



## Gift Card Server Incentive Contest – **Week 1** **Winners**

### Week 1 Results - \$50 Regional Winners

FAD/Company	Server	Restaurant	\$/% Winner
<b>Aiken</b>	Kellie Manning	317 Moultrie	Sales
<b>Aiken</b>	Kellie Manning	317 Moultrie	% of Sales
<b>Amodio</b>	Courtney Belch	892 Suffolk	Sales
<b>Amodio</b>	Courtney Belch	892 Suffolk	% of Sales
<b>Edidin</b>	Megan Corbin	673 Lebanon	Sales
<b>Edidin</b>	Megan Corbin	673 Lebanon	% of Sales
<b>Konovalski</b>	Mersaydies Ellis	805 Tye	Sales
<b>Konovalski</b>	Mersaydies Ellis	805 Tye	% of Sales
<b>Loovis</b>	Cathy Morse	541 Cuba	Sales
<b>Loovis</b>	Cathy Morse	541 Cuba	% of Sales
<b>Robinson</b>	Linda Jordan	961 Brooksville	Sales
<b>Robinson</b>	Linda Jordan	961 Brooksville	% of Sales
<b>Spencer</b>	Elaine Banks	280 Vidalia	Sales
<b>Spencer</b>	Daphne Canady	127 Santee	% of Sales
<b>Company</b>	Yvonne Weatherford	175 Monroe	Sales
<b>Company</b>	Yvonne Weatherford	175 Monroe	% of Sales



## Gift Card Server Incentive Contest – **Week 2** **Winners**

### Week 2 Results - \$50 Regional Winners

FAD/Company	Server	Restaurant	\$/% Winner
Aiken	Robin Wilson	317 Moultrie	Sales
Aiken	Robin Wilson	317 Moultrie	% of Sales
Amodio	Cameshia Johnson	562 Farmville	Sales
Amodio	Cameshia Johnson	562 Farmville	% of Sales
Edidin	Traci Sharp	583 Dayton	Sales
Edidin	Traci Sharp	583 Dayton	% of Sales
Konovalski	Airica Connaway	591 Gun Barrel City	Sales
Konovalski	Airica Connaway	591 Gun Barrel City	% of Sales
Loovis	Ceara Smith	934 Owensboro	Sales
Loovis	Ceara Smith	934 Owensboro	% of Sales
Robinson	Theresa Ross	534 Perry	Sales
Robinson	Theresa Ross	534 Perry	% of Sales
Spencer	Rana Elsayed	474 St Pauls	Sales
Spencer	Nivea Hill	329 Saluda	% of Sales
Company	Daniella Prenatt	262 York	Sales
Company	Tequira Davis	696 Dublin	% of Sales

**Please note that we will publish week 3 and week 4 final results in the marketing update on January 4.**



## Upcoming Direct Mail In-Home

### December 27

Our next direct mail drop will take place on **December 27**. Please note that the drop date is on a **Thursday instead of the normal Tuesday due to the Christmas holiday**. Cover designs will feature the guest-favorite - MVP. Coupon price points vary by direct mail version and generally follow the restaurant's menu price version. Again this month we have two coupon price tiers: a T1/T2 coupon price version and a T3 –T5 price version. Coupons are listed below:

- (\$1.99) 2 biscuits w/sausage gravy (1)
- (\$4.79) Ham & Cheese Omelet (2)
- (\$4.99) Philly Cheesesteak Sandwich (1)
- (\$5.49) Chopped Steak Dinner (2)
- (\$4.99/\$5.29) Patty Melt (1)
- (\$5.99) Country Fried Steak Dinner (1)
- (\$3.99/\$4.29) Waffle w/ Bacon/Sausage (1)
- (\$3.99) 2 eggs with bacon or sausage (4)
- (\$2.99) 2 egg breakfast (1)
- (\$5.99) MVP (4)
- (\$4.99/\$5.69) Philly Cheesesteak Omelet (2)
- (\$6.99) Smokehouse Platter (2)
- (\$7.49/\$7.99) 2 Double Cheeseburgers (2)



The following restaurants will receive their direct mail outside the week of December 27:

- December 17: 849, 425, 937, 716, 460
- December 31: 336, 584, 47, 385, 429, 600, 619, 624, 627, 643, 679, 686, 737, 460

## POP SURVEY - PLEASE COMPLETE!

We want to make sure your marketing dollars are being used to provide the best sales driving materials, so please take 2 minutes to fill out the Reader Board and Banner Survey found in the link below.

<https://www.surveymonkey.com/r/68XC6WB>

Each restaurant should complete their own survey, do not combine answers.



## Reader Board Messages: December 17- December 30

You should update your reader board messages to reflect the value and LTO messages below on December 17<sup>th</sup>. Use **red** lettering where noted to add extra emphasis to the message.

