



Winter Promotional Details (Event 3): Big House Burgers and Melts & New! Cinnamon Unrolled Sweet Cake

Dec. 3, 2018 – Mar. 3, 2019

Our third promotion of the year features our new, upgraded burger line - Big House® Burgers and Melts! Since rolling out the new burgers on the menu about a month ago, we are excited to put some support behind it! Additionally, to bring some news to the popular Sweet Cakes platform, we are introducing for a limited time, a new flavor - Cinnamon Unrolled. This tasty, indulgent new dish features our signature Sweet Cakes with decadent white icing and sweet, cinnamon roll filling. Both platforms are featured on the new menu insert.

This week, all restaurants should have received their POP support materials. Also, at this time, POP schematics for each restaurant are posted on My Huddle under “LTOs”. The Event 3 ROG can also be found on My Huddle, also under “LTOs”.



Cinnamon Roll Topping

You should have already received your pail of cinnamon roll topping for the Event 3 LTO Cinnamon Unrolled Sweet Cake. This pail should be stored in your cooler. When the Cinnamon Roll topping is portioned into the pastry bags the filled bags should be held at room temperature. The case of vanilla icing can be held at room temperature in storage and when held on the production line. Refer to the Icing Prep Card for additional handling procedures.



Marketing Update 11.30.18

Gift Card Crew Incentive Contest!

Wed. Dec. 5 – Tues. Jan. 1

Please do not forget about our upcoming Gift Card Crew Incentive Contest! The ROG was included in last week's system communication.

Holiday Signs

Please do not forget that Huddle House is open 365 days a year, including Christmas and New Year's! Be prepared for the influx of guests on these days, as many other restaurants/businesses will be closed. We also have yard sign artwork available for you to print locally, or through our vendor that says and "Open Christmas & New Year's Day". Please reach out to a member of the marketing team if you are interested in getting this printed from our vendor, or taking the artwork to a local print shop. This artwork is also posted on My Huddle, in the "Marketing: General" Folder.



2 Double Cheeseburgers

The 2 Double Cheeseburgers is a long-standing Huddle House offer. With the upgrade to the Burgers and Melts line, it is important to understand that the 2 Double Cheeseburgers will continue to be positioned as a value offer. Therefore, the Double Cheeseburger will be made with sesame seeded buns and 1 slice of American cheese. Of course, the 2 Double Cheeseburgers, like all burger patties, will be seasoned on both sides with burger seasoning.





Reader Board Messages: December 3- December 16

You should update your reader board messages to reflect the value and LTO messages below on November 26th. Use **red** lettering where noted to add extra emphasis to the message.

LTO Side- ALL
TASTE THE
HOLIDAYS NEW
CINNNAMON
SWEET CAKES

Value Side- SYSTEM W/ VALUE
10 COMBOS
WITH DRINK
\$4.99

Value Side- DINNER TEST
10 COMBOS
WITH DRINK
\$4.99

Value Side- Company Stores W/O value
KIDS EAT FREE
MON & TUES

Value Side- \$5 COMBO TEST
10 COMBOS
WITH DRINK
\$5



Sour Cream Conversion

Beginning the week of December 9th, Huddle House will change the pack size of sour cream. The new pack size will feature 2, 5-lb tubs instead of the current 12, 16-oz tubs. This will represent a smaller amount of sour cream per case. Additionally, this new pack size will provide a \$0.035 per ounce savings.

Please note that the new item number is 2390

In eRes you will need to deactivate the current sour cream (item number 2385) and **ACTIVATE** the new item number (2390). In eRes you will need to click "NO" in the store level catalog setup under the catalog and folio section for the old item and "YES" for the new item (2390). With eRes, remember the suggested order will not be accurate for the next 3-5 weeks as the system builds a history for the restaurant. Attached you will find instructions on how to handle the new sour cream. We will also include this sheet in the case of sour cream.

Coupon Calendars Have Arrived!

For those that preordered 2019 Huddle House Coupon Calendars, you are already out and about in your communities taking calendars to businesses and schools, and giving calendars to your customers as thanks for their business!

Now is a great time to partner with schools and organizations and arrange to help them raise money for their projects, trips, team uniforms, etc. Groups could raise \$500.00 just by selling 1 case of calendars at \$5 each! See attached documents for everything you will need to get started.

If you would like to order or replenish your supply, there is still time. The calendars can be ordered using the item #4042 on your truck order guide. The cost is \$69 for a case of 100.

Item # 4042 - MARKETING - CALENDAR HUDDLE HOUSE 2019 (100 CT)

Please contact a member of the Field Marketing Team if you need help getting started.

