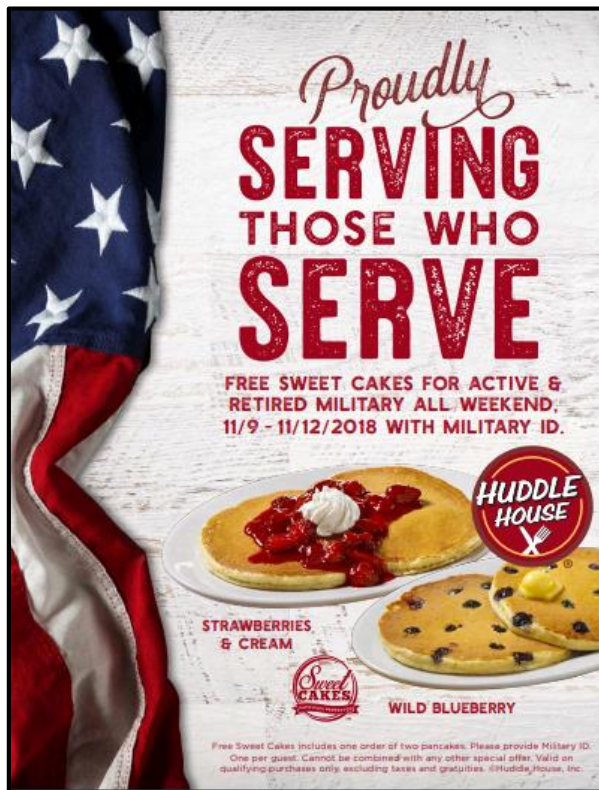




## Veterans Day Promotion 11/9-11/12

### THIS WEEKEND!

Like last year, we will honor our veterans, as well active and retired military members, with a **Free** Sweet Cakes Plate (2 pancakes - any variety). This offer requires no purchase but guests must show a military ID to receive the offer. The offer is valid all Veterans Day weekend starting on November 9 through November 12. This will be supported with email and text blasts as well as social media support. In addition, we ask that for this weekend, restaurant operators utilize their reader boards with the message shown below. And finally, for those operators who want additional LSM support, we have flyer creative shown below available to print locally if you choose. Please contact your field marketing representative to obtain the creative. This offer can be found on the promo screen in your POS – Veterans Day (Promo 717). We have a lot of PR support for Veterans Day this year, so please serve those who serve us to the best of your ability, as you will see many of our military members in your restaurants on this weekend!





## Mini Menus Arrive **This Week**

If you pre-ordered mini menus with your restaurant's new price tier, you will receive them this week. Please note that due to the multitude of price versions ordered, the price per case has increased from \$30 per case to \$35 per case.

If you didn't pre-order mini menus, you can order non-price pointed mini menus anytime. They are at the DC – Item # 4600. Cost is \$35.00 per case.

## Gift Card Crew Incentive Contest!

**Wed. Dec. 5 – Tues. Jan. 1**

Please see the attached overview of this year's gift card crew incentive contest!

## Event 3 Training Materials Arrive **Next Week**

Training Materials and Roll Out Guides for Event 3 will arrive on next week's truck.

Training Materials consist of:

- Hot Chocolate VTA
- Cinnamon Unrolled Recipe Card
- Icing Prep Card



## Fruit Memo

On October 31 we began offering fruit as a side option (in place of hashbrowns on breakfast entrees or French fries on burgers, sandwiches and dinners). While the food cost is higher than an order of hashbrowns or French fries (\$0.99 for fruit vs. \$0.28 for hashbrowns or \$0.35 for French fries) we believe that it is important to have a healthier side option. Our competitors have already been offering fruit as a side option— at no additional charge. We monitored the number of guests who chose the fruit side during the previous 6 months in a set of test restaurants before choosing to move forward with the fruit as a side option. In these restaurants, the fruit was featured on the menu exactly as it is featured in the October 31 menus. With an average of 5 guests choosing fruit as their side the incremental food cost is \$3.35 per day. However, the owners involved in the test report that the addition of fruit was a big deal for their guests, and so we see this small additional expense as a needed investment in guest satisfaction.

We neglected to include in the ROG the portions per case and average velocity. There are 18 portions of fruit per case. During the test phase, restaurants averaged between 5 and 6 portions per day which means most restaurants will need more than 1 case of fruit per week. Please carefully consider your expected demand when ordering fruit. If you need some help determining how much you should order, feel free to contact Jenn Townsend, Director of Menu Development and Executive Chef, at [jtownsend@huddlehouse.com](mailto:jtownsend@huddlehouse.com), or your FAD.

