

TO: All Stores
FROM: Marketing and Operations
DATE: June 25, 2010
RE: **SUMMER SLAM KITCHEN CONTEST!**

MISC 1015

We are excited to announce the details of our Hoss's Summer Slam Contest! As you know, our current focus is on Meal Quality and we will implement the following back-of-the-house contest beginning in July. All managers were given an overview of this contest at the District Meetings in June. Please review this information and get your kitchen crew excited and on board! You will see there is an opportunity to win a lot of cash and some different prizes with this contest! The goal is to raise our kitchen standards and what better way to do this than to reward those who are making the difference! Please contact your District Manager if you have any questions.

**“HOSS’S SUMMER SLAM”
Meal Quality Contest**

Thank You to Hoss U Class 77 for your help and ideas in creating this contest!

Brett Mellott - #27 Lititz; Ryan Miller - #49 Enola; Kelly Shaffer - #26 Somerset; Andrea Barnes - #46 Cressona; Jeff Schwaderer - #24 Huntingdon; and Angela Patton - #04 Chambersburg

WHO:

- ALL 38 Locations.
- Back of the House Staff
 - Kitchen & Dish
 - Minimum of 8 hours a week in the kitchen

WHEN:

- July 5th – October 3, 2010
- Announcement & Celebration at the corporate meeting on 10/20

SCORING is Two-Part:

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

Month 1:

Burn Notice

Probing

Perfect Steak

Dressing the Part – uniform, hair, hand washing, shoes, hats, aprons.

Month 2:

Meal Presentation

GAST Appeal

Extortion of Portion

Dressing the Part

Month 3:

First two weeks:

Hot Potatoes

Hot Steels

Dressing the Part

Last two weeks:

All Categories are being measured

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

Each store will have a running score based on an average of the following web survey questions each month.

- 3b. Did your meal meet your expectations? (yes / no)
- 3c. Was it a great steak?(yes/no)
- If the guest said “no” for a reason that is out of the kitchen’s control, that survey will be kicked out. For example: not a great steak because it had too much fat.
- Every store will receive a baseline score for the first 6 months of the year to begin this contest.

Evaluation Team:

- DM’s, Leadership team, Tom Smith, Don Imler, & Pam Weakland
- Every Tuesday, the team will select locations to visit that month.
- An evaluation will be provided. *See attached evaluations. *Proposed evaluation attached.*
- The Evaluation will be simple yes / no answers.
- All scoring will take place behind the scenes at the home office.
- A monthly update will be sent to the stores so they can see where they stand on both Scores, web survey and store visits.

Grand Prizes:

- Each District will have a Grand Prize Winner.
- They will each get:
 - \$2500 to be split among the winning BOH staff.
 - \$1675 of that will be divided equally among staff who works a minimum of 24 hours a week in the kitchen.
 - \$825 will be divided equally among staff who works between 8 and 23 hours a week in the kitchen.
 - \$50 Hoss’s gift card will be given to any BOH staff with less than 8 hours a week.
 - General Manager receives \$250 cash
 - Assistant/Associate managers each receive \$125 cash
 - Special Hats and T-shirts to be worn as their uniform and also given to managers.
- Condo Prizes – at the end, the grand prize winning stores will enter their kitchen manager and any assistant /associate manager names in a drawing to win a trip to the Ocean Isle condo during off peak times.

Monthly Motivational Prizes:

- Three special monthly prizes will be given each month during the contest awarded to the Key Kitchen Person (manager / supervisor):
 - Prize 1 – Highest Web Survey score without a decrease in performance from baseline.
 - Prize 2 – Most improved Web Survey score over baseline.
 - Prize 3 - Highest Evaluation Score.

Materials you will receive:

- 8 ½ x11 poster to hang in the back of the house. This will have your store’s current Web Survey baseline score which is established from your web survey scores.
- At the Corporate Meeting in July, GMs will be given a large poster to hang in the back of the house. You will use this to track your monthly scores.
- Attached is the proposed evaluation form for you to review. This is subject to change prior to the start of the contest.

