

TO: All Stores
FROM: Training Department
DATE: January 31, 2012
RE: **WHAT'S AT STEAK!**

MISC 1203

We are excited to announce the details of the first contest of the new year. It is the “What’s at Steak” contest! Our objective is to focus primarily on the quality of meals and sandwiches that we are serving our guests. In addition, we will continue to evaluate our Eagle Service culture that the crew and management team demonstrate at each location. We are trying to get a snapshot view of our guests’ overall experience from friendly service through the quality of the meals they order. We hope to generate excitement with our crews and management teams during this contest. If you have any questions, please contact your District Manager.

“WHAT’S AT STEAK CONTEST”

WHO:

- All Hoss Locations
- Greeter, Server, Salad Bar, Prep, Kitchen, Dish

WHEN:

- Monday, January 30, 2012, through Sunday, April 1, 2012

SCORING is Two-Part:

- **Part 1: Store Visit Measurements - weighted 50% of score:**

Each store will have a minimum of two evaluations each month. One evaluation will be completed by your District Manager and one by a member of our Leadership Team. These scores will be averaged together and combined with your web survey scores to generate an overall monthly score.

Entrée Presentation

In this section, we will evaluate the presentation and quality of our meals including sandwiches. We will look at quality of our hot sides and the freshness of all products we are serving. The meals coming out of the window a totally 100% Hoss quality product and how does the plate presentation rate.

Kitchen Techniques

The Kitchen Techniques section will evaluate the stores kitchen skills and are they are following all procedures. This includes proper grill temperatures and making sure we are following the proper grill geography. We want to be sure that we are dusting and prepping all products and using probes to insure quality and food safety awareness. Finally, we want to be sure that all meals are hitting our established GAST times (5-10 minute lunches/10-15 minute dinners), and all areas of the kitchen are working together as a team.

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Eagle Service

In this section, we will be looking at the overall interaction that our crew has with our Hoss guest. It will range from the initial SMILE and friendly greeting through the meaningful farewell and invitation to come back and dine with us again. The key question in this section is DO WE HAVE AN EAGLE CULTURE ESTABLISHED?

Manager

In this section, we will evaluate our management team's ability to run a quality shift and are they visible and available to our guests.

Crew Appearance

We will focus on Hoss standards and how the crew is performing during our visit. They should be focused in on the guests and be working together with each other to make every visit excellent. Finally, we will evaluate the appearance of our employees and managers to make sure there appearance is excellent.

• **Part 2: Web Survey Measurements - weighted 50% of the score:**

Each store will have a score based on an average of the following web survey questions each month. All stores must receive a minimum of 25 web surveys per month to be eligible to win the monthly prizes.

- Were you greeted promptly upon your arrival? Yes or No
- Was your order taker friendly? Yes or No
- Was our order taker helpful? Yes or No
- Did your server meet your expectations? Yes or No
- Did your server introduce herself/himself to you? Yes or No
- Was your steak great? Yes or No
- Did your meal meet your expectations? Yes or No

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Evaluation Team:

- District Managers and Leadership Team
- An evaluation will be provided. *See attached evaluations.*
- The evaluation will consist of simple “Yes/No” answers.
- All evaluations will be scored on site upon completion. Upon completion, evaluator will fax or email Krista Soellner a copy of the completed evaluation.
- Monthly updates will be sent to stores so they can see where they stand as the contest progresses.

February's Contest Winner's:

- There will be one prize for the winning store that has the highest combined average from the “web survey” and “monthly store visits” for the entire company. The prizes will include a \$10.00 gift card for the management team and entire crew.

Overall Contest Winner's:

- There will be one prize for the winning store who has the highest combined average from The “web survey” and “monthly store visits” for (February and March) averaged together. The prizes will include a \$20.00 gift card for the management team and entire crew.