

Hogan Co. Weekly News

Drive Thru



Keys to Success

- Positioning
- Pre – Shift checklist
- Set & Communicate Targets
- Communicate & Celebrate Success

November 1st - 30th

Restaurant	OEPE Peak Avg	Restaurant	Pull Fwd %	Restaurant	KVS Peak Avg
BURLINGTON (Juan A.)	104	SWANSEA III (Karen A.)	26.6%	WOBURN (Florinda C.)	49
WOBURN (Florinda C.)	108	SWANSEA I (Stef C.)	22.2%	LEXINGTON (Julie B.)	51
BILLERICA (Morgana A.)	115	N. ATTLEBORO (Jenna C.)	19.2%	SCARBOROUGH (Dyana G.)	55
NEWTON (Theresa S.)	124	WOBURN (Florinda C.)	17.4%	NEWTON (Theresa S.)	56
WALTHAM (Dossy M.)	126	WALTHAM (Dossy M.)	16.0%	BILLERICA (Morgana A.)	63

CHICKEN



November 1st - 30th

Restaurant	Units Served	Avg / Day	Restaurant	Units/ 1K Trans
NEWTON (Theresa S.)	3,875	129.2	NEWTON (Theresa S.)	118.2
Waltham (Dossy M.)	3,770	125.7	LEXINGTON (Julie B.)	111.4
MIDDLEBORO (Brandon D.)	3,308	110.3	WELLS (Amanda.)	101.1
LEXINGTON (Julie B.)	3,283	109.4	BOURNE (David T.)	8.5
WOBURN (Florinda C.)	3,241	108.0	BRAINTREE (Carlos F.)	97.3

NEW CHICKEN AMBASSADOR TOOLS!

Training VIDEO: How to be a Chicken Ambassador

- Covers what service and grill crew can do to role model being a Chicken Ambassador
- Available on FRED



Best Bets Guide

- Covers proven tips for how to elevate crew engagement, build excitement and improve accuracy
- Available in the November webcast kit



People / Celebration



**CONGRADUALTIONS ON PROMOTION
TO DEPARTMENT MANAGER I**

Moad G. (North Weymouth)
Wendy S. (Swansea)

Both Wendy & Moad completed their FRED department manager modules and attended the Leader in me Class. Wendy is taking over the People Department in Swansea while Moad is taking over the Kitchen Department in North Weymouth. Very proud of both young leaders and look forward to seeing their continued growth with Hogan Company.

Special shout out to their Restaurant General Managers (Stef and Roberta) for putting people first and improve their restaurant results through Training and development of their restaurant leadership teams.

DIGITAL

November MTD

Restaurant	M.O.P. % of Sales
SWANSEA I (Stef C.)	10.60%
South Attleboro I (Rebecca O.)	9.40%
N. ATTLEBORO (Jenna C.)	8.90%
BEDFORD (Eric A.)	8.92%
PLAINVILLE (Holly L.)	8.80%



Please continue to have your MANAGEMENT TEAMS and SERVICE CREW MEMBERS complete the MOP modules on FRED.

Please mark each crew person as complete once they finish the module and assign them CREDIT.

Nov 15th newsletter has screenshots how to, however your supervisor can walk you through how to.

McDelivery



November MTD			
McDelivery Sales	Restaurant	McDelivery Transactions	Restaurant
1	WALTHAM (Dossy M.)	1	WALTHAM (Dossy M.)
2	FALL RIVER III (Kristen W.)	2	FALL RIVER III (Kristen W.)
3	WOBURN (Florinda C.)	3	WOBURN (Florinda C.)
4	BIDDEFORD (Arica W.)	4	BIDDEFORD (Arica W.)
5	NEWTON (Theresa S.)	5	BRAINTREE (Carlos F.)

