



Gift Card Server Incentive Contest – **Week 3** **Winners**

Week 3 Results - \$50 Regional Winners

FAD/Company	Server	Restaurant	\$/% Winner
Aiken	Tina Johnston	325 Homerville	Sales
Aiken	Tina Johnston	325 Homerville	% of Sales
Amodio	Mercedes Underwood	598 Franklin VA	Sales
Amodio	Mercedes Underwood	598 Franklin VA	% of Sales
Edidin	Melissa Allen	882 Warrior	Sales
Edidin	Shareen Brooks	196 Jacksonville	% of Sales
Konovalski	Airica Connaway	591 Gun Barrel City	Sales
Konovalski	Airica Connaway	591 Gun Barrel City	% of Sales
Loovis	Cathy Morse	541 Cuba	Sales
Loovis	Danielle Eggemann	769 Highland	% of Sales
Robinson	Beth Torta	235 Hawkinsville	Sales
Robinson	Beth Torta	235 Hawkinsville	% of Sales
Spencer	Gretta West	437 McBee	Sales
Spencer	Gretta West	437 McBee	% of Sales
Company	Sara Merritt	472 Douglas GA	Sales
Company	Sara Merritt	472 Douglas GA	% of Sales



Gift Card Server Incentive Contest – Week 4 Winners

Week 4 Results -\$50 Regional Winners

FAD/Company	Server	Restaurant	\$/% Winner
Aiken	TIE – Savannah Bolling & Cindy Ussery	389 Andalusia AL & 434 Milledgeville	Sales
Aiken	Cindy Ussery	434 Milledgeville	% of Sales
Amodio	Heather Smith	188 Franklin NC	Sales
Amodio	Heather Smith	188 Franklin NC	% of Sales
Edidin	TIE – Debra Tipton & Joye Franklin	673 Lebanon KY	Sales
Edidin	TIE – Debra Tipton & Joye Franklin	673 Lebanon KY	% of Sales
Konovalski	Mersaydies Ellis	805 Tye	Sales
Konovalski	Mersaydies Ellis	805 Tye	% of Sales
Loovis	Nyrah Cobb	934 Owensboro	Sales
Loovis	Nyrah Cobb	934 Owensboro	% of Sales
Robinson	Theresa Ross	534 Perry	Sales
Robinson	Jennifer Ford	570 Inverness	% of Sales
Spencer	Loria Stukes	437 McBee	Sales
Spencer	Kristy Wise	329 Saluda	% of Sales
Company	Jessica Robinson	169 Barnwell SC	Sales
Company	Julie Shirley	523 Fulton, MS	% of Sales



Gift Card Server Incentive Contest

Overall Server Winner

**Mercedes Underwood from 598 Franklin VA
\$3,670 and 6.2% of sales**

Overall Restaurant Winner

541 Cuba MO \$7,648 and 12.7% of sales

The franchise partners of Cuba, MO and Franklin, VA will also receive a full year of reimbursed gift card fees! Congratulations to all of our winners for your hard work and determination in getting incremental gift cards sales!! Winners – please allow 1 week for your prizes to arrive.



Ketchup Memo

Huddle House is very excited to announce we are partnering with Heinz as our new ketchup vendor. We truly believe this is a better ketchup and one our guests will be thrilled about. In fact, 94% of consumers trust the Heinz brand, and 88% agree that "Heinz is the best quality ketchup". It is preferred 4 to 1 over all other brands combined!

New Items

- Item # 2201 - TABLE - KETCHUP PLASTIC BOTTLE HEINZ (16 / 14 OZ)
- Item # 2306 - PC - KETCHUP HEINZ (1000 / 7-GRAM)

Old Items

- Item # 2202 - TABLE - KETCHUP PLASTIC BOTTLE HUNTS (20 / 13.5 OZ)
- Item # 2305 - PC - KETCHUP HUNTS (2000 / 7-GRAM)
- This changeover will happen with orders next week (Starting 1/6/2019)
 - Please continue to order the old item numbers and the new item numbers will be automatically substituted



rainy

@rainyalward



Follow

I'm personally offended when I go to a restaurant and they don't have Heinz ketchup



sophie milner

@sophiemilner_ts



Follow

I have definitely walked out of a restaurant that didn't have Heinz 🍅🍅🍅



Reader Board Messages: December 31- January 13

You should update your reader board messages to reflect the value and LTO messages below on December 31st. Use **red** lettering where noted to add extra emphasis to the message.

LTO Side- ALL
NEW DOUBLE
MUSHROOM
SWISS BURGER
GET IN HERE!

LTO Side- Dinner Test
REAL
HOMESTYLE
DINNERS MADE
TO ORDER

Value Side- System W/Value
STRAWBERRY
WAFFLE
COMBO
W/DRINK \$4.99

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

Value Side- Dinner Test
STRAWBERRY
WAFFLE
COMBO
W/DRINK \$4.99

Value Side- \$5 Combo Test
BACON EGG +
CHEESE
BISCUIT
COMBO \$5



Pulled Pork LTO – POS Button Removal – Tuesday, January 22, 2019

As a reminder, the Pulled Pork POS buttons are quickly approaching the 45-day removal date to be removed from the LTO screen. We will no longer have these buttons in the POS after close of business on Monday, January 21, 2019. **Please communicate this to your servers and cooks.**





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](#).





Kylee's Korner

A message from Kylee Starnes, Field Marketing Manager

Marketing Spotlight – Jackson #254 donated Huddle House Coupon Calendars to Daughtry Elementary for them to sell at a recent school event. The school's PTO sold the calendars for \$5 each and kept all the proceeds to support their initiatives. **Thanks to the Jackson Huddle House's support, the PTO raised a grand total of \$225!**

Marketing Tip – Organizing a coupon calendar fundraiser is a great way to help a local school or organization raise money for their projects, trips, uniforms, etc. Groups could raise \$500 just by selling 1 case of calendars at \$5 each! Email kstarnes@huddlehouse.com for information on how to execute this fundraising program.





All Things Digital

1/8/19 Email Blast featuring either 10 meals under \$5 value menu or \$5 Down Home Combos. No special coupon offer.

1/10/19 Email offer Blast (Online Ordering Stores only) – 25% off your next online order. Guests have 3 days to redeem the offer online



Updated POP Schematics

POP Schematics and reader board messages for January and February are updated and have been added to My Huddle. Please reach out to a member of the marketing team if you need help accessing My Huddle.

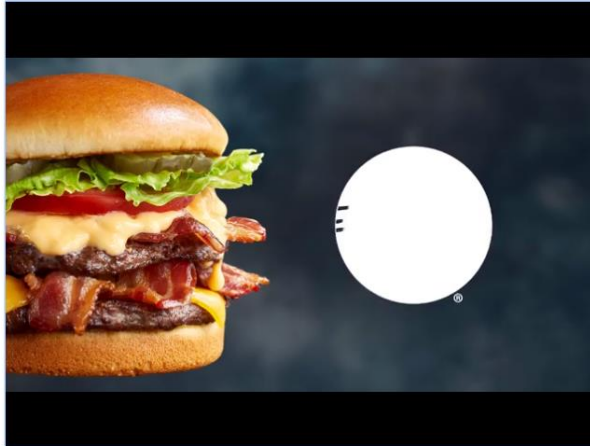




Let's Get Social

1/9– Facebook/Instagram/Twitter

Use for Media



Post Copy:

Now, that's the way a burger should be. #BigHouseBurgers



1/9– Instagram Story

1/9
Instagram
Story

Big House
Burgers

Type
Instagram
Story

