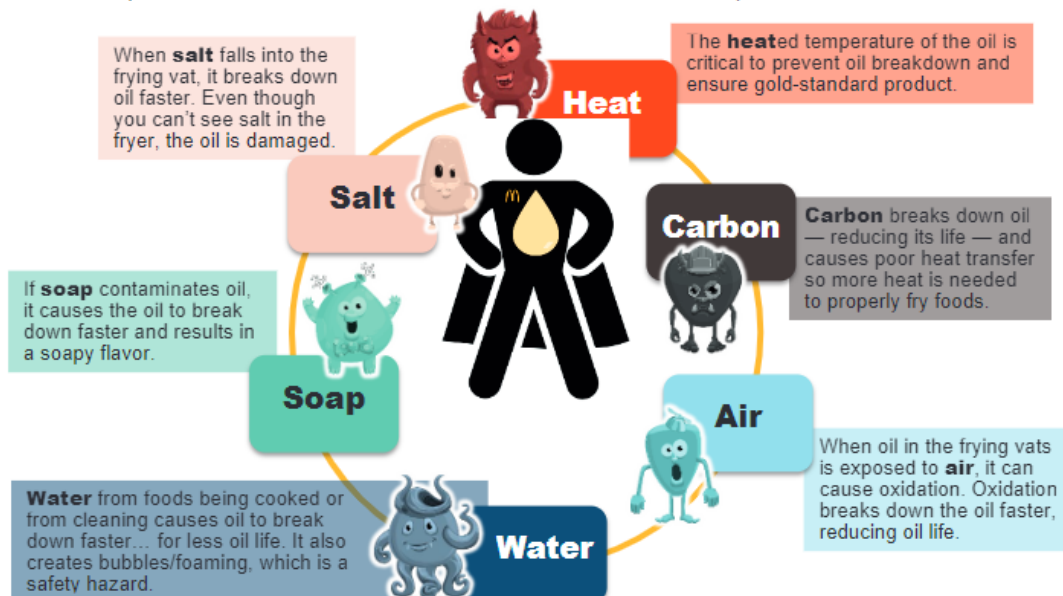
CHICKEN

<i>August 1st - 8th</i>				
Restaurant	Units Served	Avg / Day	Restaurant	Units/ 1K Trans
BOURNE (David T.)	1,430	178.8	NEWTON (Theresa S.)	137.9
MIDDLEBORO (Brandon D.)	1,368	171.0	BOURNE (David T.)	131.4
NEWTON (Theresa S.)	1,191	148.9	MIDDLEBORO (Brandon D.)	128.3
LEXINGTON (Julie B.)	1,056	132.0	LEXINGTON (Julie B.)	126.9
WALTHAM (Dossy M.)	950	118.8	WELLS (Arica W.)	114.2



6 Enemies of Oil

There are 6 enemies of the oil in your restaurant... elements that make it deteriorate faster and affect the taste of foods cooked in it. For protection from those enemies, it's critical to know how each one impacts oil.



AUGUST Drive Thru 11 – 2 CHALLENGE



AT ORDER TAKING:

Each customer question during order taking typically adds **9 seconds**.

If a customer joins the line with **5 cars** in front of them before ordering, they are more likely to drive off.

AT CASH:

Customer frustration increases when they sit idle without knowing why or for how long.

Crew need to balance speed with **friendly customer interaction**. Managers should observe and experience their own drive-thru as a customer.

Cash time needs to be **faster than order-taking time**.

August (11 - 2) Reduce OT / Cash times challenge

Restaurant	OT Times	Restaurant	Cash Times
NORTH WEYMOUTH (Roberta P.)	17	MIDDLEBORO (Brandon D.)	17
LEXINGTON (Julie B.)	21	SWANSEA I (Stef C.)	20
RAYNHAM (Danielle P.)	22	WOBURN (Florinda C.)	21
WALTHAM (Dossy M.)	23	FALL RIVER I (Michelle F.)	22
PLAINVILLE (Holly L.)	23	FRANKLIN (Mario F.)	22

Sometimes called Back to Basics, Smart Order Taking is a best practice to help take guests' orders efficiently. It avoids asking open-ended questions, reduces order times *and* allows restaurants to serve guests more quickly. For example (or make it your own and use a different response):

Remember

- All questions are asked at the end. **DO NOT** interrupt the guest!
- The guest can always clarify, but be specific with your questions to improve the entire order process.