LTO Side- ALL
<b>OPEN</b>
<b>CHRISTMAS</b>
<b>DAY!</b>
<b>JOIN US!</b>

Value Side- ALL
<b>STILL SHOPPING?</b>
<b>GIVE THE <b>GIFT</b></b>
<b>OF HUDDLE HOUSE</b>

## Macaroni & Cheese Memo

Beginning with orders the week of December 23, Huddle House switch macaroni and cheese in the system. Item 2725 (8/3lb bags) will replace item 2722 (4/5lb bags). The new macaroni and cheese has been in test since August. The new product is packaged in 3 pound bags compared to the current 5 pound bags. We believe the new product is an improvement in flavor over the current macaroni and cheese as well.

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.

Please note: Dinner Test Restaurants, this is the macaroni and cheese that is part of the dinner test and you will not see a change.



## Cold Weather Gear

As the weather has turned cold outside, it is important that our team members continue to provide a polished appearance when serving our guests. Ice Box has Huddle House logo jackets available on your Icebox Online account under the Team Member category. Our team members should not wear personal coats, sweaters or hoodies when serving our guests. This includes the cooks.

Team members can also wear long-sleeve black shirts under the Crew shirt.

Keep in mind, that if the restaurant is too cold for our servers and cooks, it is likely too cold for the guests and the temperature should be adjusted so everyone is comfortable while enjoying their meal.

Access your Icebox Online account by logging in [here](#).







# All Things Digital

**12/21 Email Blast** – Christmas focus with 2 Egg Breakfast for \$3.99 coupon, expires on 12/24/18

**1/3 Email Blast** – New Year's focus with \$5.99 Country Fried Steak and \$6.99 Smokehouse Platter. Both coupons expire on 1/15/19.





# All Things Digital

**1/2/19 Text Blast**– the text blast will have the following message:

“Start off the New Year an MVP with the famous Huddle House MVP Breakfast Platter for just \$5.99. Come hungry. Expires 1/6. Click to Redeem:”





# Let's Get Social

12/23– Facebook/Instagram/Twitter

**12/23**  
Facebook  
Instagram  
Twitter

Your House,  
Your Kitchen -  
Holidays

**Type**  
Image



**Post Copy:**  
We value the holidays where friends and family come together under one roof. Making memories the Huddle House way, because we're Your House, Your Kitchen.



12/25– Facebook/Instagram/Twitter

**12/25**  
Facebook  
Instagram  
Twitter

Merry  
Christmas

**Type**  
Image



**Post Copy:**  
Merry Christmas from our House to your House! If you'd like to join us, check with your local Huddle House where they'll be serving up fresh, made-to-order Christmas cheer.









# Let's Get Social

12/30– Facebook/Instagram/Twitter

**12/30**

Facebook  
Instagram  
Twitter

National  
Bacon Day

**Type**  
Image



**Post Copy:**

No Bacon stacks up to Huddle House's Applewood Smoked Bacon. Don't mess around, it's #NationalBaconDay and you know were serving it up sizzlin' and fresh, just for you.



1/1– Facebook/Instagram/Twitter

**1/1**

Facebook  
Instagram  
Twitter

New Year,  
Same Order

**Type**  
Image



**Post Copy:**

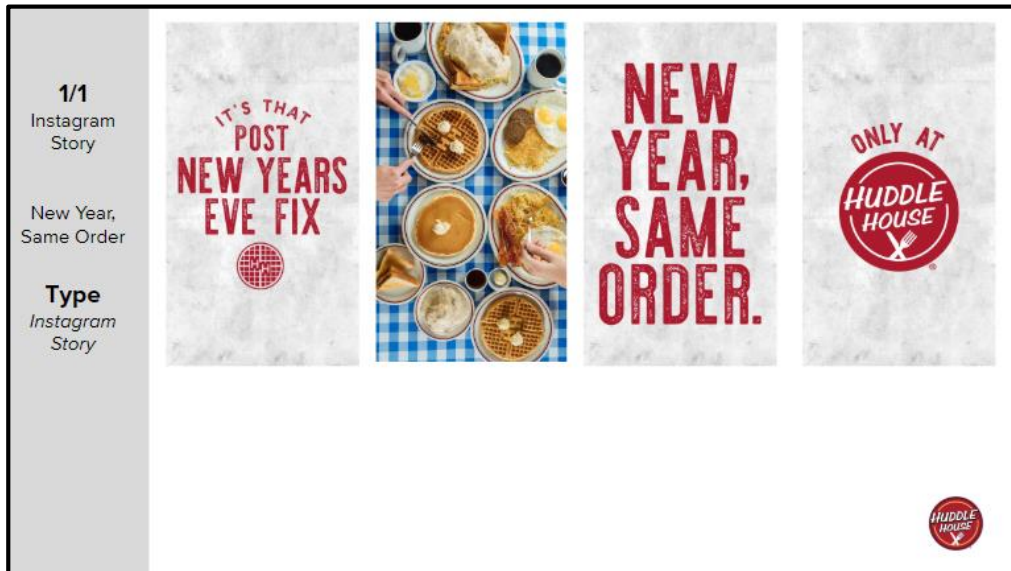
Now, that's a post New Years Eve fix. #NewYearSameMeal





# Let's Get Social

## 1/1– Instagram Story



## 1/5– Facebook/Instagram/Twitter