## Thanksgiving/Christmas Signs

Please do not forget that Huddle House is open 365 days a year, including Thanksgiving! Be prepared for the influx of guests on this day, as many other restaurants/businesses will be closed. We also have artwork available for you to print locally, or through our vendor that says “Open Thanksgiving” and “Open Christmas, New Years”. Please reach out to a member of the marketing team if you are interested in getting this printed from our vendor, or take the artwork (attached to this week’s system communication) to a local print shop.



## Reader Board Messages: November 12-November 24

Update your reader board messages to reflect the value and LTO messages below on November 11<sup>th</sup>. Use **red** lettering where noted to add extra emphasis to the message.

LTO Side- ALL
PIT SMOKED
PERFECTION
PULLED
PORK

Value Side- \$5 Combo
BISCUIT&GRAVY
+2EGGS
W/DRINK <b>\$5</b>

Value Side- \$4.99 Value Meals
DON'T MISS
FREE WAFFLES
EVERY WED.

Value Side- ALTERNATE
KIDS EAT <b>FREE</b>
MON & TUES

Please change the LTO side of your reader board on November 7<sup>th</sup> AFTER Election day to the following for Veterans Day, and remove on November 12<sup>th</sup>:

LTO Side- ALL
WE SALUTE
OUR VETERANS
WITH FREE
SWEET CAKES



## Kylee's Korner

A message from Kylee Starnes, Field Marketing Manager

### **Marketing Spotlight – Sandersville #183**

partnered with their local elementary school for a Halloween-themed coloring contest! The Sandersville Huddle House provided the school with blank coloring sheets. The students' finished artwork was later put on display in the restaurant's windows for the entire town to admire. Winners were recognized with Huddle House prizes. This is an excellent example of local store marketing through community involvement. Great job team!



**Marketing Tip –** Have a hotel or motel within proximity to your store (3-5 miles)? Reach out to them to see about partnership opportunities!

When visiting, ask to speak with the hotel's general manager. Ask if they provide welcome gifts to guests at check-in or if they might be willing to provide a Huddle House coupon when presenting guests their room key. Our custom LSM 25% off coupons are perfect for these types of partnerships. Please email

[kstarnes@huddlehouse.com](mailto:kstarnes@huddlehouse.com) if you are interested in ordering these. **The cost is \$25 per box of 1,000 coupons.**





# All Things Digital

**11/9– Email Blast** – We will send an email to Huddle eClub members promoting our Veterans Weekend offer- one free Sweet Cake plate with military ID.



**11/9– Text Blast** – We will send a text blast promoting our Veterans Weekend offer- one free Sweet Cake plate with military ID.





# All Things Digital

11/12– Email Blast – We will send an email to Huddle eClub members highlighting our Kids Eat Free Offer on Mondays and Tuesdays promotion



**HUDDLE HOUSE**

BEAT THOSE  
**SCHOOL  
NIGHT  
BLUES**

HECTIC START TO YOUR WEEK? WE UNDERSTAND!  
AT HUDDLE HOUSE, KIDS EAT FREE\* MONDAYS AND TUESDAYS.

**KIDS EAT FREE\***  
MONDAYS AND TUESDAYS.

**FIND A LOCATION**

huddlehouse.com  
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\*KIDS MEAL FREE WITH PURCHASE OF AN ADULT ENTREE. ONLY VALID MONDAYS AND TUESDAYS AT PARTICIPATING LOCATIONS ONLY.





# Let's Get Social

## 11/11 – Facebook/Twitter/Instagram

<p><b>11/11</b> Facebook Instagram Twitter</p> <p>Veterans Day</p> <p><b>Type</b> Image</p>	 <p><b>Post Copy:</b> Thanks to all of our active duty, retired, and veteran military. We sincerely appreciate your service for our country and our families.</p> 
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## 11/16 – Facebook/Twitter/Instagram

<p><b>11/16</b> Facebook Instagram Twitter</p> <p>Friday Night Football</p> <p><b>Type</b> Image</p>	 <p><b>Post Copy:</b> We've got a winning combo for just \$6.99. Bring your all star by for a pit smoked pulled pork sandwich and fries.</p> 
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