The Guest says	Reply
I'd like a 10-piece McNuggets.	Would that be BBQ sauce for the McNuggets?
I'd like a Number 3 Meal.	Will that be Large with a Coke?
I'd like a Number 4 with a Diet Coke.	Will that be the Crispy Chicken Deluxe meal?
I'd like a frappe.	Will that be a Large Caramel?
I'd like a Happy Meal.	Will that be a 6-piece McNugget meal with BBQ sauce and a Barbie toy?

NABIT – August quick update.

The Saweetie Meal!

The Saweetie Meal features a Big Mac, 4-piece Chicken McNuggets, medium World Famous Fries, a medium Sprite®, Tangy BBQ Sauce and “Saweetie ‘N Sour” sauce – our same Sweet ‘N Sour sauce, but re-named in honor of the new meal.

As a reminder, crew should be suggesting the Sweet & Sour and BBQ with all orders of the Saweetie Meal, unless the customer specifically asks for others.

Products: There is no new product, however, the Sweet & Sour Sauce will be themed for the promotion.

Packaging: Custom packaging on A/B bags, medium fry boxes, and Sweet & Sour Sauce for the Saweetie Meal will be used on all orders at all dayparts **beginning on August 9**. There will also be bag stuffers provided to restaurants to include with all orders during the promotion while supplies last.



To prepare for this promotion as well as continue our focus on gold standard chicken, please review the oil readiness and quality resources:

- [Oil Quality AAG for Manager](#)
- [Oil Quality AAG for Crew English/Spanish](#)
- [Oil Quality Hi-5 Card](#)
- [Oil Quality Tracking Form](#)

Taste & Train: Glazed Pull Apart Donut

- Get ready for McDonald’s first McCafé Bakery LTO! For a limited time only, restaurants will offer the Glazed Pull Apart Donut at all dayparts. A Glazed Pull Apart Donut is exactly what it sounds like...a light and airy donut that’s coated in a sweet glaze that you tear apart to eat.
- Don’t forget to use the [Taste & Train tracking sheet](#) to ensure all crew have tried the new product and are able to give a first-hand description to the customer. For customer sampling, refer to the [McCafé Bakery Sampling Station Guide](#).
- All Glazed Pull Apart Donut training information and resources from the webcast can be found on the [August 2021 NABIT Site](#) on @mcd including the [Glazed Pull Apart Donut AAG for Managers and the Glazed Pull Apart Donut AAG for Crew](#).

DATES

- 8/9** **EOW Inventory Completed by KM.**
- 8/9** **Famous Order V – All Stores Selling / Advertising Begins**
- 8/9** **Space Jam Happy Meal (ENDS)**
- 8/10** **Happy Meal Clean up (Random Toys) START**
- 8/11** **Weekly Crew Schedule to be Completed by EOD.**
- 8/16** **EOW Inventory Completed by KM.**
- 8/18** **Weekly Crew Schedule to be Completed by EOD.**
- 8/23** **EOW Inventory Completed by KM.**
- 8/23** **Happy Meal Clean up (Random Toys) ENDS**
- 8/23** **Ron’s Gone Wrong Happy Meal Starts**
- 8/23** **McCafé Bakery LTO - Product arrives (week of)**
- 8/25** **Weekly Crew Schedule to be Completed by EOD.**
- 8/26** **McCafé Bakery LTO - POP arrives**
- 8/30** **Crispy Chicken Advertising window begins**
- 8/30** **EOM Inventory Completed by General Manager.**
- 9/1** **McCafé Bakery LTO - All stores selling**
- 9/1** **Weekly Crew Schedule to be Completed by EOD.**