Directors of Field Marketing:

Jeremy Lee, jlee@Huddlehouse.com, 404-405-5841

Michael Mann, mmann@Huddlehouse.com, 251-391-1024

Field Marketing Managers:

Kylee Starnes (franchise stores only), kstarnes@Huddlehouse.com, 678-472-2720

Mary Hill Amason (corporate stores only), mamason@Huddlehouse.com, 706-424-6478



Kylee's Korner

A message from Kylee Starnes, Field Marketing Manager

Marketing Spotlight – In a joint effort, **Adel #401, Hahira #840, Valdosta #331** and **Nashville #245** have partnered with South Georgia Motorsports Park – a local race track in their area. At each race, a Huddle House team member represents the stores and passes out special 25% off coupons to spectators. Way to go team!

Marketing Tips – Is there a large apartment complex in your store's trade area? Ask the property manager whether they distribute new resident packets. If so, ask if they are willing to include special Huddle House coupons with these packets. Also, see if there are additional partnership opportunities available (i.e. resident events, resident discounts, etc.) The DC has Free Waffle Cards (item #3963), Free Drink Cards (item #3965) and Free Meal Cards (#3967), available for order that are perfect for these type of LSM efforts. As always, email kstarnes@huddlehouse.com with questions.





Marketing Update 11.30.18

All Things Digital

12/3– Email Blast – We will send an email blast to eClub members announcing our new LTO- Cinnamon Unrolled Sweet Cakes! This email will also have an offered tied in- Free Cinnamon Unrolled Sweet Cake with \$6 purchase. **Code: Hclub Cin Pan**





Marketing Update 11.30.18

All Things Digital

12/6– Email Blast – We will send an email blast to Huddle Up Rewards members giving them \$5 off \$20 or more. No code is needed, this offer will automatically be uploaded into the Loyalty Member's account.



HUDDLE UP REWARDS THE *Easiest* WAY TO SAVE THE MOST

HERE'S \$5 OFF

Enjoy \$5 off your next purchase of \$20 or more when using your Huddle Up Rewards account.

\$5 OFF *purchase of \$20 or more!*

NO CODE NECESSARY

This reward has already been added to your account. To redeem, identify yourself as a loyalty member and notify your server of your reward.

EXPIRES IN 5 DAYS

FIND A LOCATION

huddlehouse.com
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At participating Huddle Up Rewards locations only. Limit one discount per guest. Not valid with any other discounts or specials.





Marketing Update 11.30.18

Let's Get Social

12/3– Facebook



12/3– Facebook





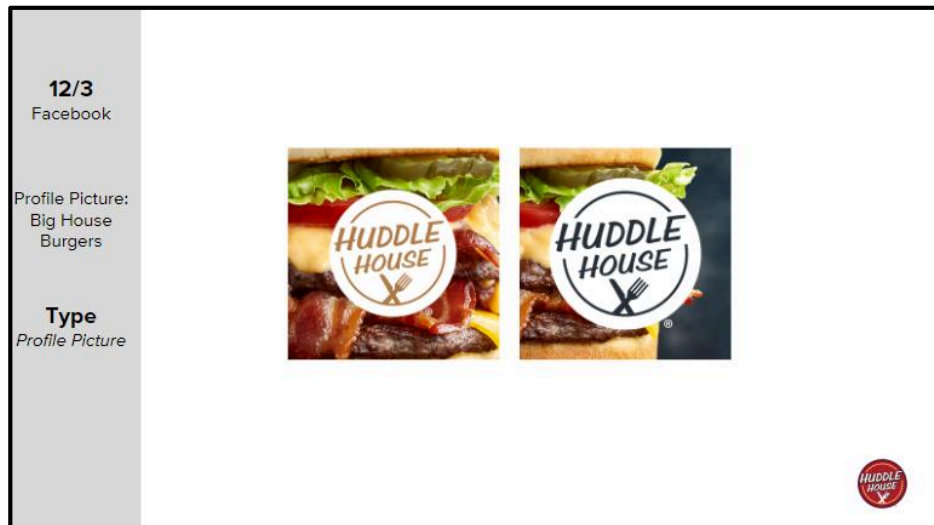
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Let's Get Social

12/3– Facebook



12/3– Facebook





Let's Get Social

12/3– Facebook/Instagram/Twitter

12/3 Facebook Instagram Twitter Cinnamon Unrolled Type Instagram Story	
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12/3– Facebook/Instagram/Twitter

12/3 Facebook Instagram Twitter Cinnamon Unrolled Type Video	<div>Use for Media</div> <p>Post Copy: 'Tis the season for something sweet and delicious. Stop by and give our NEW Cinnamon Unrolled Sweet Cake a taste, it will warm you right up!</p>
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12/5 Facebook/Instagram/Twitter

12/5 Facebook Instagram Twitter Gift Cards Type Image	<p>Post Copy: Because wrapping a waffle would be too difficult. Stop by and get the stocking stuffer that is a crowd pleaser.</p>
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