Assembling a Delivery Order – Everything goes in a Yellow Rope Handle Bag

Small orders Food and 1 Drink	Medium orders Food and 2 Drinks	Large orders Food and 3-4 Drinks

Don't forget: Napkins, Straws, Ketchup or Condiments when requested

Drink(s) only	Food only

LARGE rope handled bag for orders that have food and drink
 Bundling food & drink together in a large bag saves cost and does NOT affect quality of food or drink

SMALL rope handled bag for orders that have only DRINKS or only FOOD
 Place food directly into small rope handled bag

Delivery Top 5 Elements To a Successful Delivery Order

- Restaurant must be active and available – Uptime Target 98%
- Verify correct hours of operations and correct menu and pricing in RFM
- React quickly to delivery orders on KVS/EXPO Monitors
- Double check orders for accuracy and hand-off to the right courier (UberEats/Door Dash/GrubHub)
- Raise awareness of McDelivery within own trading area



NABIT



Holiday Trays

The Mariah Menu Calendar (Holiday Trays)

December 13 – 24: Restaurants will offer a different deal every day
\$1 minimum purchase to get each deal

In the Deal section of the app

Prepare for Monday by having enough Big Mac buns thawed.

Use the daily planning tips to prepare for the next day's deal.

Monday 12/13	Tuesday 12/14	Wednesday 12/15	Thursday 12/16	Friday 12/17	Saturday 12/18
FREE Big Mac	FREE McChicken	FREE Bakery Item	FREE 6-piece McNuggets	FREE Cheeseburger	FREE Hotcakes
12/14 Planning: Be sure you have enough regular buns thawed.	12/16 Planning: Be sure you have enough Cinnamon Rolls, Blueberry Muffins & Apple Fritters thawed.	12/16 Planning: Be sure your fryer oil is clean Merchandise day- Beans!	12/17 Planning: Be sure you have enough regular buns thawed.	12/18 Planning: Be sure you have extra Hotcakes thawed.	12/18 Planning: Be sure you have enough regular buns thawed.

Sunday 12/19	Monday 12/20	Tuesday 12/21	Wednesday 12/22	Thursday 12/23	Friday 12/24
FREE McDouble	FREE Apple pie	FREE Sausage Egg McMuffin	FREE Double Cheeseburger	FREE Sausage Biscuit	FREE Santa Cookie
12/20 Planning: 3 hour hold time after bake. Schedule baking outside of peak	12/21 Planning: Be sure you have extra English muffins pulled.	12/22 Planning: Be sure you have enough regular buns thawed. Merchandise day- T- shirt!	12/23 Planning: Check bake times, temp settings, review oven shelf positioning with crew	12/24 Planning: Max 20 cookies per lined tray. 3 tray max. Cool 6 min. Hold 4 hours.	FREE 2- or 3-peck Chocolate Chip Cookies

The Mariah Menu... Free Daily App Deals

Operations Procedures

To roll out the Mariah Menu smoothly In the kitchen, keep the following operations and equipment points In mind:

- The deals on The Mariah Menu use all existing menu items, so there are no new products or equipment. ROP will automatically adjust the order proposal for all raw ingredients In this promotion.
- Utilize the Mariah Menu A/B bags and 5x7 bag stuffer with **every transaction** – not just the holidays deals.
- Use the planning section of the **The Mariah Menu Deal Calendar** for tips to prepare for the **next day**. Some Daily Deals will require restaurants to prepare the night before (for example, the day before the Free Hotcakes deal, restaurants will need to pull extra Hotcakes to thaw).



DATES

12/2	Monthly FS completed by the General Manager
12/3	Training kits arrive for December NABIT Nation Webcast
12/5	McDelivery promo Uber Eats: Free Crispy Chicken Sandwich with \$20 min. purchase
12/5	McRib Product Phase Out Ends
12/6	Holiday Trays - POP, bag stuffers, Crew Tees arrive - Marketing Pre-buzz begins
12/8	NABIT Nation Webcast
12/12	Chips Ahoy! McFlurry product phase out ends
12/13	Holiday Trays Daily Deals Begin (through 12/24) - app only
12/20	Encanto Happy Meal Ends
12/21	Sing II Happy Meal Begins
12/24	Holiday Trays Daily Deals End
12/25	MERRY CHRISTMAS
12/28	ROD Deal: 2 for \$6 Begins
12/29	EOM paper FOOD & PAPER completed by all Restaurants General Managers
12/30	Food & Paper Inventory Review by Operations Supervisors
12/31	Training kits arrive for January NABIT Nation webcast
1/1/2022	HAPPY NEW YEAR